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A Study of '88rising' and their YouTube Approach to Combine Asian Culture with the West

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Abstract

88rising, as a fledgling new media company based in the USA, has been trying to connect Asian youth culture with the west through its musical and cultural content published on the YouTube channel for the last three years. It is a record label for Asian artists and also a hybrid management company which not only covers music, art, fashion and culture but also creates a hybrid culture of their own. The aim of research to understand the impact of 88rising on Asian representation in the west as well their unique business model for a new media company in the information age.

The research is studied through the development of the company, successful cases of its artists (Keith Ape, Rich Brian, Higher Brothers, Joji and others), interviews and articles from reliable online sources, comparison with new media companies Hypebeast and Highsnobiety, as well as statistical data of its YouTube channel. Based on the study, 88rising has been changing the representation of Asian artists utilizing their viral content creating strategy. As a result, artists from Asia, especially hip-hop musicians, are accepted by western music market and the content they created has been able to reach more audience globally. At the same time, as a culture-driven new media company, 88rising developed a new hybrid management business model that is unique, creative and diverse.