

Press Release



FOR IMMEDIATE RELEASE

YUNG RAJA dances his way to the global stage at Marina Bay Sands' Hybrid Broadcast Studio

*His latest single **The Dance Song** will be released worldwide on 9 October*



*YUNG RAJA at the launch of **The Dance Song** at Marina Bay Sands' Hybrid Broadcast Studio*

SINGAPORE (8 October 2020) – Singaporean hip-hop artist YUNG RAJA cemented himself as a global artist on Thursday as he unveiled his latest single and music video – *The Dance Song* - at a show-stopping press conference held at Marina Bay Sands' state-of-the-art Hybrid Broadcast Studio.

Announced as the first Singaporean to be promoted globally by parent record label Universal Music Group (UMG), the Def Jam South East Asia artist entertained audiences with a fully immersive presentation that incorporated augmented reality (AR) effects and holographic capabilities across a 360-degree LED panelled studio space.

The presentation opened with a crisp holographic projection of YUNG RAJA, who welcomed the audience, before the rapper appeared in the flesh on stage. The Hybrid Broadcast Studio's

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technological capabilities complemented the programme and enabled audiences from Malaysia, India and the United States to interact with the artist in real-time. Furthermore, a video montage of congratulatory messages from various industry leaders was live-streamed.

This set the stage for the global premiere of the music video for *The Dance Song*, which features colourful scenes of the rapper dancing at various Singapore landmarks, including Marina Bay Sands. The dance sequences, which are filled with humour and radiate positivity, are part of UMG's social media campaign #TheWigglyChallenge – a TikTok dance challenge aimed at spreading this positivity.

Simon Jerome Nasser, Managing Director, Singapore & Head of Live, SEA, at Universal Music Group, said: "The Press Conference vibes were amazing. I am confident YUNG RAJA is well on his way to an incredible career filled with Mad Blessings! The venue is one of the best I have seen – top-of-the-line technology that is necessary for these times. We are grateful for the support we've received from the team at Marina Bay Sands."

Mr. Paul Town, Senior Vice President of Resort Operations at Marina Bay Sands, added: "We are privileged to have been able to provide a platform for YUNG RAJA to have a global voice, and to be working with partners such as Universal Music to push the boundaries of entertainment. We look forward to more opportunities to help showcase homegrown talent in this unique space."

YUNG RAJA said: "I am so excited to start my journey with my family over at Alamo Records. We share a great vision together and my team and I are so grateful that they are onboard. I really feel this is a huge win for Singapore's hip-hop scene and I cannot wait to share more with you as the path ahead unfolds."

The Dance Song will be available on all major music platforms on 9 October and the Official Music Video will premiere on YUNG RAJA's VEVO channel at 9pm the same day. Plans are also in the pipeline for YUNG RAJA to collaborate with other international acts in the coming year. For more information on activities leading up to the release of *The Dance Song*, visit <http://umusic.digital/thedancesong/>.

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About Universal Music Group

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans.

Universal Music Group is a Vivendi company. Find out more at: <http://www.universalmusic.com>.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

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