



MTV UNVEILS 33 HIP HOP ARTISTS IN ASIAN EDITION OF “YO! MTV RAPS”

Featuring rising superstars to rap icons from 11 countries

Special guests include DaBoyWay (TH), Dynamic Duo (KR), Gray and Woo (KR), Suboi (VN) and Bhad Bhabie (US)

“YO! MTV Raps” will premiere in mid-April in Asia

SINGAPORE — 5 March 2019 — [MTV Asia](#) revealed its line-up of 33 hip hop artists from 11 countries around the globe for the Asian edition of “**YO! MTV Raps**”. One of the most influential hip hop shows revived for fans in Asia, MTV Asia has curated a line-up from rising superstars to established rap icons to celebrate the explosion of hip hop culture across Asia. This series will air in Asia mid-April onwards, and promises to be a diverse, widely distributed linear and digital series across MTV Asia’s platforms.

Setting the stage are the hosts — global DJ, producer and model **Kim Lee** and Singaporean rapper and songwriter, **Yung Raja**. They are joined by segment presenters, winner of the ‘2018 MTV EMA Award for Best Southeast Asia Act’ **Joe Flizzow** as the ‘Cypher Boss’, while uber-cool rapper **Zamaera** takes her spot as ‘The Game Master’.

The who's-who in Asian hip hop are set to blaze a trail as the special guests in the series. Stay tuned for **DaBoyWay**, part of pioneering hip hop group Thaitanium from Thailand; South Korean household names such as rap duo **Dynamic Duo**; music producer **GRAY** who has worked with top Korean hip hop acts; and rapper **Woo** who gained recognition in the rap competition, *'Show me the Money'*. Rounding up the star appeal are Vietnam's queen of hip hop **Suboi**; and American rapper and viral sensation **Bhad Bhabie**.

With the hip hop scene on fire in South Korea, find out what is K-hip hop from well-known veteran and breakout rappers such as **Basick**, **Flowsik**, **Reddy**, **YunB**, and **Owen Ovadoz**.

The artists from Thailand include rapper/producer **FIIXD**, who has collaborated with many prominent Thai artists; **YOUNGOHM**, recipient of the "Song of the Year" in the *Rap Is Now (RIN) Awards 2017*; and US-born singer-rapper-songwriter **Radio3000**, who is based in Thailand.

Malaysia's crew is represented by **Benzooloo**, part of hip hop collective *Lawalah Familia*; up-and-coming rapper **Lil J**; and multi-talented rappers, producers and songwriters **Kmy Kmo** and **Luca Sickta**. In addition, **SonaOne**, whose single 'No More' took home the 'Best Song' accolade at the *21st Anugerah Industri Muzik* awards cranks up the Malaysian presence.

Singaporean hip hop artiste and prolific producer, **Alif**, formerly from award-winning hip hop duo SleeQ which disbanded in 2015, will also be part of the show.

Hailing from Indonesia are **A. Nayaka**, whose work was nominated as one of the 'Top 20 Albums in 2016' by *Rolling Stone Indonesia*, and **Laze**, known for his genius freestyle.

Lending some Chinese star power are rapper **Vava** - her 'My New Swag' song which was in the 'Crazy Rich Asians' movie soundtrack; **Al Rocco**, who has performed at music festivals such as Ultra and South by Southwest (SXSW) Conference and Festivals; and Chinese-American rapper **Bohan Phoenix**, who raps a blend of East-West rhymes.

More artists who will showcase their individual styles: Japanese/Korean rapper **CHANMINA** with her combination of rap and pop melodies; **Abra** from the Philippines, winner of the ‘Best Rap Artist’ at the *Urban Music Awards 2018*; music producer/rapper **Dough-Boy** from Hong Kong; and **Datmaniac** from Vietnam, known for his freestyle skills.

This “YO!” series is on the back of MTV Asia’s “YO! MTV Raps” special which aired in June 2018, featuring 11 Asian hip-hop artists from Indonesia, Korea, Malaysia, Singapore and Thailand. The top performing [5-artist Cypher*](#) video garnered over 1.2 million video views in Southeast Asia. The special was also awarded the ‘Best Music or Dance Programme’ at the *Asian Academy Creative Awards* in December 2018.

After its debut 30 years ago on August 6, 1988, “YO! MTV Raps” became the premiere destination for all things hip hop. The advent of the series was crucial to the rise of rap music, and created a global passion for the genre and greater hip hop culture, which has since become the most dominant force in mainstream music and pop culture worldwide. In addition to MTV Asia’s “YO! MTV Raps” edition, MTV International will premiere local versions of the legendary hip hop franchise for the UK, Germany and Africa this year.





SUBOI



BHAD BHABIE

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