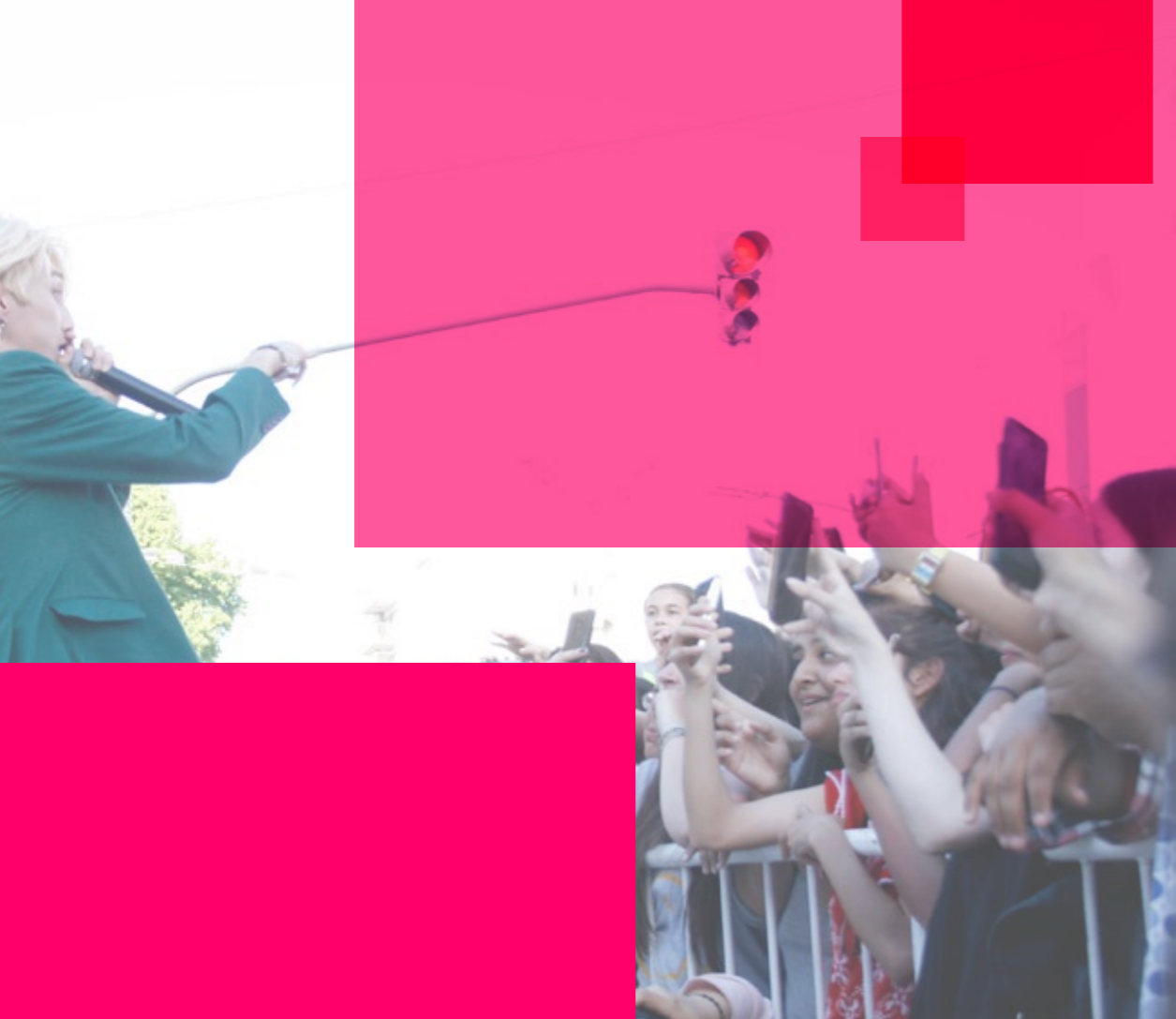




**MAGAZINE ONLINE
& Social Media**

BUENOS AIRES, ARGENTINA



ABOUT **XIAHPOP**®

Since our birth as an online portal in 2008, we have assumed the commitment to spread the different cultures of each East Asian country. Xiahpop is the first website in Spanish with daily information in their website and on their social media.

As part of our project, since 2011, we have ventured into the realization of unique events in their conception and realization that seek to create experiences with traditional and popular culture in an entertaining way and in many aspects also educational, a value that today serves as a bridge to unite Latin America with East Asia both culturally and commercially.



**“A bridge to unite
Latin America with
East Asia both culturally
and commercially.”**



OUR WORKS

The purpose of XIAHPOP is to show the different cultures of the Far East, India and Southeast Asia through the authors and influencers who write on our site and social media.

Along with history, curiosities and customs we also share recommendations, interviews and personal experiences. Our audience is made up of young people between 13 and 45 years old: curious, willing to learn, experiment and learn more about a distant and unknown culture on this side of the world. The most talked about topics include language, beauty, gastronomy, series, films, art, books, games, apps and music.

Featured press works

2011 K-pop Fest

2011 LG K-pop Contest with LG Brazil

2013-2016 Asian Dramas Promotion with Drama Fever from Warner Bros Labs

2014 A Day in Seoul with KOFICE & Civil Association of Koreans in Argentina

2015-2019 Buenos Aires Celebrates Korea with Korean Embassy in Argentina & Government of the City of Buenos Aires

2016-2019 Hallyu Festival with Civil Association of Koreans in Argentina, Korean Cultural Center & more

2017 Asia Fest

2017 VAMPS Concert with Noix Entertainment

2018 Hanami Fest with Japanese Embassy in Argentina, Japanese Cultural Foundation in Argentina & JICA

2018-2019 World's Fair with CUI (Universitary Language Center of UBA -University of Buenos Aires-)

2018 Solbridge Scholarship Contest with Solbridge University & KoreaIn Magazine Brazil

2019-2021 Novice translators Contest with LTI Korea & Hwarang Editorial

2019 Fan Novel Contest with Hwarang Editorial

2019 V.Friends Contest with V Live from Naver

2019 Nostalgia from The Far East

2019 The Gazette Concert with Noix Entertainment

2020 K-pop Latin Cup Challenge with Hallyu Media in Latin America

2020 VIVE ASIA

2021 Indonesian Films Festival Online with Indonesian Embassy in Argentina

2021 Closer to Korea: The Kpop Phenomenon with Korean Culture Center of Korea Embassy in Argentina

2021 3YE Latin America Online Concert with +VIVO, EB Producciones

2021 Promotion of Kpop Artist (Bling Bling/Rocket Punch) with MJ TONZ

2021 Promotion of Kpop Artist (AleXa/Ghost 9) with Zanybros

2021 Promotion of Kpop Artist (Triple7) with GH Entertainment



MUSIC SHOW WORKS

Since 2008 we have experienced the exponential growth of Asian Pop in Latin America. XIAHPOP was the first magazine in Latin America to spread the work of asian artists. Thanks to our experience, since 2015 we began to work as a consultant in the press and promotion of asian pop production companies in Latin America and Spain. Since 2019 we have also worked promoting asian new artists in their first steps in Spanish speaker countries.

Logistic & Press Concerts

2015 Kim Hyung Jun (Argentina)
2015 KOREAN MUSIC FEST (Argentina, Brazil)
2015 Boyfriend (Argentina)
2017 Monsta X (Argentina, Chile)
2017 KARD (Argentina, Chile)
2017 VAMPS (Argentina, Chile)

2018 GOT7 (Argentina, Chile)
2018 Super Junior (Argentina, Chile)
2018 Monsta X (Argentina, Chile)
2019 The Gazette (Argentina, Chile)
2019 W24 (Argentina)
2019 M.O.N.T (Argentina)
2021 3YE CONCERT (Latam)

Official Press Concerts

2013 NU'EST (Brazil)
2014 SHINee (Argentina)
2014 An Café (México)
2014 The One, Sohyang & more (Argentina)
2015 4Minute (Argentina)
2015 Scandal (México)
2015 Girugamesh (México)
2015 LiSA (México)
2015 Eir Aoi (México)
2015 Kalafina (México)
2016 B1A4 (Chile)
2016 B.A.P (México)
2017 KCon (México)
2018 The Rose (México)
2018 Day6 (Canada)
2018 Dreamcatcher (Argentina, Colombia)
2018 A.C.E (México)

2018 Miyavi (Argentina)
2019 SMTOWN en Santiago (Chile)
2019 K-CONTENT EXPO (México)
2019 Red Velvet (USA)
2019 VAV (México)
2019 Sunmi (México)
2019 MFBTY (Chile)
2019 SPECTRUM (Argentina)
2019 M.O.N.T (Colombia)
2021 SUGIZO (Streaming)
2021 MAMAMOO (Streaming)
2021 KPOP SUPER FEST (Streaming)
2021 3YE CONCERT (Streaming)
2021 BGYO & BINI (Streaming)



INTERVIEWS & PROMOTION

Our work has not only focused on promoting Asian culture and entertainment shows and events, XIAHPOP has also actively worked on promoting artists, influencers and content creators.

From the pre-release stage to the subsequent promotion, including interviews, recommendation, posts in social media networks, surveys, giveaways, contests and more, XIAHPOP does a comprehensive work of promoting the artist to expand their knowledge in the market of Spanish-speaking asian music fans.

Featured Interviews and Promotion

2014 NU'EST & Pledis Boys

2015 Broken Valentine

2016 Eir Aoi

2016 Kalafina

2016 VAV

2016 Jeks Coreana

2017 Stellar

2017 JiniChannel

2018 The Rose

2018 Miyavi

2018 Teen Top

2018/2021 Monsta X

2018 Kokoro

2018 ACE

2019 Japeruana

2019 The Gazette

2019 Mr.Okay

2019 SPECTRUM

2019 Junji Ito

2020 Tania Chan

2020 Mandarin Lab

2020 Alexa

2020 Aora

2020 Beto Kang

2020 Lay Zhang

2020 Prisma

2020 Buddy

2020/2021 KAACHI

2021 Mommy Son

2021 Yeong Geum Kim

2021 Hizaki

2021 SHAG

2021 Amber Liu

2021 Color The BEN

2021 SUGIZO

2021 Ghost9

2021 Indonesian Embassy

2021 Korean Embassy

2021 Chris Lee

2019/2021 W24

2021 BLING BLING

2021 3YE

2021 Triple7

2021 SURL

2021 EVERGLOW

2021 6XT7

2021 Rocket Punch

2021 Signature

2021 Matcha Point

2021 Hwarang Editorial

2021 +VIVO

2021 BINI & BGYO

2021 Mew Suppasit

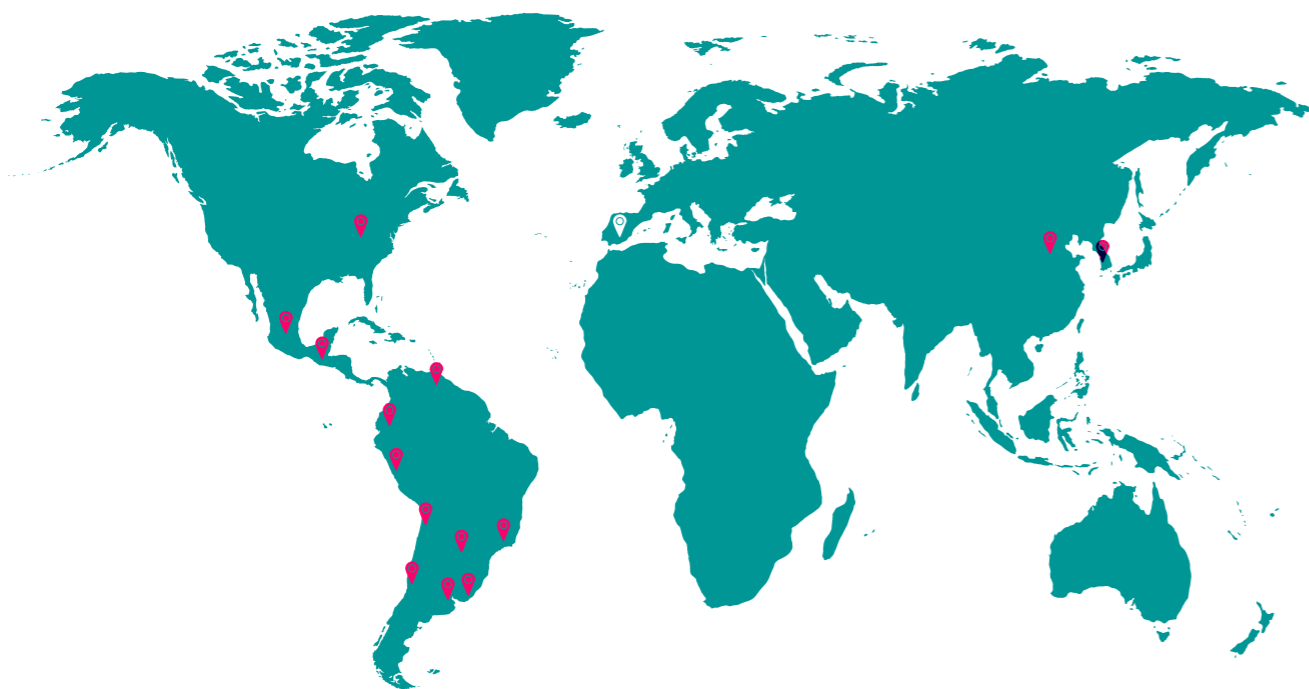
2021 OurR

2021 SCANDAL



GLOBAL NETWORKS

XIAHPOP has a press and events team in the most prominent Spanish-speaking countries. It also actively collaborates with the press of traditional media, content creators and influencers in the promotion of concerts, contests, new releases and launches of new artists, series and films.



- +100.000** FOLLOWERS AND SUSCRIPTORS
- +250** EVENT AND SHOW COVERAGE
- +35** REPORTERS, STAFF AND COLLABORATORS FROM 10 COUNTRIES
- +50** EVENTS AND COLLABORATIONS (PRESS AND LOGISTICS)

Statistics XIAHPOP.COM

VISITS: 110.000 monthly visits

COUNTRIES: Mexico, Argentina, Peru, Uruguay
Spain, Colombia, Chile, United States, Paraguay
Ecuador, Brazil, Venezuela, Bolivia.

POPULAR TERMS SEARCHS: Kpop, K-Dramas, Korean Culture, Japanese Culture, Manga, Anime, Webtoons, Jpop, Jrock, Thai Pop, Pinoy Pop, Vpop, Cpop, C-dramas, Lakorn, Games, Apps, Books, Food, Travel, Audition, scholarships, etc.



Statistics Social Media

FACEBOOK: +68.000 | **INSTAGRAM:** +20.000

NEW! TWITTER: +4600 | **TIKTOK:** +3500 | **YOUTUBE:** +2000

Countries: Argentina, México, Spain, Perú, Chile,
Colombia, Ecuador, Paraguay, Bolivia y Venezuela.

Audience: 70% Female | 65% 15 to 45 years old

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XIAHPOP



XIAHPOPLOVE



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