

Indiecast: Digital Archives and Education in the Hong Kong Independent Music Scene

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ABSTRACT:

This presentation explores Indiecast, an alternative streaming platform based in Hong Kong as a significant site of archiving and education for the independent music scene in the city. Indiecast not only serves as a repository for local independent music but also functions as a tool for cultural resistance and preservation. By providing a platform for marginalized musical voices within Hong Kong's musical landscape, Indiecast challenges the hegemony of mainstream media and commercial music industries. The study employs a mixed-methods approach, including content analysis of the platform's archives and interviews with key stakeholders, to understand how Indiecast fosters a sense of community and cultural identity among Hong Kong's independent music. It highlights the platform's role in documenting and disseminating independent music, thereby preserving a crucial aspect of local musical production. Furthermore, Indiecast is examined as a site of informal education, where users engage with the socio-political contexts of the music and DIY practices, fostering both critical awareness and activism. By situating Indiecast within broader discussions of DIY infrastructures, digital platforms, and the dichotomies of resistance versus power and global versus local, this presentation contributes to understanding how digital platforms can serve as catalysts for music movements and cultural preservation in marginalized music scenes.

KEYWORDS: Indiecast, archives, cultural resistance, local music production.

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