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**MUSIK
MANILA
EXPO 2023**



MUSIK MANILA

**LIVE ENTERTAINMENT
TECHNOLOGY**

POST EVENT
REPORT

AUGUST 25 - 26, 2023



**WORLD TRADE CENTER®
METRO MANILA**



www.musikmanila.com






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OVERVIEW

MUSIK MANILA

Live Entertainment Technology Expo: Musik Manila is the premier trade show for the live entertainment industry in the Philippines. Musik Manila showcases the latest advancements in professional audio and lighting equipment, LED displays, staging, broadcasting, special effects, digital entertainment and other related fields for live events, concert venues, theaters, hotel, church and arenas.

Musik Manila is dedicated to providing a platform for businesses to network, expand and establish connections with industry leaders, professionals and potential customers. It unites the industry on a global level and offers trade visitors an unparalleled range of the latest industry trends, innovations, products and services, as well as insights into key developments in live entertainment technology.



LIVE ENTERTAINMENT TECHNOLOGY EXPO



At Musik Manila Expo, trade visitors will have the opportunity to immerse themselves in a dynamic showcase of cutting-edge technology and innovation. From outdoor line array speaker demonstrations featuring world-class premium brands in the audio industry to indoor pro AVL booth exhibitions, interactive product demos, skills workshops, live shows, technical talks, and product launches, attendees can expect an engaging and comprehensive experience tailor-made for industry professionals.

KEY HIGHLIGHTS



6,335

**Trade
Visitors**



5,550
sqm

**Exhibit
Space**



3,401

**Unique Attending
Companies**



358

Brands



82

Exhibitors



2

Days



ATTENDEE STATISTICS

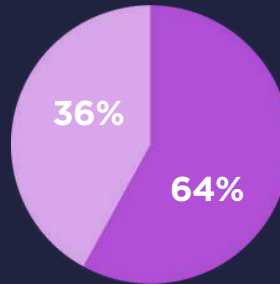


TOTAL ATTENDANCE:

7,894

6,335 Attendees

1,559 Exhibit Personnel



64% First-Time Attendees

36% Returning Attendees



NATURE OF BUSINESS



Rental, Staging, Contractor, Events Production

43.0%

Events Company, Creative, Ad Agency

17.6%

Distributor, Dealer, Retailers, Manufacturer

14.8%

Church, House of Worship

12.5%

AV, IT, System Integration and Installation

8.4%

Broadcast, Media

7.7%

Venue, Facility, Attractions

4.8%

Association, Organization

4.3%

Others

18.7%

VISITORS BY JOB FUNCTION

22.8%	Top Management
25.3%	Staff, Operator, Technician
20.3%	Lighting Designer, Sound Engineer, Stage Designer, Technical Director
14.9%	Sales, Marketing
9.5%	Purchasing, Procurement, Sourcing
7.2%	Student
5.4%	Director, Producer, Event Manager
12%	Others



ATTENDEE STATISTICS

PURPOSE OF VISIT

See New Technology

81.9%

Purchase and Order

36%

Networking/
Connect with Industry

28.8%

Compare with
Different Suppliers

25.4%



PRODUCT CATEGORY INTEREST

84.6%
Audio
Equipment

65.8%
Lighting
Equipment

38.4%
Video
Display/
LED

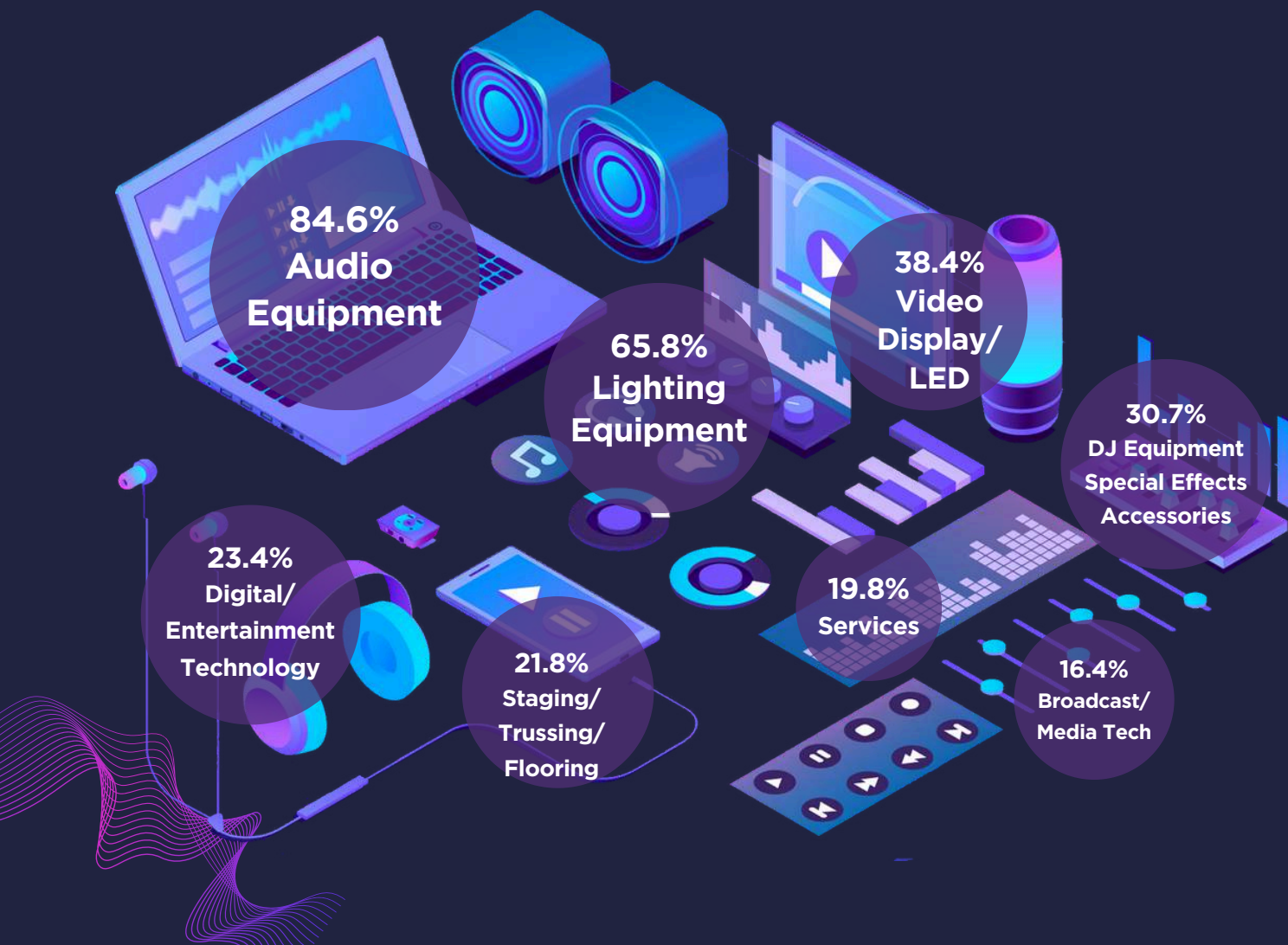
30.7%
DJ Equipment
Special Effects
Accessories

23.4%
Digital/
Entertainment
Technology

21.8%
Staging/
Trussing/
Flooring

19.8%
Services

16.4%
Broadcast/
Media Tech



EVENT HIGHLIGHTS

LINE ARRAY SPEAKER DEMO

World Trade Center North Parking, 10:00am - 6:00pm

LIGHT SHOW AND PRODUCT DEMOS

World Trade Center Hall B and C, 10:00am - 8:00pm

FREE SEMINARS AND WORKSHOPS

World Trade Center 2nd Floor, 10:00am - 7:00pm

TRADE SHOW AND PRODUCT LAUNCH

World Trade Center Hall B and C, 10:00am - 8:00pm

TECH TALK



15
Learning
Sessions

Speakers

Oscar Barbin, Solutions Architect, GLPS CO.

Alan Loh, Regional Sales Manager Asia Pacific, MA Lighting Asia Pacific Pte Ltd,.

Tony Sawyer, M.Inst. SCE/M.AES

Trisha Lim, Avolites Philippines,

Raymond Zoleta, DLTS - Lighting Director

Maxim Zaitsev, Audio Development Project Yamaha Music Philippine, Inc.

Matthew Kurpakus, JB Music and Sports Inc.

Jun Lim, CTS-I CTS-D, Integrated Systems Technologies Philippines, OPC

Rico Bicol, Audio Engineering Society

Mike Pedero, Audio Engineering Society

Flame Hu, Quande LED Visual, Phils., Inc.



11
Speakers

LINE ARRAY DEMO



15
Int.l / Local
Brands

8
Rounds

5
Mins.
Live Demo/
Speaker

EVENT HIGHLIGHTS

Audio Engineering Society
Philippines Section

In partnership with

MUSIK MANILA **JB MUSIC**
SENNHEISER audio-technica Focusrite
ALLEN&HEATH FBT Rodeo QSC

invites you to join us in our
FREE AUDIO SEMINARS
August 25 - 26, 2023 | World Trade Center - Manila

DAY 1 : AUGUST 25
UNDERSTANDING LINE ARRAYS
Time : 12:00 pm to 1:30 pm
Venue : East Tent

Presented by: **Tony Sawyer**

DAY 2 : AUGUST 26
HOME STUDIO ACOUSTICS
Time : 1:50 pm to 3:20 pm
Venue : Amorsolo Room

Presented by: **Mike Pedero**

BETTER AUDIO FOR CHURCHES
Time : 3:40 pm to 5:10 pm
Venue : East Tent

Presented by: **Rico Bicol**

www.aes.org | www.facebook.com/groups/audioengineeringphilippines

YUPANGCO ELECTRONICS CORPORATION
cordially invites you to our

PRO AUDIO SUMMIT 2023
witness the Launching of the all new
YAMAHA DIGITAL MIXING CONSOLE!

Presented by: **MAXIM ZAITSEV**
Audio Development Project Leader
Yamaha Music Phils. Inc.

Hosted by: **RICO BICOL**

SCHEDULE OF ACTIVITIES
VENUE: Amorsolo Room, World Trade Center - Manila

AUGUST 25, 2023
PART I: BY INVITATION ONLY
10:00 am - 12:00 pm **Q&A SERIES** Q&A with Project Lead

PART II: GENERAL PUBLIC
12:00 pm - 1:00 pm **STATIONARY MIX & DEMO**
1:00 pm - 3:40 pm **Q&A SERIES** Q&A with Project Lead

Visit us at Booth # A6

MUSIK MANILA August 25 - 26, 2023
World Trade Center - Manila

Dante **steinberg** **YAMAHA**
YECFRAUDIO YUPANGCOELECTRONICS YUPANGCOELECTRONICSCORPORATION

JB MUSIC **MUSIK MANILA**
MARTIN AUDIO Focusrite novation

FREE AUDIO SEMINARS

25 AUG
ADVANCE SUBWOOFER SYSTEMS
Presented by: **TONY SAWYER (MInst.SCE/MAES)**
1:50PM TO 3:20PM | EAST TENT

25 AUG
STANDALONE MUSIC PRODUCTION
MATTHEW KURPAKUS
3:40PM TO 5:10PM | JOYA ROOM

26 AUG
AES SEMINAR: HOME STUDIO ACOUSTICS
Presented by: **MIKE PEDERO**
1:50PM TO 3:20PM | AMORSOLO ROOM

26 AUG
AES SEMINAR: BETTER AUDIO FOR CHURCHES
Presented by: **RICO BICOL**
3:40PM TO 5:10PM | EAST TENT

LIVE ENTERTAINMENT TECHNOLOGY EXPO 2023
AUGUST 25-26, 2023 | 10AM-7PM | FREE ADMISSION
WORLD TRADE CENTER METRO MANILA

JB MUSIC.COM.PH

MA **META-TECH SOLUTIONS AND SYSTEMS CORP.**

grandMA3
MA: BEST INVESTMENT

A journey into the advantages of next-level investment in lighting innovation!

To be presented by:
Alan Loh, Regional Sales Manager Asia Pacific, MA Lighting

26th of AUGUST - 2:00PM
JOYA FUNCTION ROOM
WORLD TRADE CENTER

AVOLITES
Unleashing the power of Synergy

Visit us at Booth A5
August 25 to 26, 2023
World Trade Center

MUSIK MANILA

SCAN TO REGISTER

META-TECH SOLUTIONS AND SYSTEMS CORP.

L-I-S-A

EXPERIENCE IMMERSIVE AUDIO

TRY OUR L-I-S-A STUDIO
AT META-TECH BOOTH (A1)
AT MUSIK-MANILA AUGUST 25-26, 2023

Scan to Register your Slot for an Exclusive Demo

SCAN TO KNOW MORE ABOUT L-I-S-A STUDIO

MUSIK MANILA

NewTek

See our video and live streaming solutions at

MUSIK MANILA

Booth: B5, Hall A | August 25 - 26, 2023
World Trade Center, Manila

In partnership with **GLP**

SHOWTEC
is inviting you to

MUSIK MANILA EXPO 2023

WORLD TRADE CENTER METRO MANILA
10AM-7PM | AUG. 25-26, 2023

BE AMAZED BY:
ACME LIGHTS SHOW | LIVE MUSIC DJ SET | DRINKS

FREE ADMISSION
https://musikmanila2023.eventbrite.com
www.musikmanila.com

AUGUST 26, SATURDAY

10:10 AM - 11:40 AM EAST TENT
'WHAT IS SYSTEM INTEGRATION?'
JUN LIM, CTS-I CTS-D

1:50 PM - 3:10 PM EAST TENT
'AUDIO SYSTEM DESIGN 101'
JUN LIM, CTS-I CTS-D

3:05 PM - 3:20 PM EAST TENT
KALAYAAN CYBER CHRISTIAN NETWORK (KCCN)

STP **KCCN** **AUDIO-VISUAL TECHNOLOGY**

Are you ready to uncover the MAX-FACTOR on revolutionizing Visual Storytelling?

The new era of media content creation demands tools and solutions for quicker results.

Join us at Musik Manila Live Entertainment Technology Expo 2023 and experience the only hands-on demonstration of XID-VIS.

The Pioneering turnkey solution for LED Virtual Production in the Philippines featuring real-time ICVFX Technology for Film and Broadcast.

PRODYNAMIX **mixonsonic** **XID**

Presented by Prodymanix, Mixsonic and XIDigital

We aim to empower professionals with enriched offerings, flexibility & creative freedom.

Visit us at Musik Manila Live Entertainment Technology Expo 2023
August 25-26, 2023 (Friday and Saturday)
WORLD TRADE CENTER METRO MANILA
Exhibition Hours: 9:00 am to 7:00 pm
Demo Session and Q&A: 5:00 pm and 6:00 pm



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EVENT HIGHLIGHTS



15
Int'l / Local
Brands

8
Rounds

5
Mins.
Live Demo/
Speaker

OUTDOOR SPEAKER DEMO



E15
E219



VHD2.0
VHD4.18 SUB



WPS
SXH 218



MUSE 210LN
MUSE 218SN



KARA
SB18
KS28



AX12C
SW2100



SRX910LA
SRX928S



PCS-212L
PCS-218HB

SPEAKER DEMO SCHEDULE - NORTH PARKING

FIRST ROUND
SECOND ROUND
THIRD ROUND
FOURTH ROUND

11:00 AM - 12:30 PM
1:00 PM - 2:30 PM
2:45 PM - 4:15 PM
4:30 PM - 6:00 PM



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EVENT HIGHLIGHTS



15
Learning
Sessions



11
Speakers

LIVE ENTERTAINMENT TECH TALK

AUGUST 25, 2023

EAST TENT

10:10 AM - 11:40AM	REVOLUTIONIZING LIVE ENTERTAINMENT: TRICASTER'S SYMPHONIC INNOVATION W/ NDI TECH FOR MUSIC, SOUND & LIGHTS Oscar Barbin Solutions Architect
12 NN - 1:30 PM	UNDERSTANDING LINE ARRAYS Tony Sawyer Audio Engineering Society
1:50 PM - 3:20 PM	ADVANCE SUBWOOFER SYSTEMS Tony Sawyer M.Inst. SCE/M.AES
3:40 PM - 5:10 PM	AVOLITES: CREATING A TIMELINE Trisha Lim, Avolites Philippines Raymond Zoleta, DLTS - Lighting Director

AMORSOLO ROOM

2:30 PM - 3:15 PM	YUPANGCO ELECTRONICS CORP. PRO AUDIO SUMMIT 2023 STAGEPAS1K mkII / DXL1K
3:15 PM - 3:45 PM	AG mkII SERIES
3:45 PM - 6:00 PM	YAMAHA DM SERIES MIXERS

JOYA ROOM

3:40 PM - 5:10 PM	STANDALONE MUSIC PRODUCTION Matthew Kurpakus
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AUGUST 26, 2023

EAST TENT

10:10AM - 11:40AM	WHAT IS SYSTEM INTEGRATION? Jun Lim, CTS-I CTS-D Integrated Systems Technologies Philippines, OPC
12 NN - 1:30 PM	YAMAHA DM3 and DM7 DIGITAL MIXING CONSOLE PRODUCT PRESENTATION Maxim Zaitsev Audio Development Project Yamaha Music Philippines, Inc.
1:50 PM - 3:20 PM	AUDIO SYSTEM DESIGN 101 Jun Lim, CTS-I CTS-D Integrated Systems Technologies Philippines, OPC Kalayaan Cyber Christian Network
3:40 PM - 5:10 PM	BETTER AUDIO FOR CHURCHES Rico Bicol Audio Engineering Society

AMORSOLO ROOM

1:50 PM - 3:20 PM	HOME STUDIO ACOUSTICS Mike Pedero Audio Engineering Society
3:40 PM - 5:10 PM	WHY CHOOSE TENTECH LED SCREEN Flame Hu

JOYA ROOM

2:00PM - 5:00 PM	MA: THE BEST INVESTMENT Alan Loh Regional Sales Manager Asia Pacific MA Lighting Asia Pacific Pte Ltd.,
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EXHIBITOR'S FEEDBACK



Paolo Pabalinas, Managing Director - CaseCraft

Being an upcoming company, it's a complete privilege to be able to attend the exhibit, which has proven to be beneficial for both our company and the visitors. The price, especially the early bird for booths, are really attractive. Company awareness maximized and people buzzed with talks about our products and what's new. I'd most probably exhibit again, and as well other exhibits related to Audiovisual. The event was smooth with no major hiccups from the registration process to the time of egress - a testament to the organizer's prompt and systematic execution of the event.

Alvin Quisumbing, President, Modular Display Inc.

Best Musik Manila so far. Sold a lot of stuff. It's Great!



Gifely Guita, Store Associate Scarecrow House of Dj Corp.

Would definitely participate again. It helped boost our company sales, and reached customers beyond the industry. Loved how the production execute the event very well and also loved the guest artists invited during the said event.



EXHIBITOR'S FEEDBACK



Ressil Theriz Sajonia,
Social Media
Coordinator
Better Components Inc.

The best part was meeting prospective clients. It was beneficial especially when we want to introduce ourselves to the Luzon market. Yes we would probably exhibit again.

Cherrie Delima, Sales
Executive, Stage Craft
International, Inc.

Best part of the trade show is more clients have attended. Beneficial from the expo is free advertising. Yes definitely will exhibit again.



Homer Sajonia, Chief
Executive Officer
Better Components Inc.

The best part of the show is when we connect with our industry and get connected in how we best serve our community in the platform that we connects.

EXHIBITOR'S FEEDBACK



Mei dela Peña, Marketing Manager, Meta-Tech Solutions and Systems Corporation

The best part of Musik Manila Expo 2023 was undoubtedly the incredible networking opportunities it provided. We had the privilege to connect with the industry leaders, fellow enthusiasts, and potential partners, all under one roof. The exchange of ideas, the showcase of cutting-edge technology, and the passion for live entertainment that filled the venue was truly inspiring.

Participating in Musik Manila Expo has brought substantial benefits to our company. We gained valuable insights into the latest trends and innovations in live entertainment technology. This knowledge will help us stay at the forefront of our industry, offering our clients the most advanced audio, video and lighting solutions available. Additionally, we had the chance to showcase our own products and services, reaching a wider audience and generating new leads.

Definitely, we will be joining again in next year's Musik Manila Expo. The success and positive outcomes of our participation this year, and even during the past years since Musik Manila started, have solidified our commitment to this event.



EXHIBITOR'S FEEDBACK



Mei dela Peña, Marketing Manager, Meta-Tech Solutions and Systems Corporation

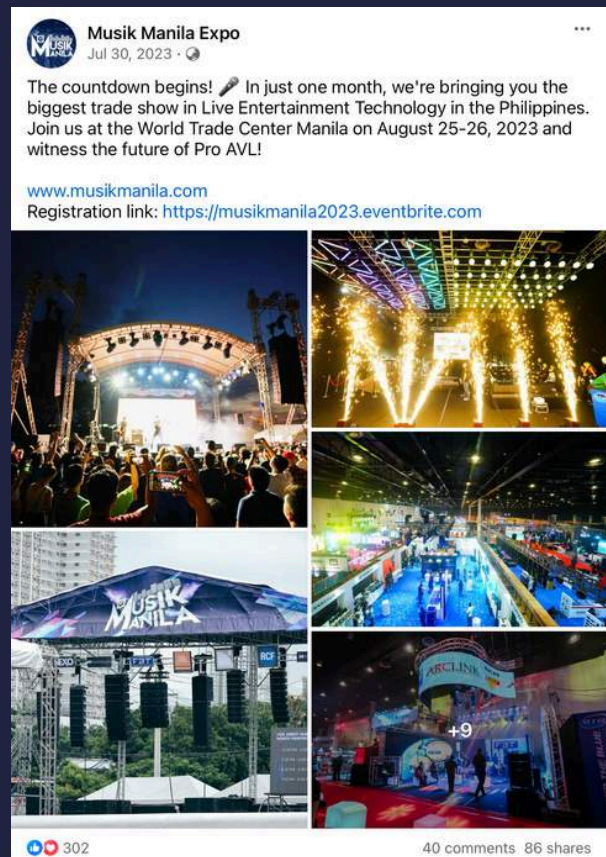
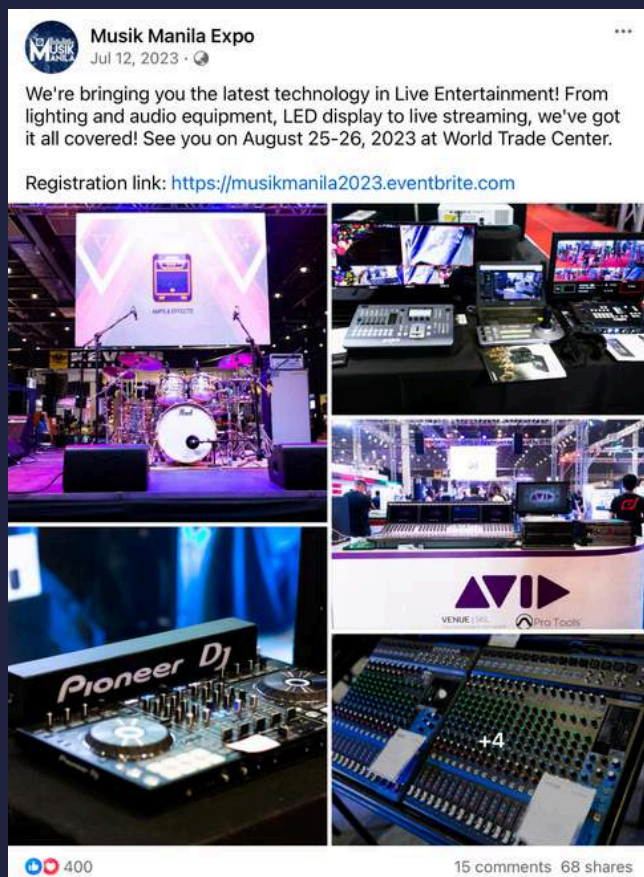
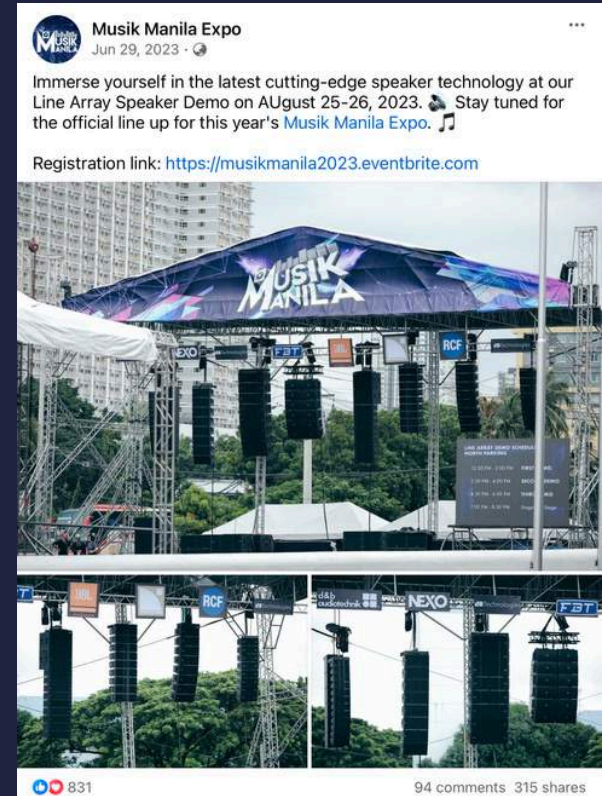
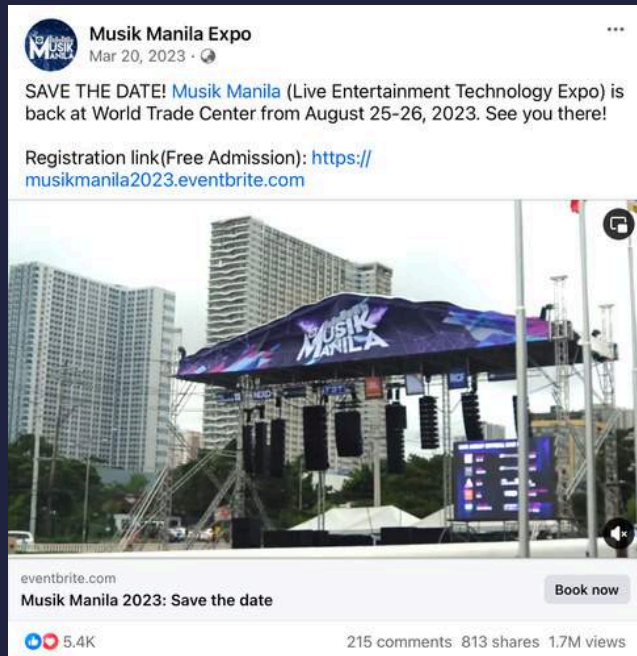
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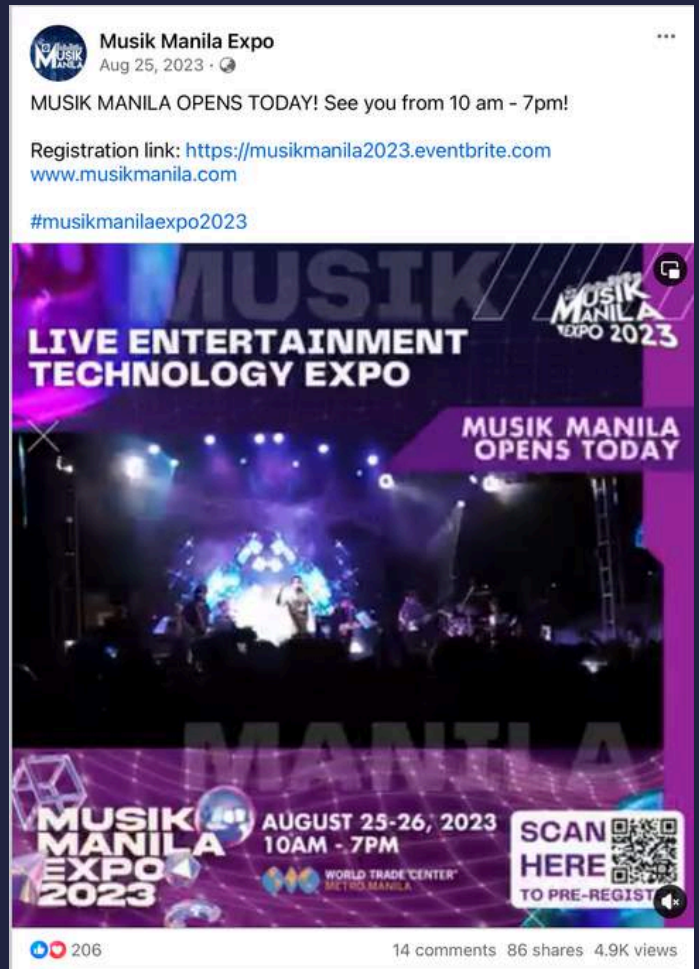
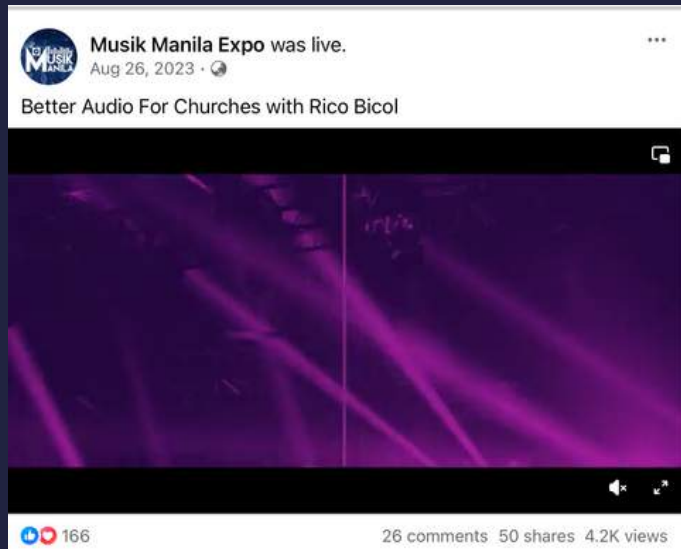
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