



## **Our Sound – The Asia-Pacific Song Contest FAQs**

### **What is the story behind Our Sound – The Asia-Pacific Song Contest?**

The concept of Our Sound is a highly emotional, annual music competition between Asian nations. It's a thrilling search for Asia's best song. National pride and friendly competition are the major components.

### **Why was the name of the Song Contest changed from Asiavision Song Contest to Our Sound - The Asia-Pacific Song Contest?**

The new name reflects the fact that participating broadcasters and the Asian people will decide who participates and who wins. Asiavision Song Contest has been a working title in the early stages of the project and Asiavision is the name of the organizing company. Asiavision, however is only initiating and financing the contest.

### **What does the name Our Sound stands for?**

Our Sound expresses the Asian dreams and the Asian pride – it's Our Sound. No matter what nationality, what language they speak or what they believe in, people from all over Asia will have the chance to decide which is their favourite Asian song. They shall be able to proudly say: This is our sound. A sound that strengthens Asian identity and unites.

### **What will the format of the Our Sound Song Contest look like?**

Exciting. Our Sound – The Asia-Pacific Song Contest starts with National Selections and culminates in the Grand Final weekend, consisting of the spectacular two hours Performance Show and the one hour Winners Show both televised live, Asia-wide.

### **Why has the audience such an important role?**

The most important decisions at Our Sound – The Asia-Pacific Song Contest are made by the audience, the Asian people. They pick the star that shall represent their country and they choose the winning song with their votes.

### **How many people are expected to view the Our Sound – The Asia-Pacific Song Contest 2010?**

Up to 3 billion people between Tokyo and Jakarta, between Sydney and Bombay have the chance to watch the song contest and furthermore decide which their favourite Asian song is.

### **Who can participate in the National Selections?**

Besides well established stars appointed by record companies, newcomers, either individual artists or groups, are invited to upload their performances.

### **How are finalists selected to enter in Our Sound – The Asia-Pacific Song Contest Grand Final?**

The audience picks the winner who shall represent their country at the Grand Final Weekend. In each country the National Selection is slightly different.

### **When will the Our Sound National Selections start?**

National Selections in most countries will start in October 2009.

### **What is the language of the songs entering in Our Sound – The Asia-Pacific Song Contest?**

As the entering songs represent the participating countries, it is likely the competing stars will sing in their own languages. However, they may sing in any language, they might even perform a multi-language song in the Grand Final.

### **What is the music genre for the Our Sound – The Asia-Pacific Song Contest?**

There is no fixed genre. All participants will choose genres they feel most appropriate to represent their country. The style of the shows will be rather main stream and most performances are expected to be main stream pop – with a local flavour.

### **Are there any rules limiting the style of music?**

No. There are no rules limiting the talent to a music genre.

### **Who will judge at the Grand Final?**

The Asian people are the judges. Everyone in Asia has the chance to vote for their favourite singer. It's the people's contest, the people's vote, the people's decision. The winner is determined by a potential audience in 530 million households.

### **How can I contribute to the Our Sound – The Asia-Pacific Song Contest?**

You are an important part of the song contest. Share information and curiosity with friends and family, watch out for the National Selections in your country, vote and use your voice for your country, for your favourite singer.

### **How can I vote?**

After the Grand Final Performance Show everyone in Asia will have the chance to send their votes for their favourite songs via SMS or online. The voting system addresses the strong patriot feelings in Asian countries by allowing two votes, one of which may be for their own country.

### **Where will the Our Sound – The Asia-Pacific Song Contest 2010 Grand Final be held?**

The first Our Sound Song Contest 2010 Grand Final will be held in a venue that symbolises the Song Contest's image of extravaganza. The announcement of the host city is one of this year's upcoming highlights. Stay tuned!

### **When will the Our Sound – The Asia-Pacific Song Contest 2010 Grand Final be held?**

The Grand Final is intended to be held in March 2010.

### **I want to go to the Grand Final. Can I book or even win a ticket?**

Yes, you can. Check our website regularly.

### **What is the grand prize for the champion?**

Like in the Olympic Games, participating for one's country and doing one's country proud is the greatest award. However, song writer(s) and artist(s) of the winning entry in the Grand Final will be honoured with the Our Sound – The Asia-Pacific Song Contest Trophy.

### **Are there any restrictions to the participants' gender, nationality and ethnicity?**

Yes. The minimum age of participants has to be 16 years when entering the National Selections. The programme is not restricted to any specific gender, nationality or ethnicity.

### **In which channel can I watch Our Sound – The Asia-Pacific Song Contest 2010?**

You can watch the song contest in each participating country on a leading local channel that will be announced shortly.

### **My local TV station does not broadcast the show; can I watch the show via Internet TV?**

Yes, you can watch the Our Sound – The Asia-Pacific Song Contest Grand Final via Internet.

### **Is there a difference to shows like American Idol?**

Yes. Our Sound is not a talent hunt. It is a music competition between nations, each nation being presented by a highly popular artist or group. It is the Olympic Games of Pop Music, where top artists from across Asia are fighting for the honour to win for their country. The sheer quantity and quality of Stars performing creates glitz and glamour that a talent show is naturally lacking.

### **Where can I get the latest general information and the latest news on Our Sound – The Asia-Pacific Song Contest?**

The most convenient way to get up to date information will be our anchor location, the Our Sound website [www.oursound.asia](http://www.oursound.asia)

### **Does Our Sound have a fan club?**

Not yet. It is your song contest so presents the perfect opportunity to go and start your own fan club. Go online; look for friends who share your enthusiasm.

### **Are there any countries that you will not include because of political issues?**

Asiavision Pte. Ltd. is not a political organisation. The objective of Our Sound – The Asia-Pacific Song Contest is to bring Asian countries together to celebrate diversity, cultural exchange, and friendship and to be entertained.

### **Is it possible that different editions of the Grand Final are produced to suit the taste of the audience and language spoken in different countries?**

No. All countries will be watching the same synchronised live broadcast of the Our Sound Song Contest Grand Final shows. The host will speak in English and Mandarin. Most broadcasters will do voice-overs in local languages.

### **Is it an interesting event for sponsorship?**

Yes, it definitely is. The song contest is not just a TV show, it's a 360 degree media campaign that stretches over many months, it is extremely attractive to international and regional brands. With its wide distribution, the song contest, in its first year, will reach a target audience of 530 million households.

### **How many countries will participate in the first Our Sound – The Asia-Pacific Song Contest 2010?**

The Our Sound – The Asia-Pacific Song Contest 2010 invites 13 countries to perform on the same stage. Over the next 10 years the number of participating nations can increase to 30.

### **Which countries will participate in the first Our Sound – The Asia-Pacific Song Contest 2010?**

Likely participating countries are Australia, Bangladesh, Cambodia, China with Hong Kong, C. Taipei, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam (*in alphabetical order*).

### **Is the Our Sound – The Asia-Pacific Song Contest 2010 targeting a certain audience?**

No. It is a typical family programme, attractive to a varied audience, no matter how old or young they are or what their taste in music is.