

OUTCOMES AND IMPACT OF 2026 ROUND IN THE PHILIPPINES

JON PINTO
AKMC Philippines



ROUND MORE THAN A MUSIC FESTIVAL



ROUND in Philippines brought together artists, audiences, broadcasters, communities, governments, and the industry from ASEAN and Korea

ROUND IMPACT FRAMEWORK



CULTURAL

Sharing cultural exchange and mutual understanding



AUDIENCE

Expanding reach, engagement, and music discovery



INDUSTRY

Fostering industry collaboration and capacity building



INSTITUTIONAL

Enhancing institutional cooperation and capacity

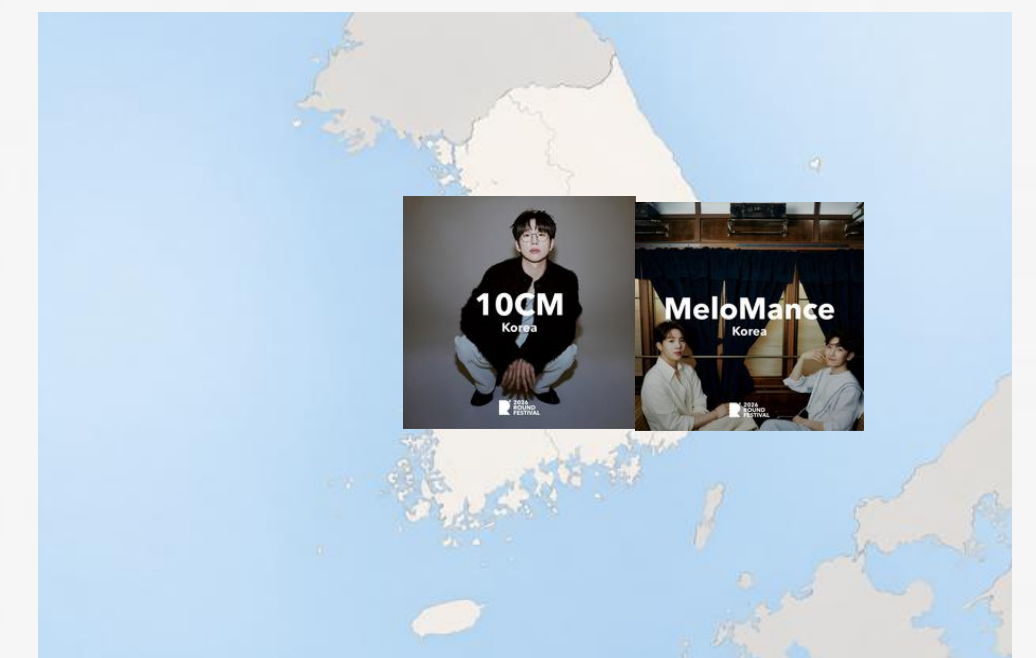
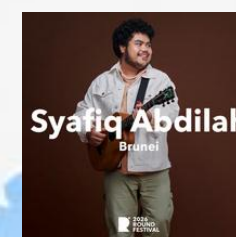
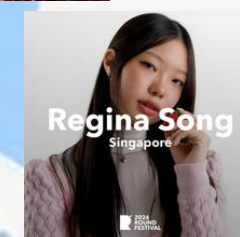
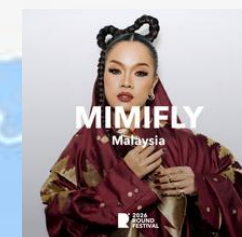


LEGACY

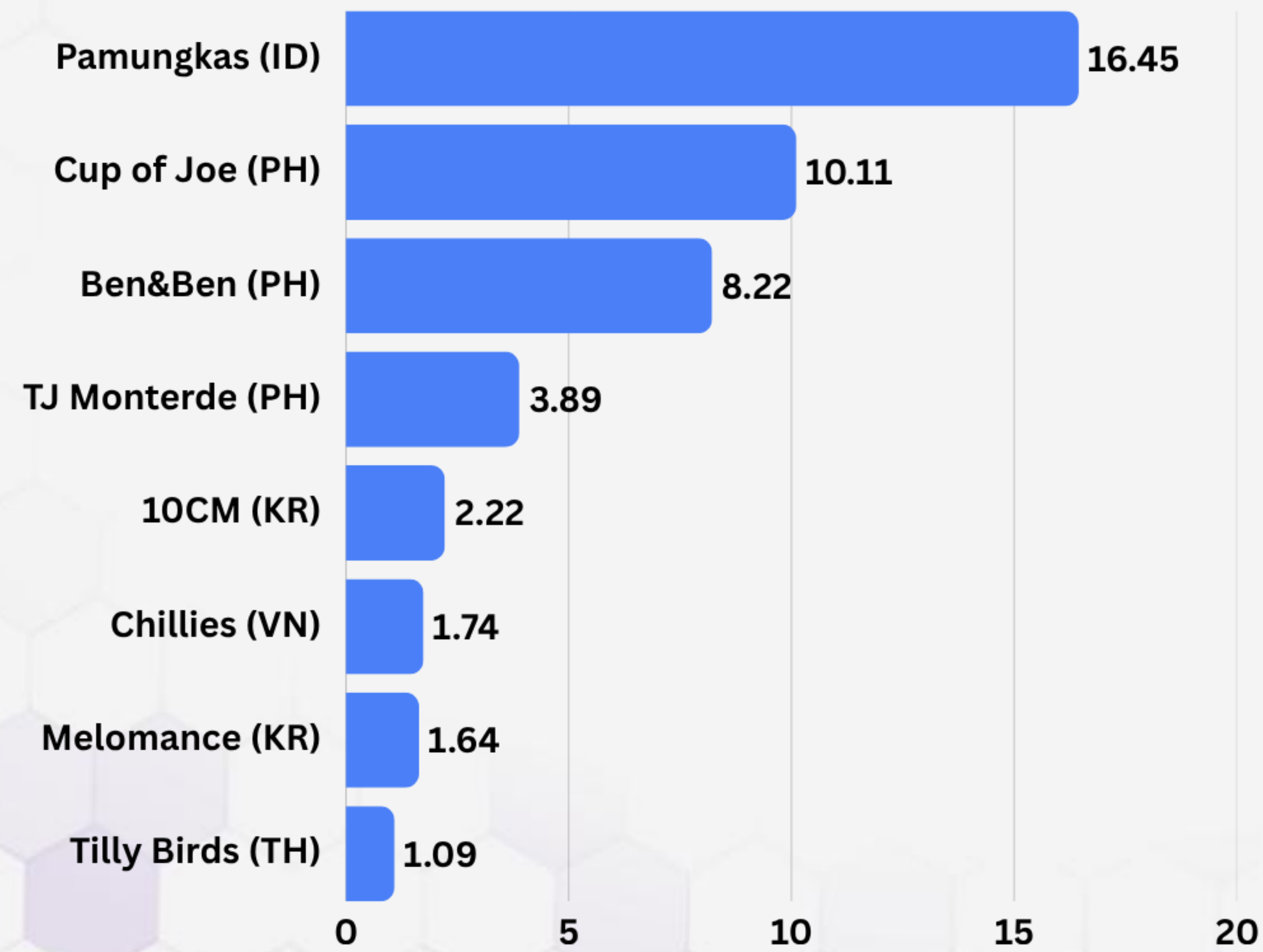
Creating momentum for long-term partnerships

ROUND BROUGHT ASEAN AND KOREA TOGETHER

11 COUNTRIES
17 ARTISTS
14K ATTENDEES
100K REGISTRATIONS
OVER 155M REACH



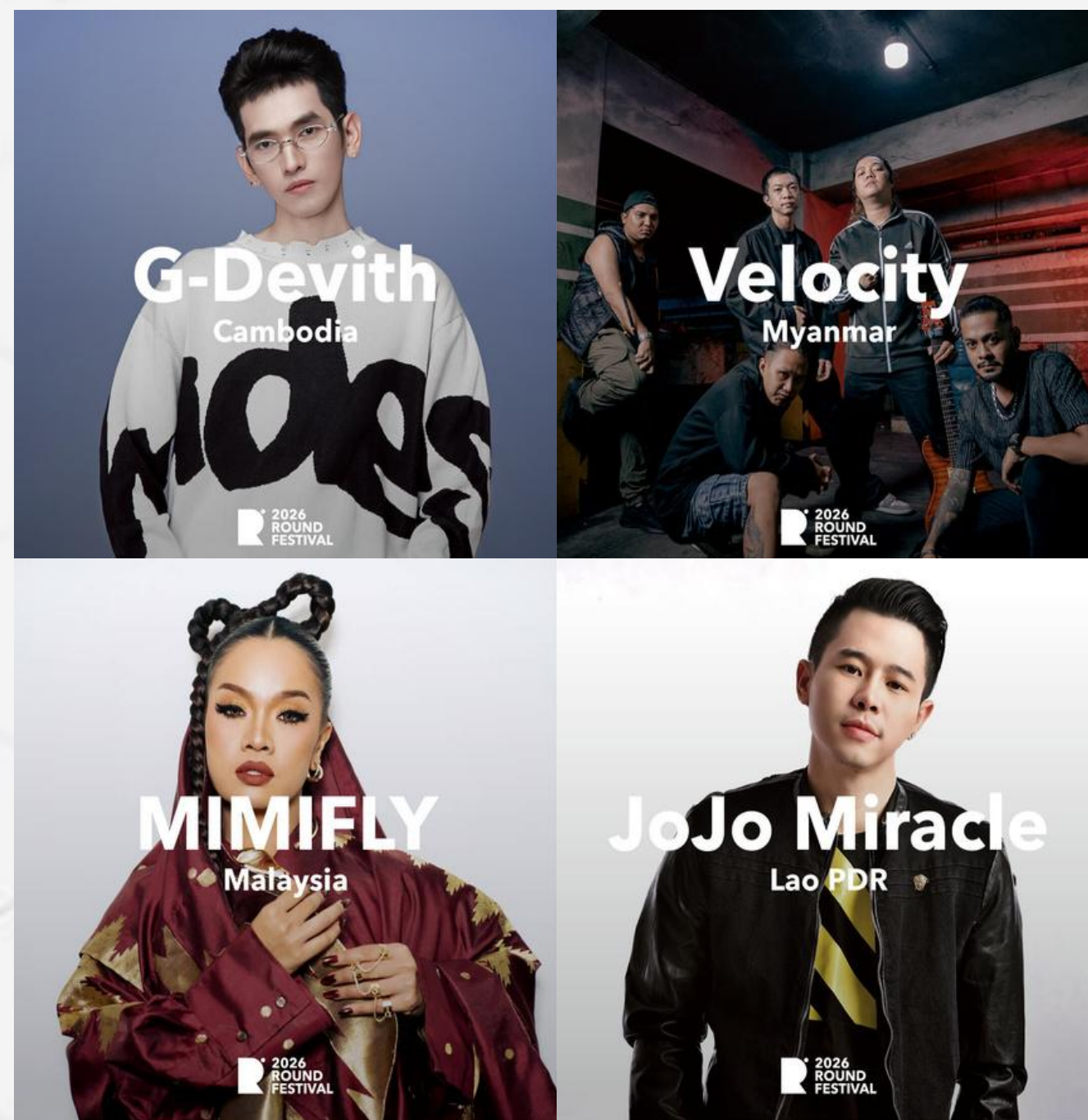
REGIONAL REACH OF ROUND PH ARTISTS



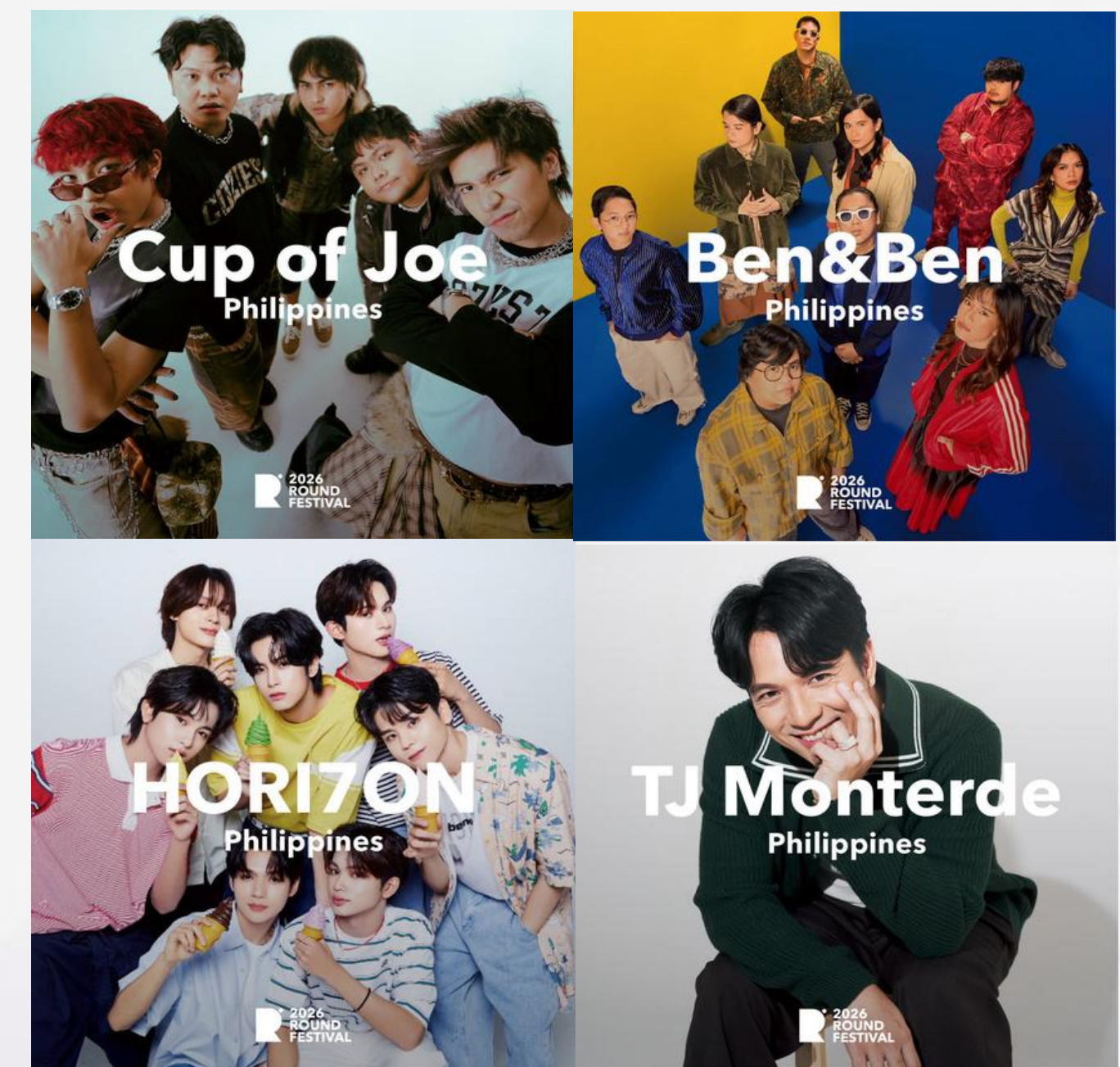
46.5M
COMBINED SPOTIFY
MONTHLY LISTENERS

EXPANDED CROSS-BORDER MUSIC DISCOVERY

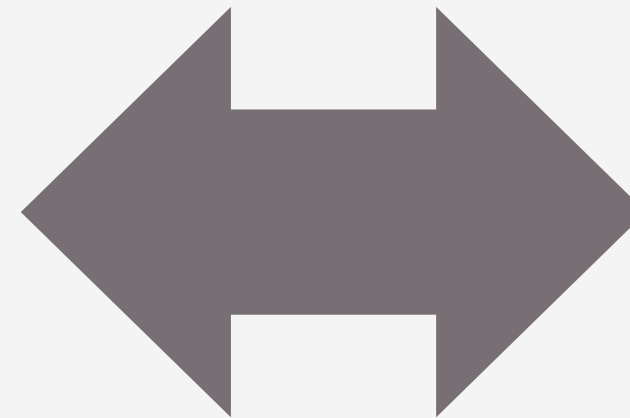
DISCOVERED BY
FILIPINO AUDIENCE



DISCOVERED BY
REGIONAL AUDIENCE



DISCOVERY



NEW MUSIC
NEW CULTURES
NEW CONNECTIONS

FROM EXCHANGE TO COLLABORATION



BEN&BEN x TILLY BIRDS



10CM X TJ MONTERDE

2026 ROUND FESTIVAL

NOVOTEL

STRENGTHENING THE REGIONAL INDUSTRY



Connecting industry leaders to foster future partnerships.

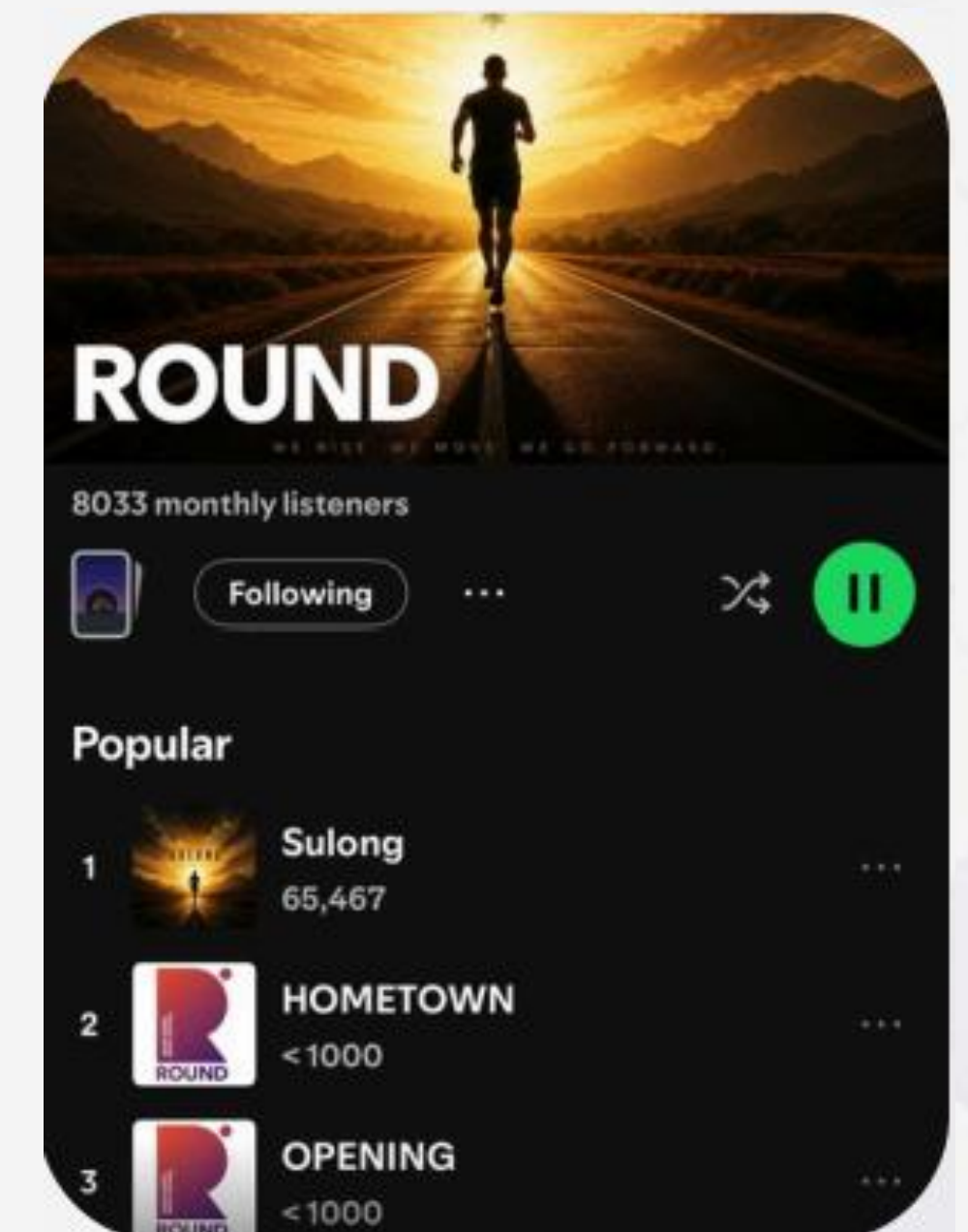
BEYOND THE STAGE

- ~10,000 Estimated Foot Traffic
- 3,368 Registered Participants
- 3-Day Activation (April 17-19)
- 10 Sponsor & Partner Exhibitors
- 5 Local Performances and Live Acts
- Featured Experiences
 - History of ROUND
 - Cultural Workshop
 - K-Beauty Show

ROUND Village delivered a high-traffic, multi-day activation that enhanced audience engagement and extended the overall festival experience.

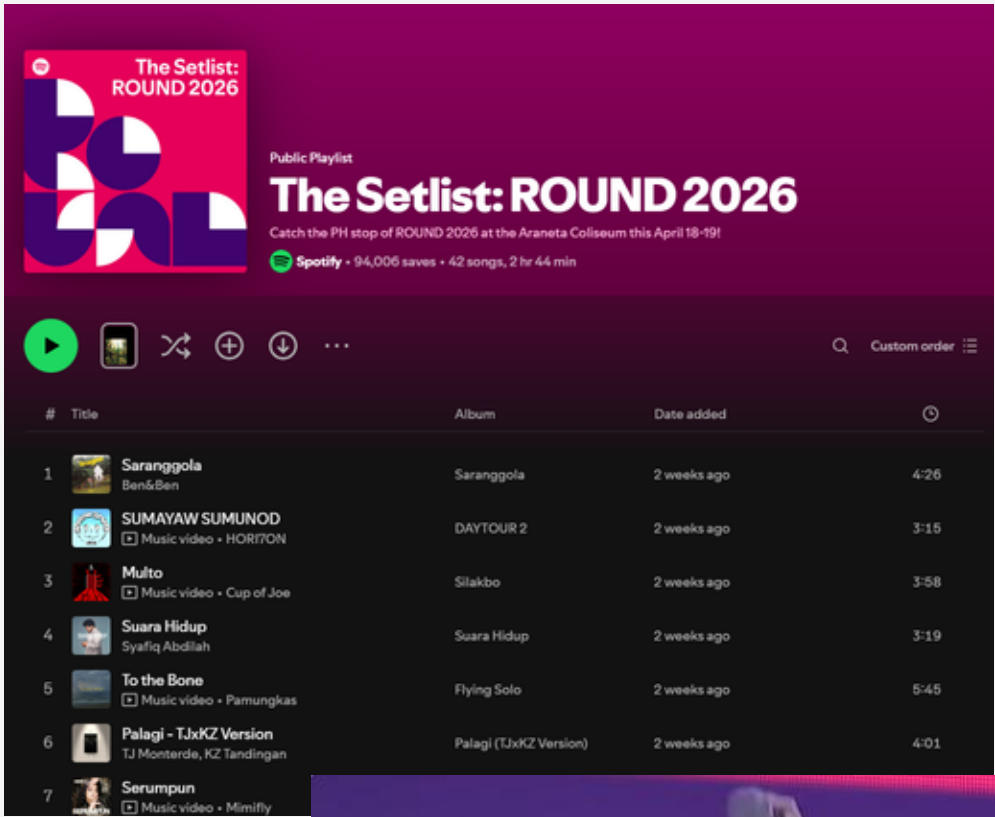


PROJECT P-POP RISING

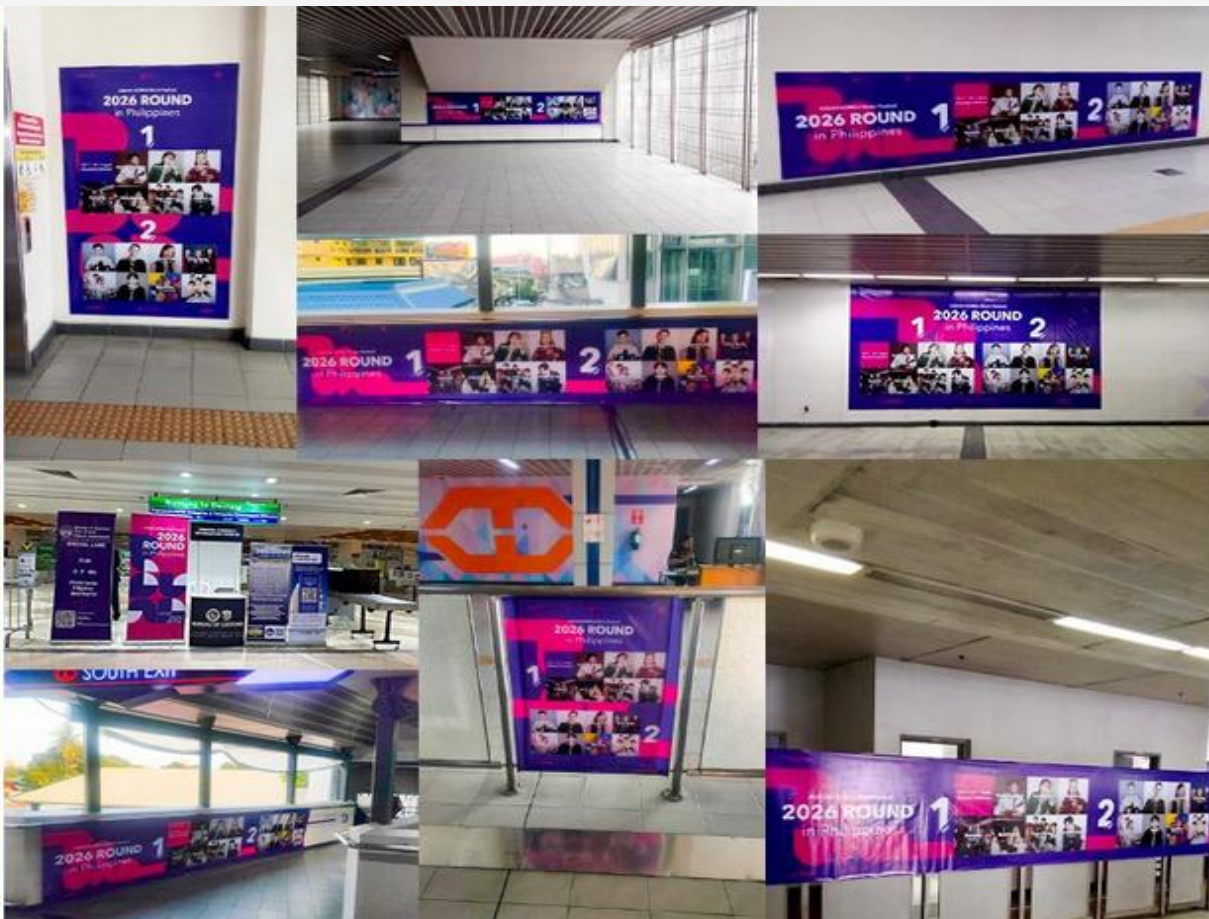
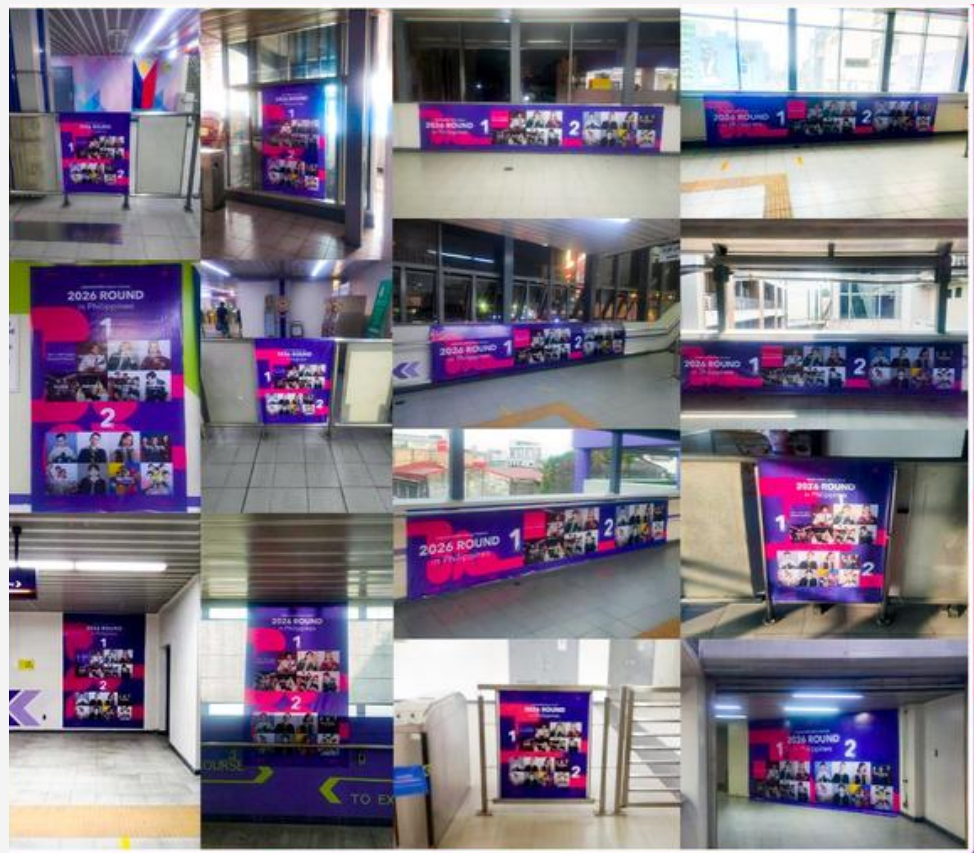


KAIA x 1ST.ONE x HORI7ON

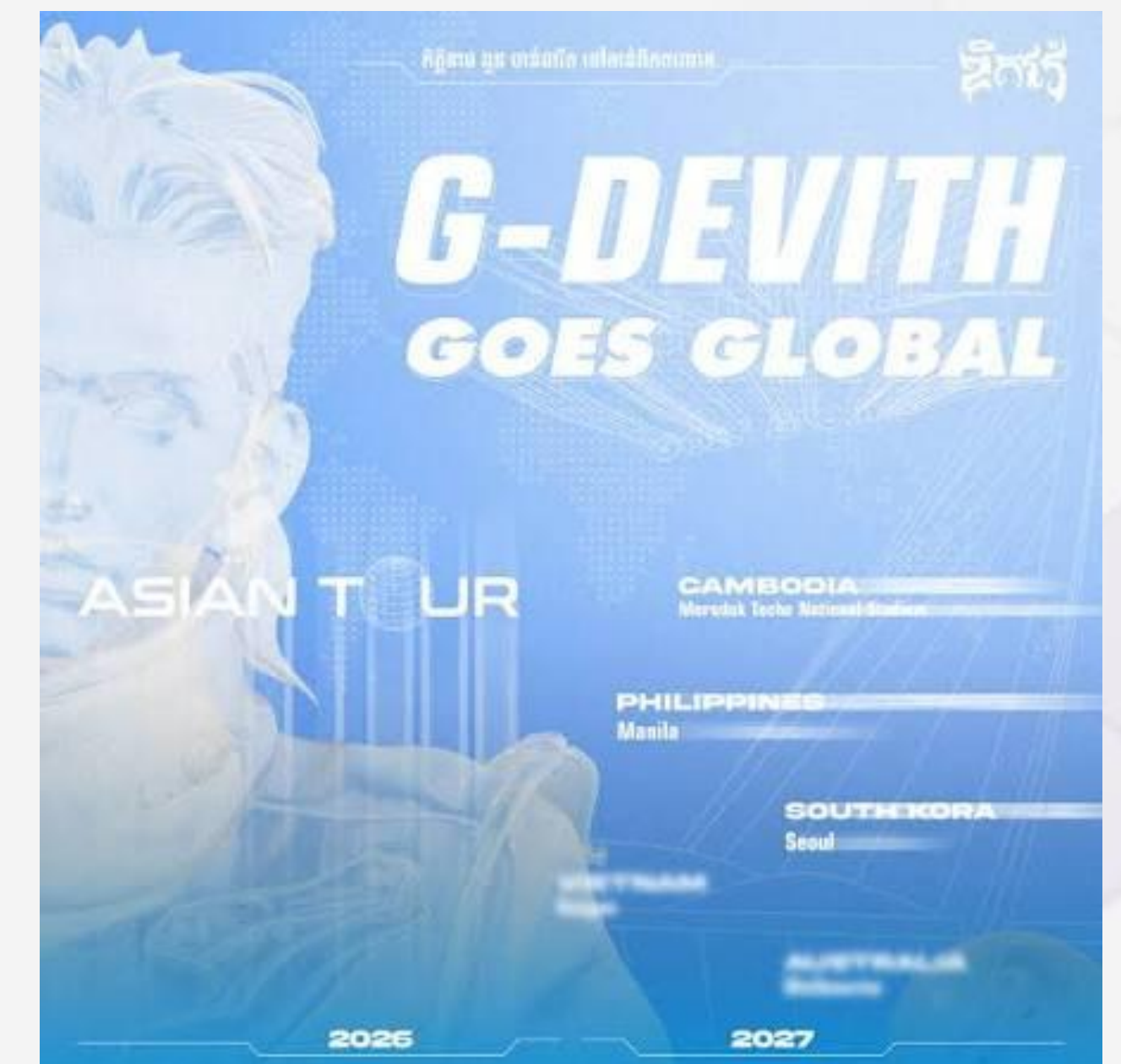
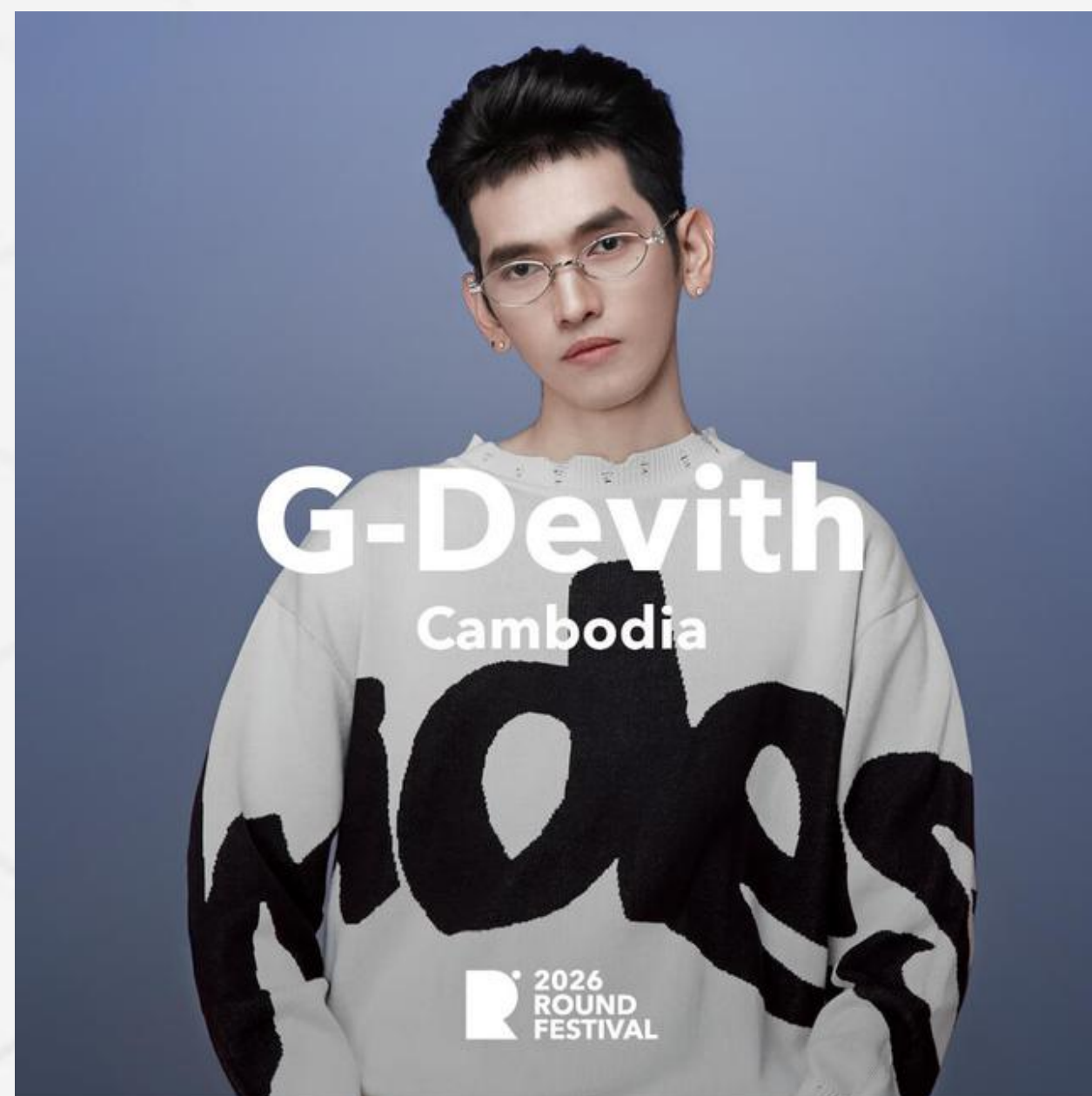
BEYOND THE LIVE AUDIENCE



ROUND AROUND THE CAPITAL

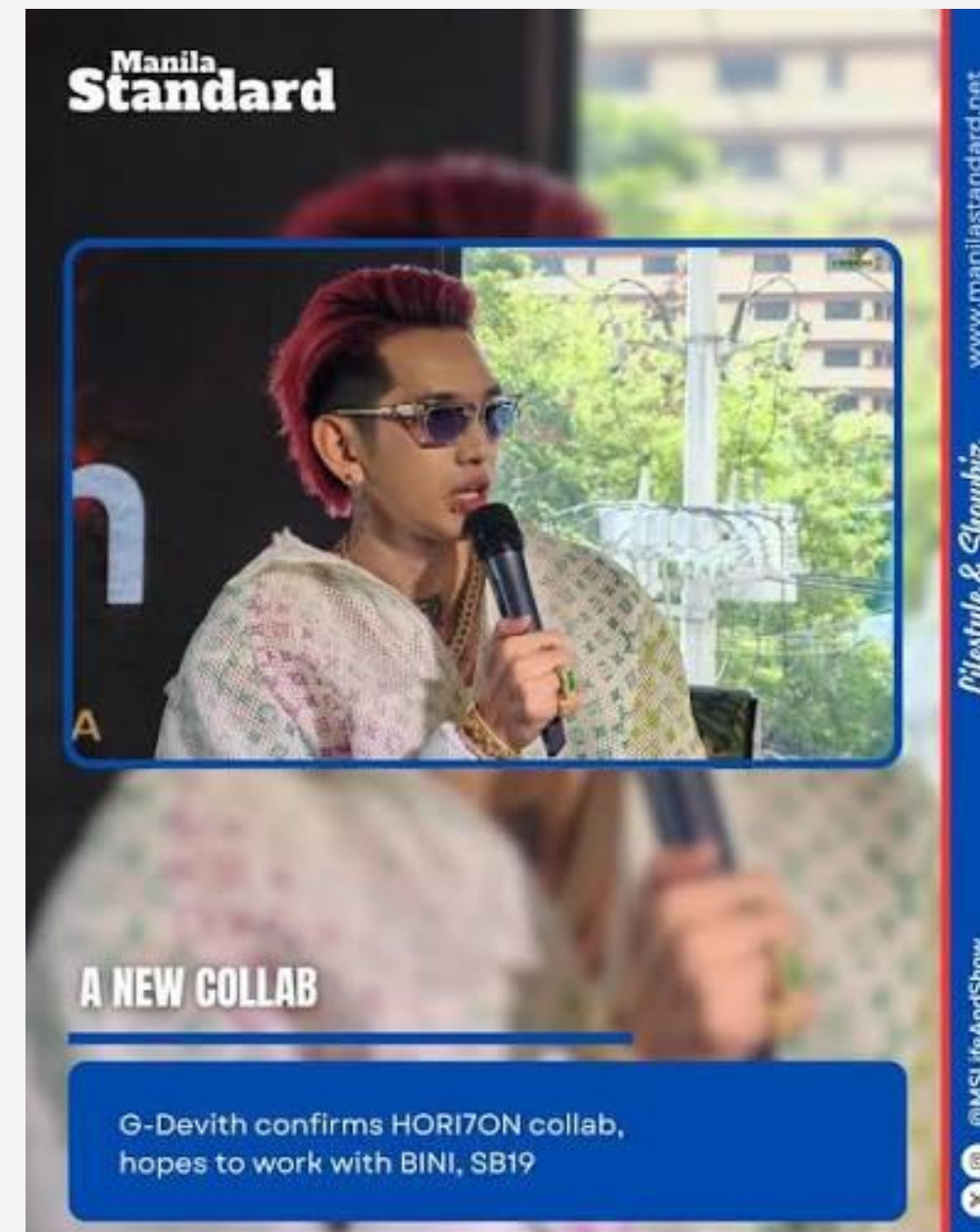
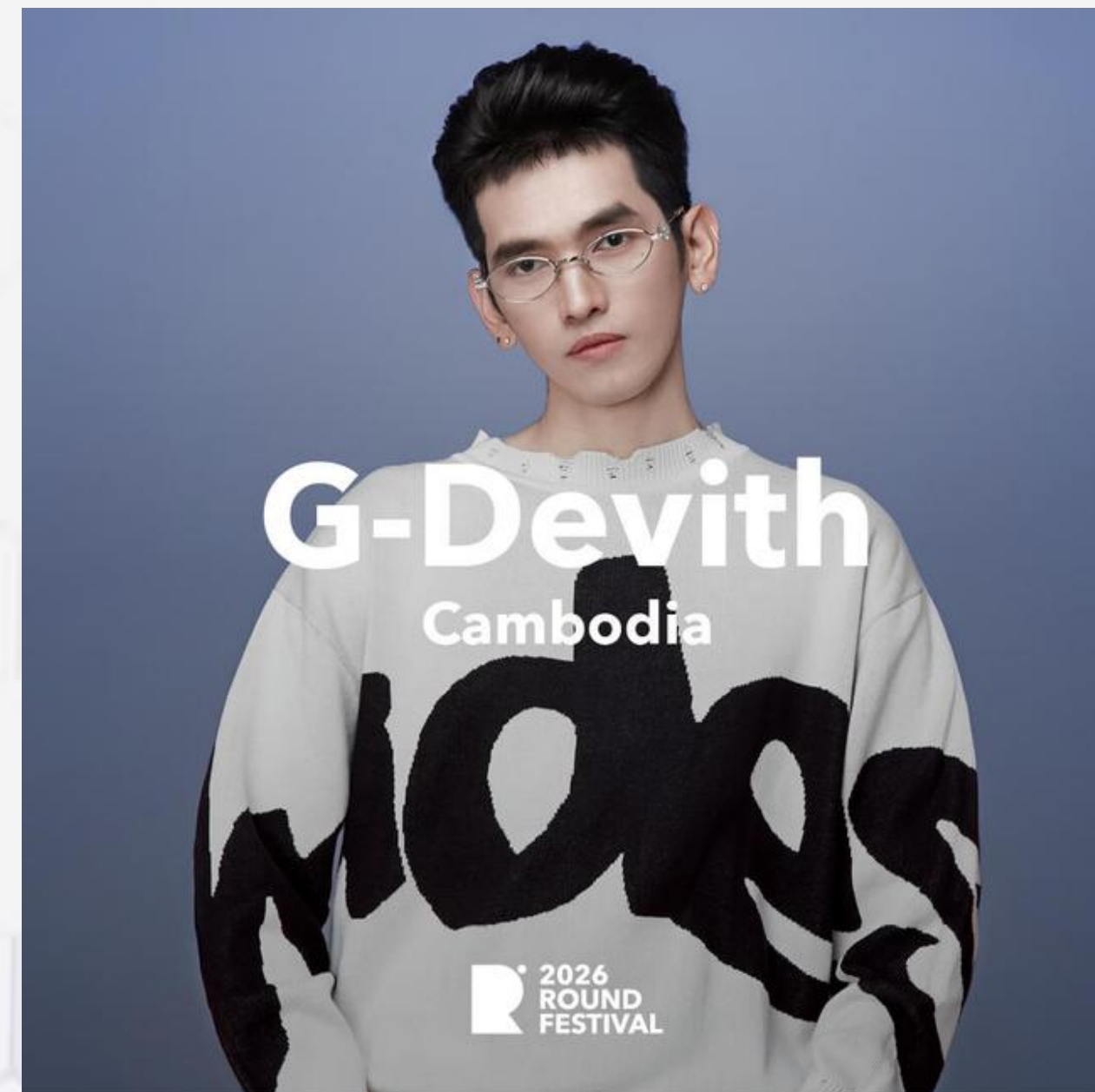


FROM LOCAL TO GLOBAL



G-Devith goes global

COLLABORATION BEYOND THE FESTIVAL



G-Devith x HORIZON

THE ROUND LEGACY

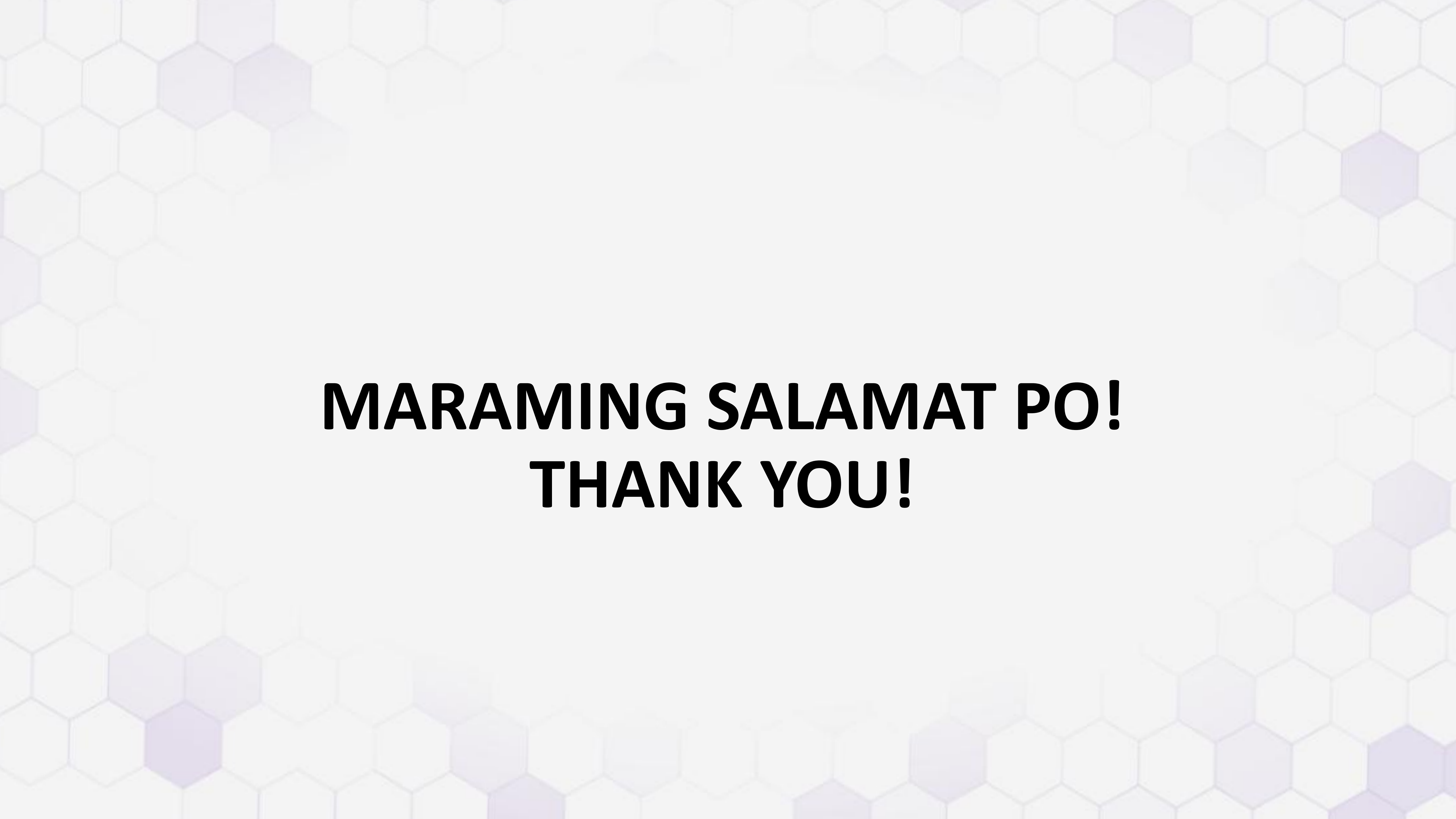


As being experienced from ROUND in the Philippines

FROM FESTIVAL TO REGIONAL INFRASTRUCTURE



- **TOURING NETWORK**
- **ARTIST EXCHANGE**
- **CO-PRODUCTION**
- **MUSIC MARKETS & B2B PLATFORM**
- **BROADCAST & DIGITAL DISTRIBUTION**



**MARAMING SALAMAT PO!
THANK YOU!**