

National Cultural Policy Submission

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Public and anonymous



Short submission (text box 500 words or less)

As a K-Pop fan, I see firsthand the effect that regularly scheduled live performance programming has on building artist fame. These air on public channels and are cross-streamed on Youtube, with each artist's individual performance being uploaded to Youtube for on-demand watching after. People watch these shows for big name artists, and become fans of smaller ones through this exposure. A quick search of one of South Korea's top live shows, \,MCountdown\, has brought me a video from 3 days ago (today 30/03/26) that already has 3.1 million views.

This kind of exposure is what we need in Australia, constantly I'm speaking to people my age - early 20s - who want to just switch on the TV and watch live performances or music videos without having to pick them individually from searching. We're entering a world where my demographic is trying to detox from the scrolling social media prison, and I see this as a solution that benefits all. Whenever K-Pop idols promote their music in the West, everyone complains that there aren't enough shows where they can perform and show off their talents, and thus people then talk about how they wish western artists had the performance options that they have on TV in South Korea. Much like how \,Like a Version\, has become a staple for any artist touring Australia, we should be bringing back a variety of Countdown; a live show featuring smaller Aussie artists with a finale performance from a big touring act. It's hard to promote yourself as an Australian artist on a social media landscape so based in Americanism, this gives another avenue for them to get their name out. When we talk about the \,golden age\, of Aussie export media, we forget the avenues that were there to help those names get big. If South Korea has proven that people still watch these live shows, then it's only fair that we adopt the method for our own cultural export.