

## Annex 2: Article, Infographic, and Social Media Post to be Designed

### Article:

#### 2023 Round Festival 'Step Out, Sing as One' From Online to Onstage

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Thousands braved Jakarta's blistering heat to experience the live music performances by talented Southeast Asian and Korean artists at the 2023 Round Festival on 21-22 October 2023. After holding virtual concerts since the event was launched in 2020 as part of the ASEAN–Korea Music Festival, the artists could finally perform before enthusiastic live audiences.

Embracing the theme “Step Out, Sing as One,” the festival started with a captivating line-up of performers.

Malaysia's Gerhana Skacinta electrified the stage with their 1950s ska beats. Dila Aisyah and the Boys from Brunei Darussalam enchanted the audience with their versatile sounds. Cambodia's One Peace Band and Myanmar's Velocity X Jewel dazzled the crowd with their energetic acts..

The excitement soared higher when Filipino boy band SB19 took the stage and performed their high-octane hit *Gento*. Korea's Se So Neon and SGO kept the momentum going with their riveting performances.

The night ended on a high note with Indonesian artists Barasuara and Isyana Sarasvati, the latter delivering a stunning duet with So Yoon from Se So Neon.

The excitement continued into the second day, featuring performers from Thailand, Lao PDR, Viet Nam, Singapore, Korea, and Indonesia.

ASIA7 from Thailand fired up the crowd with an exciting fusion of traditional instruments and modern music. This was followed by dynamic and heart-pounding performances from Black Eyes of Lao PDR and PHÁO from Viet Nam.

The audience next enjoyed the soothing music of brb. from Singapore, Indonesian artists Pamungkas and Ardhito Pramono. Korea's Galaxy Express, Jimmy Brown, and SURL also graced the stage and delivered unforgettable performances.

The two-day festival drew 8,000 people on the first day, ballooning to 15,000 by the festival's close. It left a lasting impression on the attendees. Twenty-six-year-old Fatima Nur Alifa, a festival attendee from Jakarta, noted: “I found out about this event through social media. Initially, I came just to see SB19, as I've been a fan since their early days. However, the festival piqued my interest in the other performers. I've been here since the start today, and I think I've enjoyed every country's performance.”

She added: “When I found out it was free, I decided to give it a try. The experience was intense, almost like a ticket war, but it was worth it. I couldn't sleep afterwards, but the memories made it all worthwhile.”

## **Striking a universal chord: Artists reflect on musical connection**

The participating artists were excited to be part of the festival. Iga Masardi, vocalist and lead guitarist from Barasudara of Indonesia, stressed the importance of music as a universal language.

He told *The ASEAN*: “An interesting point to highlight here is that the primary challenge has always been the language barrier. We often think that not understanding each other's languages prevents us from working together with people from other nations. However, it turns out that through melodies and explorations in musical arrangements, we can break down these walls, creating a universal language. We can share across various genres and from different countries and nations. Music, in its pure form, is what we have in common. It binds us together.”

Puti Chitara, also from Barasudara, highlighted the event's potential for cultural exchange and underscored the necessity of increased international collaboration opportunities. She also pointed out the significance of learning from South Korea's example in presenting popular culture on a global stage.

“South Korea has been laying the groundwork for initiatives like this for an extensive period, given its status as a government-backed program integral to the Korean wave. Recognising the vital role of music and culture as significant and easily shareable products, similar initiatives are crucial for our country,” Puti noted. “There is a pressing need for substantial support from the government and various sectors to generate more opportunities, especially in Indonesia, where we have a wealth of musical talent possibly amounting to millions. With the right opportunities, there's no limit to what we can achieve,” she added.

Vocalist/guitarist Seol Hoseung from SURL, meanwhile, expressed his delight, noting the unique chance to connect with Korean musicians and fans, as well as artists and attendees from across Southeast Asia. “I am absolutely delighted because we got the chance not only to meet with Korean singers and audiences but also to interact with various artists and attendees from different countries, especially from Southeast Asia,” he said.

“After listening to both Korean and Southeast Asian music, what we feel is that music is universally enjoyable. If the singer is good, it's good. If the song is good, it's good. So what I've learned is that music is indeed universal.” drummer Oh Myeongsuk added.

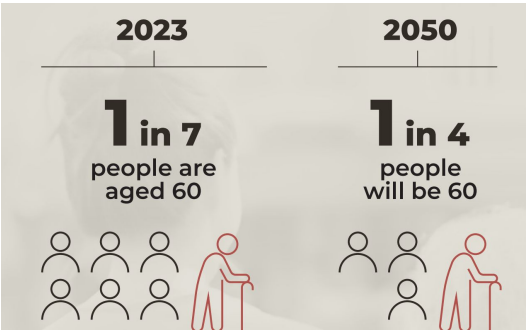
The festival was hosted by the Korean Broadcasting System (KBS) and supported by the government of the Republic of Korea (ROK) through the ASEAN-Korea Cooperation Fund. It was preceded by a two-day music forum from August 3-4 that gathered ASEAN and Korean industry professionals to network and exchange ideas. The festival is expected to continue to showcase the diversity of Asian music and its power to unify by breaking through language and cultural barriers.

Infographic and Social Media Content:

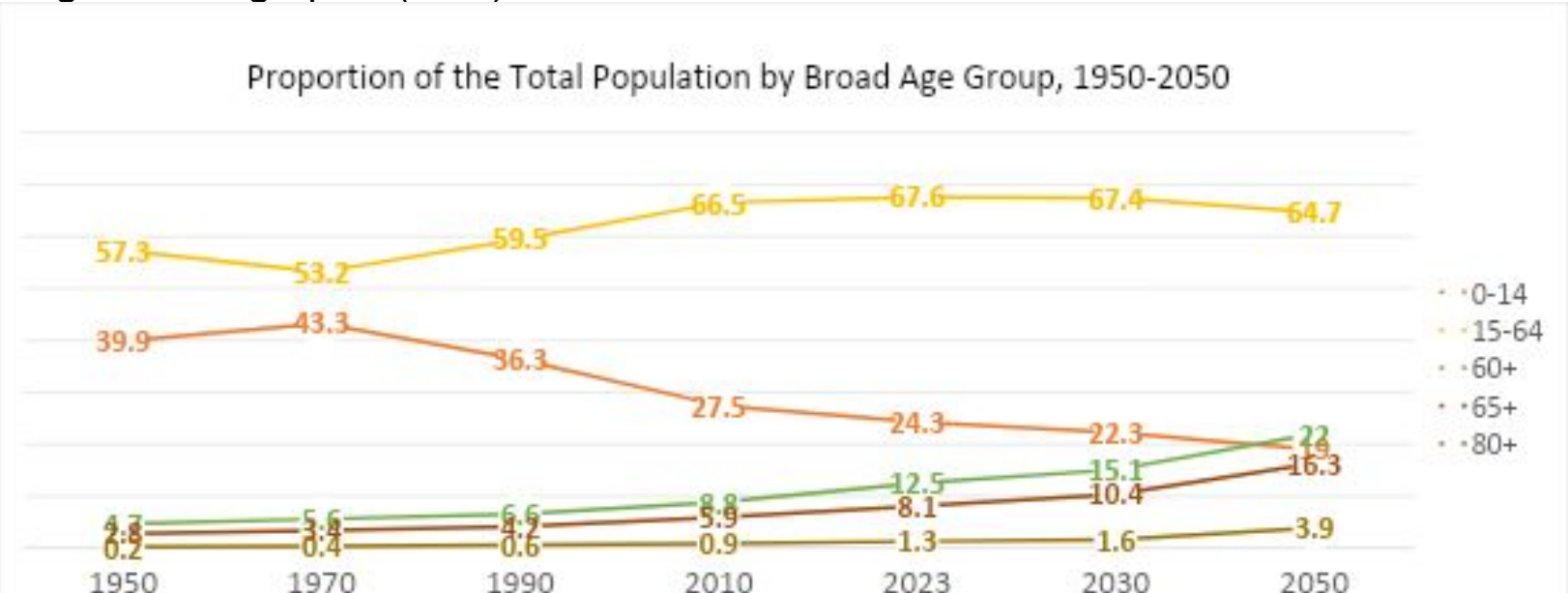
ASEAN’S DEMOGRAPHIC TRANSITION STORY

Southeast Asia is undergoing a significant demographic shift. In just over a century, the percentage of people aged 60<sup>1</sup> and older will surge from 4.7% in 1950 to a quarter of the population by 2050.

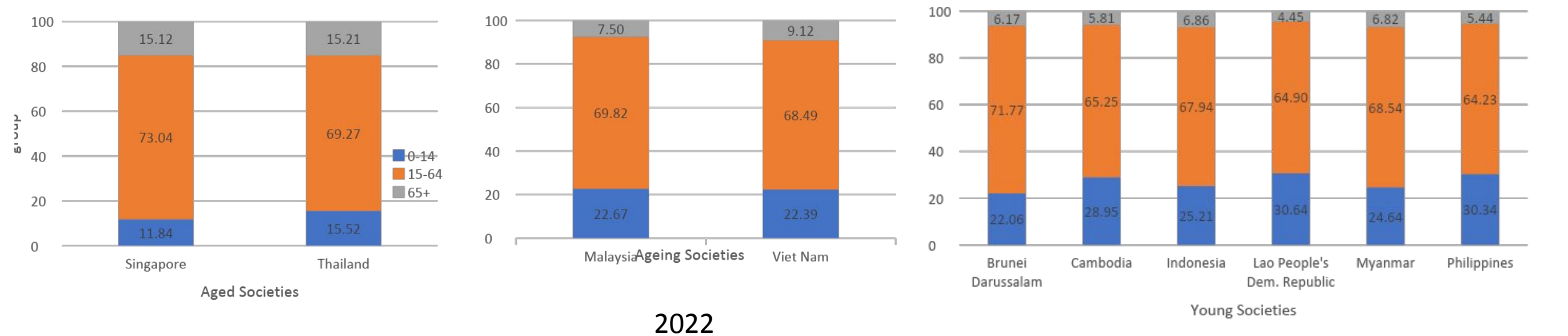
1 in 21 people are  
aged 60



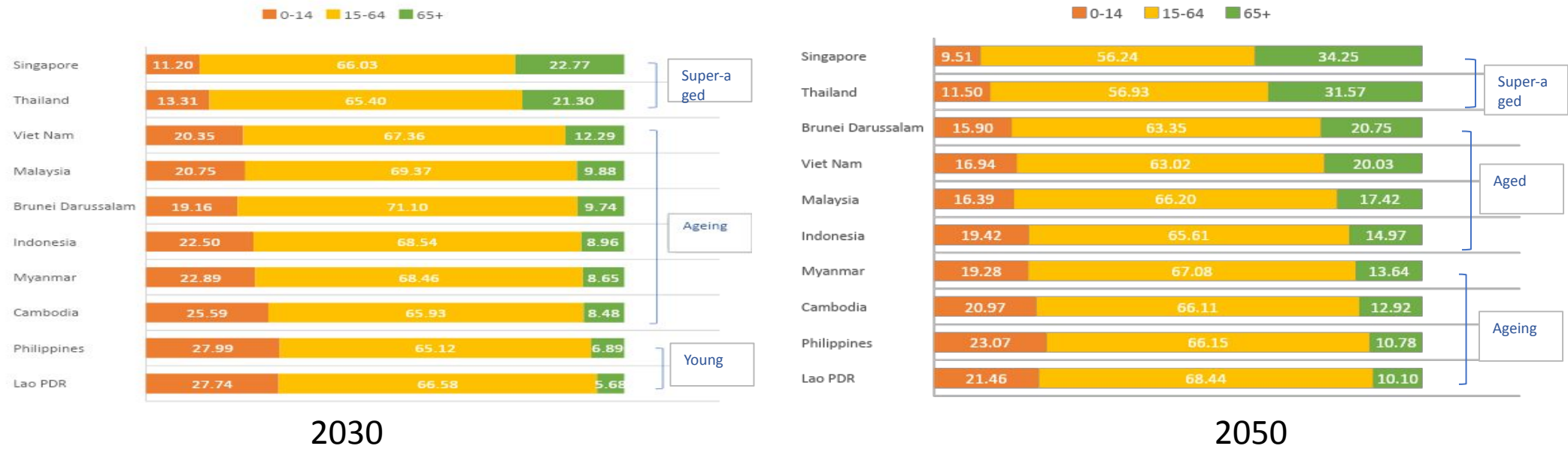
While the share of individuals aged 60 and above continues to rise, the proportion of the youngest population segment—those aged 0-14—is dwindling. Forecasts indicate that by 2050, the older demographic (22%) will surpass the youngest demographic (19%).



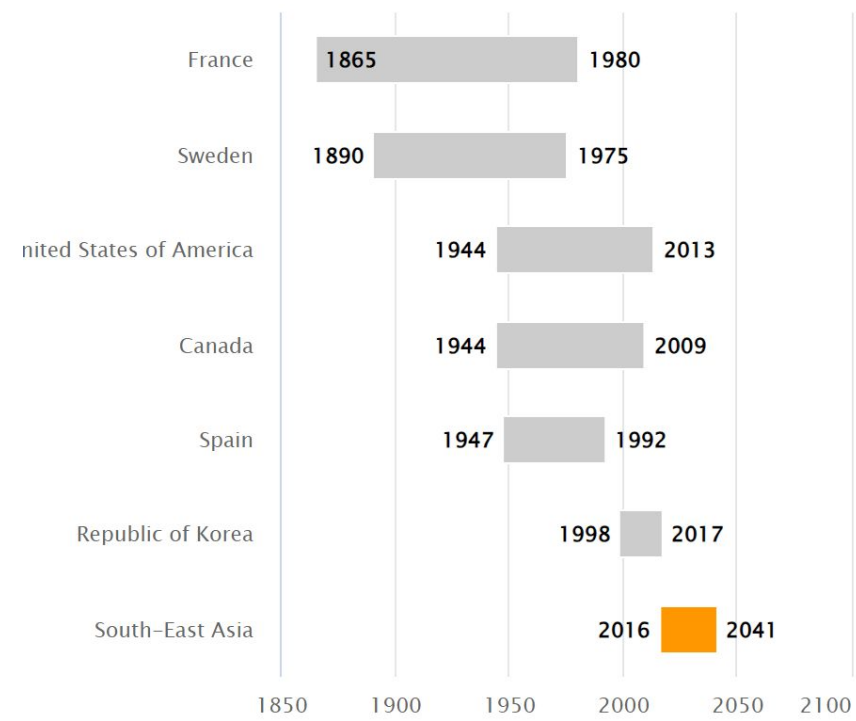
At present, four Southeast Asian countries are considered either aged or rapidly ageing societies<sup>2</sup>, with 7-15% of their total population comprised of individuals aged 65 and above.



By 2050, all countries in the region will have transitioned to ageing to super-aged societies.

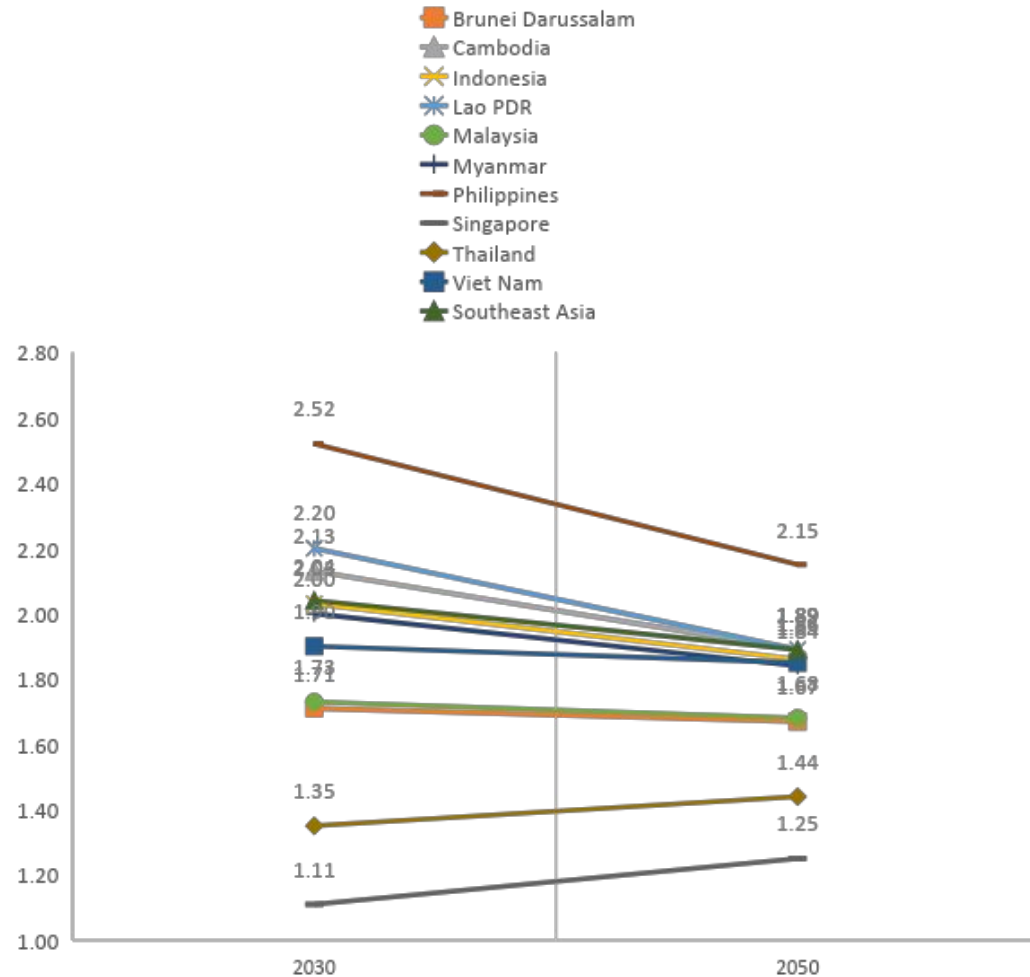


The speed of ageing<sup>3</sup> in Southeast Asia is much quicker, taking only 25 years, compared to other countries.

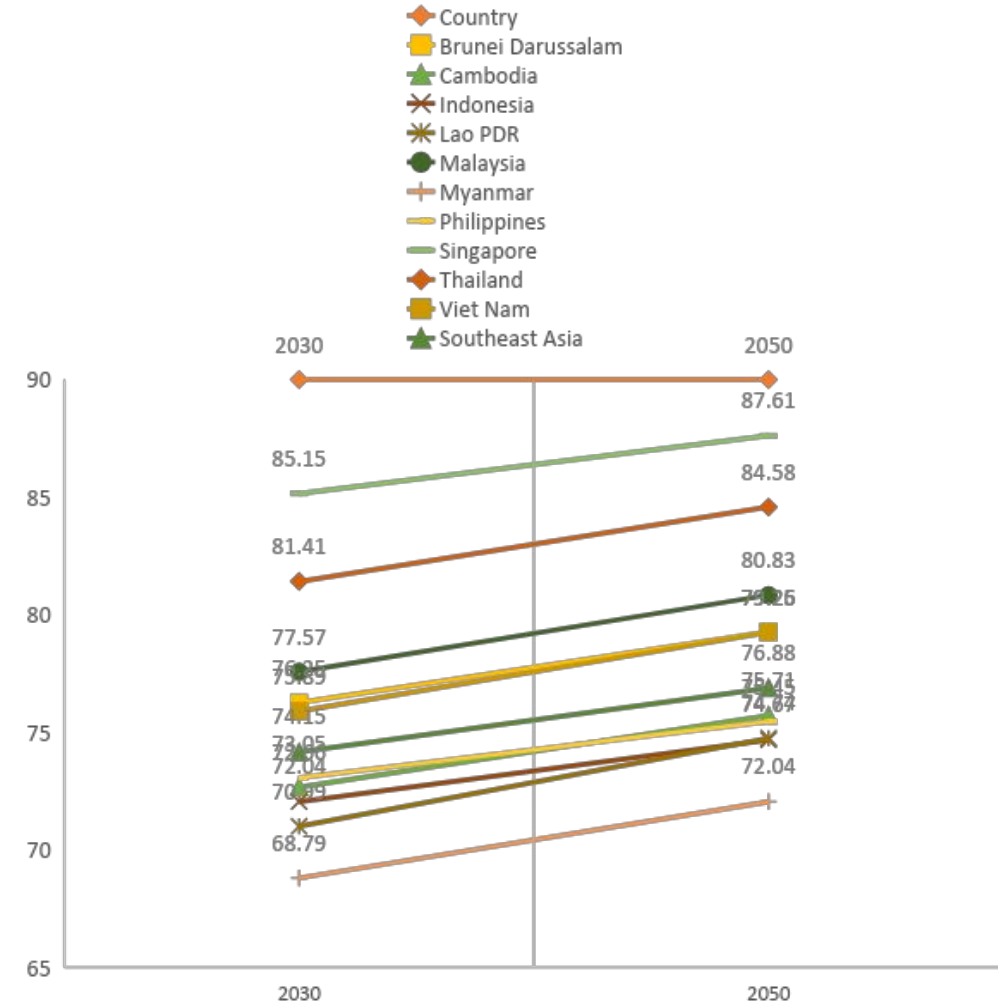


Plummeting fertility rates and rising life expectancy rates are the key factors behind population ageing. By 2030, only Cambodia, the Lao PDR, and the Philippines are projected to maintain fertility rates exceeding the replacement level of 2.1, and by 2050, only one country will surpass this threshold. Meanwhile, life expectancy rates within the region will range between 72 to 87 years old by 2050.

**FERTILITY RATES, 2030, 2050**



**LIFE EXPECTANCY AT BIRTH, 2030, 2050**



#### Notes:

<sup>1</sup>Most ASEAN Member States set their retirement age at 60. Please see page \_\_\_\_.

<sup>2</sup>According to the World Health Organization and the United Nations, an "ageing society" has over 7% of its population aged 65 or older, an "aged society" has over 14% in the same age group, and a "super-aged society" has more than 21% aged 65 or older.

<sup>3</sup>Defined as the number of years required or expected for percentage of population aged 65 and over to rise from 7 per cent to 14 per cent

#### Sources:

United Nations, Department of Economic and Social Affairs, Population Division (2023). Data Portal: Percentage of total population by broad age group; Fertility rates; Life expectancy at birth. United Nations: New York. Available from <https://population.un.org/DataPortal/> (accessed 2 August 2023).

United Nations, Economic and Social Commission for Asia and the Pacific. (2022). Demographic changes in Asia and the Pacific: Key facts. Available from <https://www.population-trends-asiapacific.org/data> (accessed 7 August 2023).