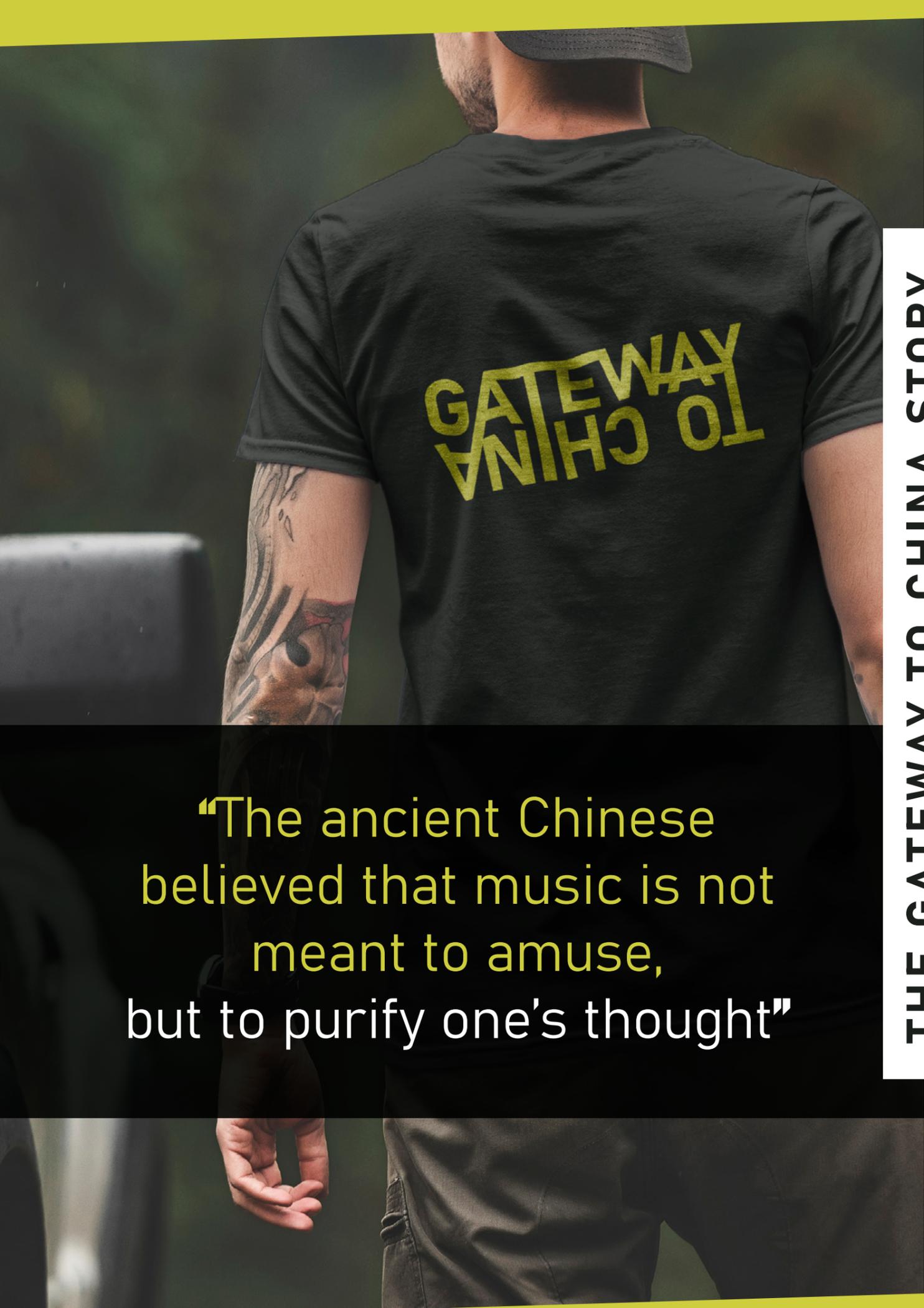


**GATEWAY  
TO CHINA**



**PRODUCT INFORMATION BOOKLET**



“The ancient Chinese believed that music is not meant to amuse, but to purify one’s thought”

## THE GATEWAY TO CHINA STORY

The Gateway to China platform has its origins starting in 2014 when Bookya’s CEO Merlijn Poolman, who is currently the Night Mayor of Groningen in The Netherlands, went to China for the first time.

In 2009, he started a foundation which focuses on the export and exchange of musical projects. As of 2014, he has collaborated with Chinese partners to set up various music tours and festivals.

At that time he was not involved in the company of Bookya yet, but in 2017 with his foundation Stichting Nederlandse Muziek Export and one of his Chinese partners of Crazy Lotus company (which also organise the Yin Yang Music Festival on the Great Wall China) the first truly China-focused conference at Amsterdam Dance Event was founded. This became a two-day event with panels, lectures and afterparty called China Pavilion and it was developed with the support of Amsterdam municipality, Buma Cultuur and the Confucius Institute.

In that year he got in touch with the online music industry database company Bookya and with them he joined forces in starting up a subscription model for Western artists to be present on Chinese social media channels.

**THIS SERVICE WAS FOUND OUT OF NECESSITY DUE TO THE FACT THAT MANY ARTISTS WHO HAVE BEEN TOURING IN CHINA COULD NOT EFFECTIVELY REACH OUT TO THEIR CHINESE AUDIENCES.**

This is because of the restrictions in China, many western social media platforms are not accessible, such as Facebook, Twitter, Instagram and Youtube. China has its own social media platforms, Wechat, Weibo, Douyin, to name a few. In order to successfully enter the Chinese market, it is crucial to understand the local market and how the social media is operated.

This service was presented at Dancefair 2018 and in the same year after Amsterdam Dance Event Bookya decided to join forces with the China based company Brotherhood Music, led by the Dutch Paul Neuteboom. Paul has been pioneering in the Chinese dance industry shortly after 2010 and in that time worked for the biggest companies before leading his current company and became a main partner for festival organisations such as Q-Dance, Creamfields and various others.

Recently Brotherhood Music launched a new sub-company called Beam China and after a fruitful partnership between Bookya and Beam for almost 2 years it became time to bring the services to a higher level in order to bridge the walls between China and the Western world. This is the newly merged company called GTC, which stands for Gateway to China.

While Bookya and Beam keep on providing social media channels verifications for artists that aim to gain access to the Chinese market, the services of GTC are more high-end and intended for the artists that are truly ready to make the next step and willing to emerge themselves in the possibilities that lie in the world’s fastest growing dance market.

**Enter the Gateway to China!**

SO YOU'VE JOINED

## WHAT IS IT WE DO

### VERIFICATION

With our team and business partners in China, we make sure that your chosen Chinese social media channels are going to be claimed and verified.

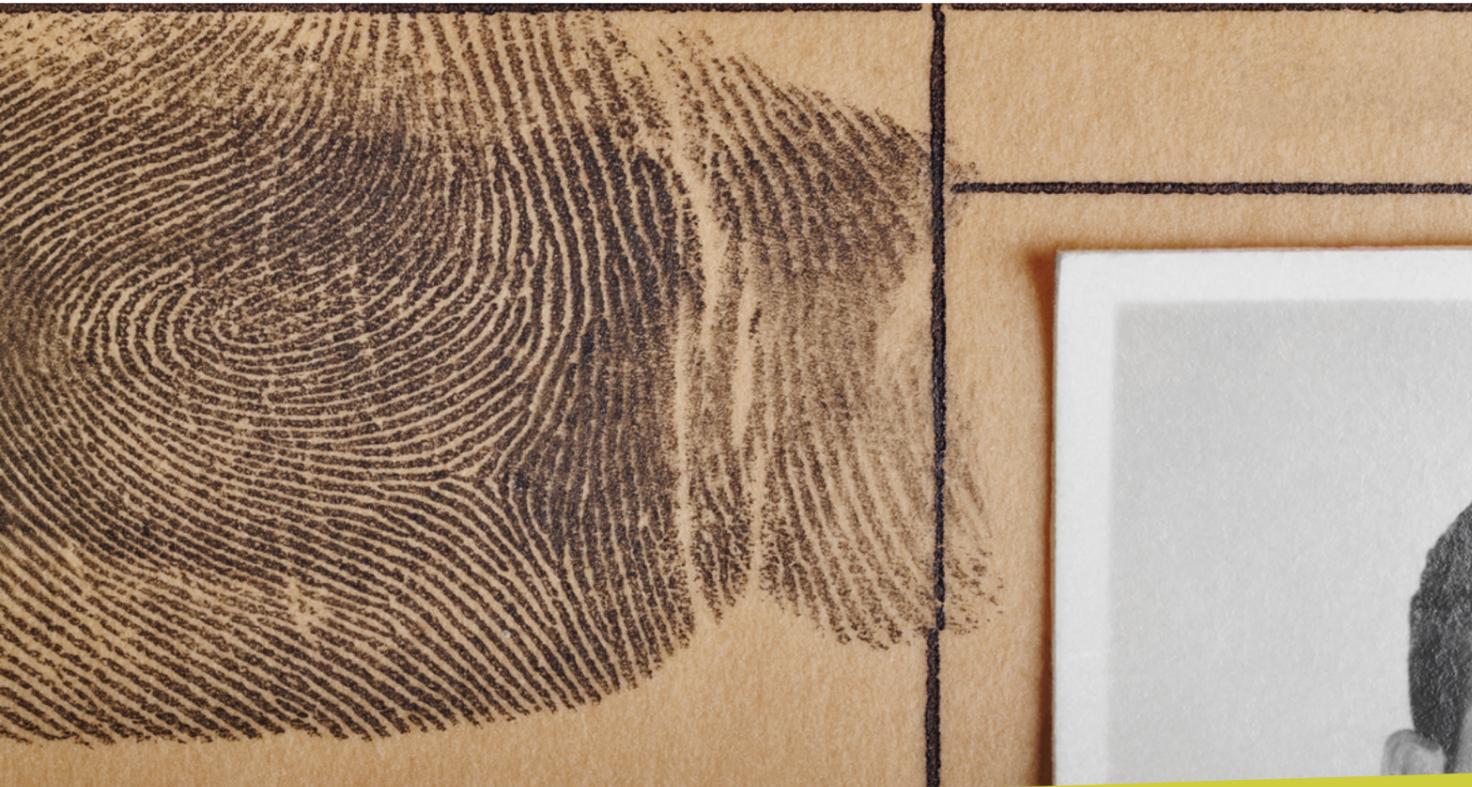
First, we create a Dropbox account with a few documents that you need to read and sign.

Once you have signed the documents, we will send you instructions on how to make a profile photo (In China, the verification processes are rather strict, especially with western individuals/companies. Therefore, it is necessary to follow all the instructions and advice we provided) : a clear photo of your face and your passport that you need to hold next to your face, both the one of your face and of your passport have to be clearly and visible. This is the only way to claim and verify your official accounts.

Next, you need to uploading these files to the Dropbox, our Chinese team will get started with the verification processes.

Usually, the verification processes take up to three weeks in some social media channels due to the manual verification processes of these channels.

Once we have completed the processes, we will be ready to get started. All steps described above are nearly impossible to achieve from the West, therefore our Chinese team will help you to complete this required starting point.



One of those transformative moments in Chinese music history happened in April 1985, when Wham! became the first Western popular music act to perform in China.

Wham!'s groundbreaking presence in the Middle Kingdom came through the efforts of co-manager Simon Napier-Bell, who spent 18 months wining and dining with Chinese officials to get his boys through the door



## ONCE YOU'VE SETTLED IN.. **THE CREATIVE PROCESS**

### **BRANDING**

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We are not going to redo all the work your own team has been doing. Instead, we will work together with our China-based team and the team from the artist. We will first carry out a market research analysis and then determine which aspects of the artists' branding should be highlighted and emphasized for the Chinese market. The Chinese market and audience is structurally different than the one in the West. In this way we can define a tailor-made branding strategy on how to set up a permanent strong foothold and presence of the artist in China.

In general, Chinese audiences like to see a lot of personal and China-focused content. We will develop content strategies for the Chinese market in which we take certain important Chinese calendar dates into account.

Finally, we will discuss the artists' previously posted timeless content which may be suitable for the Chinese social media channels. Useful content will be shared with a Dropbox folder to our Chinese team. By doing so, we will have an abundance of quality material to post when it is required.

### **DISTRIBUTION**

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The most important thing we need to do first is check if the artist's music is available to the Chinese market. If this is not the case we need to arrange that the music can be streamed towards Chinese audiences by being available on these channels.

First and foremost, we need to check the availability of the artists' music. As mentioned earlier, China has different media platforms and many western media channels are simply not accessible.

### **Synchronize Content: West to East**

Our goal is to help you to increase the number of Chinese followers and fans in a sustainable way.

Our team, which is specialized in Chinese social media, will analyze and extract the most useful and relevant content that your team has created on the western media platforms. We will also post the content your team provides, or both.

For instance, we can extract your Facebook posts, translate them to Chinese and post them on Weibo. If you have videos on TikTok we can convert them for Douyin (which is the Chinese version of TikTok, only available for Chinese users)

In this process we are going to do more than just copy and paste your content on the Chinese social media channels. Based on the content strategies we have developed, we will adjust your content fitting the demands of your Chinese fans.

Due to the language differences, our Chinese team will ensure that your messages on the Chinese platforms comply with the original message to the audience you had in mind.

All of your posts will be posted in Mandarin Chinese and English. Based on our years of experience we have concluded that bilingual posts appear to be more "international and intellectual" and the Chinese audience likes this better.

### **Live streaming while making money**

Next to this we have the ability to live stream directly to China on platforms that will allow you to make money whilst you are streaming. This works for Chinese streaming services like Douyin (TikTok) Huya, Pony and others. The content could be something like a set or a conversation with your fans.

On some specific social platforms we have the ability to get donations, monetize on advertisements that are being shown and it is even possible to sell the artist's merchandise right there during the livestream.

In addition, we offer a range of live performance alternatives for DJs', such as challenges where an artist has a face-off with another artist or KOL (Key Opinion Leader or 'influencer'). We are also able to set up a talk where the artist can connect with their Chinese fans to collect donations and gain more social influence.

At the end of each month our team will send you a report which shows you how much you have grown your channels, how your specific content is working out and what the statistics are for your tracks.

This will for instance show which comments worked the best and which one of your tracks performs well or not in China. The report will feature statistics similar to what you have seen on your western socials as well as screenshots of your channels. This way you can easily see the work that has been done for you.



## MARKETING

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Alongside the regular distribution of the mainly copied, adapted and transcribed western social media content, we develop targeted and unique marketing campaigns with the sole intention of promoting an western artist into the Chinese market in order to boost the exposure of the artist.

We do this by using social banner sets, (short) videos, brand collaborations and even very unique campaigns such as creating challenges in collaboration with Chinese influencers.

Chinese companies are generally more direct than Western companies in their advertisements. You could state they are generally a bit more 'in your face' which is a factor that we keep in mind whilst helping to create the most effective marketing campaigns to reach your target audience

## MERCHANDISE

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We have set up a strong partnership with one of the leading companies in premium custom merchandise products that has offices in both the Netherlands and China. Alongside your team, our partner can create premium custom merchandise products for the Chinese (and/or western)market.

We aim for high-end products such as limited-edition items rather than basic t-shirts, caps and other general items that everyone already has.

In short, we are able to handle everything in the chain: concepting, designing, manufacturing, shipping, storing and distributing. This also works for EU and USA repacking, re-shipping and shipping your current stock within, to or from China.



Douyin is the first app from a Chinese company to take the world by storm. You probably know the Western version, TikTok



## SHOWS & TOURS

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In order to help you gain a solid foothold in China, we can act as your non-exclusive Chinese Booker. In this way we will provide a minimum of 3 shows per trip or more.

In this process we will make use of the strong connections that we have with club chains in China and the independent clubs. This will guarantee and enable reliable and professional (mini) tours that match the standard of the artist and management.

## COLLABORATION

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There is a wide range of possibilities to ensure collaborations between artists, brands and everything in between. From a co-produced track with a Chinese producer towards a sync-deal between a product advertisement or a videogame soundtrack, the possibilities are endless.

We make sure that we find the right partners and that the financial agreements are clear and handled smoothly.

There are also influential Chinese artists and organizations that aim to gain foothold in Europe. There are also some Chinese artists who are willing to invest strongly in this with a long-term vision in mind. In case you can provide them access to the West, we will be happy to be your partner and connect you to trustworthy and professional entities that have the same ambitions in order to achieve common goals.

## PRODUCTS & BRANDING

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A lot of Chinese brands are not only looking for good music to use in the mission of boosting their credibility of their brand. They often also aim to take a deeper collaborative approach by emerging an artist into the identity of their product and/or brand. This will lead to the artists being involved in commercials as well as co-developing products that embody the identity of the artist. Based on our experience, Chinese companies have a different perception of commercial values and strategies than most of their western counterparts. Our team, contains cross-cultural specialists, understanding the differences between the western and eastern in (business)cultures. Effectively guiding you through this endless range of possibilities whilst making sure that you stay true to your values at all times.



