

Apr 11, 2008  
From: George Vanous

I came to Tapei with one meeting with EMI Taiwan on Mon. Mar 24 to pitch [www.yanzilive.com](http://www.yanzilive.com)

The presentation went well enough to get a second meeting with the head of A&R (<http://en.wikipedia.org/wiki/A&R>) for EMI, Kay Sun. The issue is whether the head EMI office in London will allow EMI Taiwan to work with us. If they do not block the request, we will move forward with a profit sharing deal and become a North American bridge to produce and distribute EMI Asia music and merchandise.

Kay was very frank about their biggest pain: declining record sales due to Asian websites like <http://www.kkbox.com.tw/> that charge \$5 USD a month and let people listen to all Asian music legally. EMI wants to recover lost revenue by selling merchandise and expanding their Asian artist market into international waters. I pitched our team as the bridge to those international markets, starting with North America.

If EMI London does not block this project, I may be spending a lot more time in Taiwan!

On Mon. Mar 31, I met with JJ Lin ([http://en.wikipedia.org/wiki/Lin\\_Jun\\_Jie](http://en.wikipedia.org/wiki/Lin_Jun_Jie)), a pop star and torch-bearer for the Chinese Olympics, and he wants us to help promote his music and merchandise outside Asia. JJ is interested in an urban image, along with a fashion line aimed at 18-28 young adults. His current website launched on his birthday, Mar 27 2008: <http://ifi-productions.com>

On Thu. Apr 3, I met with Marcia Tan, Sun Yan Zi's ([http://en.wikipedia.org/wiki/Stefanie\\_Sun](http://en.wikipedia.org/wiki/Stefanie_Sun)) manager in Singapore. My goal was to interest her in the same concept: promote Sun Yan Zi to an English market through [www.yanzilive.com](http://www.yanzilive.com) and merchandise. Unfortunately, her response was lukewarm at best.

On Fri. Apr 4, I met with Melissa Lam who manages Andrea Fonseka (<http://www.andreafonseka.com/>), Miss Malaysia 2004 and an FHM cover girl. We will help promote her in North America with a profit sharing deal.

I also met Daphne Khoo ([http://en.wikipedia.org/wiki/Daphne\\_Khoo](http://en.wikipedia.org/wiki/Daphne_Khoo)) who came in 4th in last year's Singapore Idol. She released her debut CD in the US on Baby CD (<http://cdbaby.com/cd/daphnekhoo>) and sold five (not five thousand or five hundred, but five) CDs. I told her we can do better. Her website: <http://www.daphnekhoomusic.com/>

I met with Michael Wang, a New York-trained movie director who created his first film in Singapore. We will work with him to promote Carrotcake Conversations

(<http://www.carrotcakeconversations.com/>) in North America, also with a profit sharing deal. This is Andrea Fonseca's first starring role.

Michael invited me to his recording studio where I met John Herbert, the owner and audio engineer. John knows Greg Chako (<http://www.gregchako.com/>), an American career jazz musician who has released nine CDs and has been living and performing in Asia for 15 years. He has not been successful marketing his music in North America and we will help him with a website redesign and promotion for a profit-sharing deal.

And I went to an Amway meeting Sat. Apr 5! When we were waiting to meet with Marcia, I met Daphne Lim who lent me her cell phone. We talked about her work, and since it has been 15 years since I was involved with Amway, I was curious to see what changed. At the meeting, I met Ben, a music teacher, and Stefanie, a songwriter. Stefanie knows the songwriters who wrote most of Sun Yan Zi's music and offered to introduce us. Ben was interested in how we promote Asian music in North America and invited me to give a guest lecture at his university! Both are too premature, but we left the options open for later.

My last meeting was on Wed. Apr 9 back in Taipei with JJ Lin and Brandon Chang ([http://en.wikipedia.org/wiki/Brandon\\_Chang](http://en.wikipedia.org/wiki/Brandon_Chang)). Brandon wants to combine the flare of [www.bungalow50.com](http://www.bungalow50.com) with the presentation, product features, and blogs of [www.honeyee.com](http://www.honeyee.com) but for China. For me, this is the most promising deal since Brandon will handle the promotion and the signing of content and celebrities to the site.

On Apr 10 I flew back to San Francisco.

And to think I came to Taiwan with just the goal to build a website for Yan Zi! I had no idea how much need there is to promote Asian artists outside Asia. If we can promote one well, there is a lot of potential for other artists!