

BILINGUAL HOST · DJ · PRODUCER · MUSIC DIRECTOR

SONA EYAMBE

鎖 呐

“An American who chose to make Taiwan home.”

Texas-born, Taipei-based since 2006. Twenty-five years in music, three languages learned by living them, and a room he has never lost.

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TAIPEI · TAIWAN

WHO IS SONA?

Sona Eyambe (鎖訥) is a Texas-born DJ, producer and broadcaster who first landed in Taiwan on a DJ tour in **2006** — and stayed. Twenty years later, he speaks Mandarin and Taiwanese he taught himself: not a stage trick, but the languages he lives in.

Twenty-five years in music sit underneath all of it. Known for stylish House and high-energy sets, he releases original work through Singapore's **Dustpan Recordings**, with productions and remixes picked up by **OM Records** and **Ministry of Sound**. He was Taiwan's First **Music Curator at W Hotel Taipei**, held an eight-year residency at **KOR Taipei**, while headlining at **OMNI**, **ALTA** and **CÉ LA VI**.

That ear is what makes him a host. He ran the battle arena on the Golden Bell Award-winning **The Rappers** (Seasons 2 and 3), became the **first foreign host of the Presidential Office Concert**, and built **好機車** into one of Taiwan's biggest bilingual YouTube channels.



02 — BY THE NUMBERS

THE RECEIPTS



25

YEARS IN MUSIC

A quarter-century of records, residencies and rooms — from Texas to Taipei.

20

YEARS IN TAIWAN

Arrived on a DJ tour in 2006 and made it home. Mandarin and Taiwanese, self-taught.

60K+

LARGEST CROWD

2022 National Day Rally, with then-President Tsai Ing-wen in the audience.

745K+

YOUTUBE SUBSCRIBERS

好機車 (@howgg), plus 69K on Instagram.

108M+

YOUTUBE VIEWS

Across the channel, in Mandarin, Taiwanese and English.

1st

FOREIGN HOST

Presidential Office Concert, 2023. First and, to date, only.

THE RAPPERS SEASONS 2 & 3

Taiwan's flagship hip-hop competition series, and a Golden Bell Award winner. Sona hosts the **battle arena** — explaining formats, reading the room and switching between Mandarin, Taiwanese and English as the moment demands.

No.1

ANNUAL VIEWERSHIP · MYVIDEO

1M+

AVERAGE VIEWS PER EPISODE

240M+

TOTAL YOUTUBE VIEWS

60 sec

4,000 FINALE TICKETS, SOLD OUT

WHAT THE AUDIENCE SAID

Sona hosts this so well. The switching between Chinese and English feels effortless, and his delivery has its own rhythm — he's perfect for this show.

@XIN_HSU · 2,388 LIKES

The best host I've seen anywhere in Asia. He does his homework on the contestants and still lands a joke every single episode.

@KENNYCHEN1991 · 1,257 LIKES

Season 2 feels so much more polished. I really like Sona — he hosts it brilliantly.

@PIPIPIXI1033 · 200 LIKES



04 — HIGHLIGHT · NATIONAL STAGE

PRESIDENTIAL OFFICE CONCERT

總統府音樂會 - 跨海音

Presented by the **Office of the President** with the **General Association of Chinese Culture**, and co-hosted with **Janet Hsieh** on 8 July 2023. Sona is the first — and to date only — foreign host in the concert's history.

6,000

INDOOR SEATS · SOLD OUT

2,000+

OUTDOOR BIG-SCREEN AUDIENCE

170K+

CUMULATIVE LIVESTREAM VIEWS

1st

FOREIGN HOST IN ITS HISTORY



05 — SIGNATURE MOMENTS

ROOMS HE HAS OWNED



2022 • NATIONAL DAY RALLY

More than **60,000 people** in a single crowd, with then-President Tsai Ing-wen watching from the floor — still the largest live set of his career.



2023 • GMA GOLDEN MELODY INTERNATIONAL MUSIC FESTIVAL

Opened the 34th edition with a custom set built entirely from his own exclusive remixes of that year's nominees, then hosted the stage alongside the Minister of Culture.



2023 • 14TH GOLDEN INDIE MUSIC AWARDS

Host of one of Taiwan's two national music awards — the counterweight to the Golden Melody, built for independent and alternative artists.



06 — MUSIC & PRODUCTION

STUDIO TO SOUND SYSTEM

LABELS & RELEASES

DUSTPAN RECORDINGS

OM RECORDS

MINISTRY OF SOUND

Original singles released through Singapore's Dustpan Recordings, with productions and remixes featured on OM Records and Ministry of Sound.

SOUND & DIRECTION

2014–15

W Hotel Taipei

Music Director · One-year residency

DIRECTION

2017–25

KOR Taipei

Resident DJ, eight years · Featured in the KOR Talent series

RESIDENCY

Signature

House, with hip-hop instincts

High-energy, crowd-first sets built for big rooms

STYLE

OFF STAGE, ON CAMERA

好機車

好機車 (@howgg) is Sona's bilingual YouTube channel: hip-hop culture, music breakdowns and breakdowns and unfiltered commentary. He takes a topic apart calmly, from outside the usual the usual camps, and hands the audience a different angle — which is why they stay.

He also runs **The Bee Box Channel** for Western audiences looking in on Taiwan, and co-launched the **MTV Mother Tongue Rap Competition** in 2021 to push songwriting in Taiwan's native languages.

745K+

YOUTUBE SUBSCRIBERS

69K

INSTAGRAM FOLLOWERS

108M+

YOUTUBE VIEWS

50–70K

VIEWS PER INSTAGRAM POST



WHO IS WATCHING

25–44

CORE AGE GROUP

**Taiwan · Hong Kong · United States ·
Malaysia**

A genuinely international following — the reason brands reach him beyond Taiwan.

ON THE MIC

2023 & S3	The Rappers, Seasons 2 & 3 (大嘻哈時代2、3) Battle arena host · S2 premiered 7 Jan 2023, grand final 8 Apr 2023 · Golden Bell Award winner	HOST
2023	Presidential Office Concert — “Across the Sea” 8 Jul 2023 · First and only foreign host in the concert’s history	HOST
2023	34th GMA Golden Melody International Music Festival 28–30 Jun 2023 · Opening DJ set of original nominee remixes	HOST / DJ
2023	14th Golden Indie Music Awards () 28 Oct 2023	HOST
2023	TOYOTA WirForce Asia’s largest gaming carnival · Twitch livestream · Second year as title sponsor	HOST / DJ
2023	Shi Lai Yun Zhuan Prize Draw (時來運轉雲彩抽獎) Live broadcast event	HOST / DJ



BOOKED & BUSY

2026	Heineken Afterwork Party 18 Apr 2026	HOST
2026	Long Hu Men 247 Music Day (龍虎門247音樂日) 10 Jan 2026	HOST
2025	Long Hu Men Champion Selection, Round 2 10 Nov 2025 · Live broadcast	HOST / DJ
2025 · 26	Cooler Master at Computex Taipei 23 May 2025 and 4 Jun 2026 · Two consecutive years	HOST / DJ
2025 · 26	Cooler Master Year-End Party 17 Jan 2025 and 30 Jan 2026 · Two consecutive years	HOST
2026	TraxTPE Jewellery Showcase 2 May 2026	HOST / DJ
2025	Red Bull Turn It Up — Finals 19 Jul 2025	HOST
2024	Red Bull Turn It Up × S20 DJ Competition 6 Aug 2024	HOST
2024	Logitech Year-End Party 2 Feb 2024	HOST



BEHIND THE BOOTH

2017–25	KOR Taipei — Resident DJ Nov 2017 – Nov 2025 · Eight-year residency · Featured in the KOR Talent series	RESIDENCY
2014–15	W Hotel Taipei — Music Director One-year residency	RESIDENCY
2022	National Day Rally 60,000+ audience · Attended by President Tsai Ing-wen	HEADLINER
2026	Daft Funk Tribute Event 28 Apr 2026	OPENING DJ
2024	Computex Taipei — After Party Jun 2024	HEADLINER
2024	Red Bull Turn It Up DJ Competition 6 Sep 2024	FEATURED DJ
2023	CÉ LA VI, Taipei Headline performance	HEADLINER
2022	ALTA, Taichung Headline performance	HEADLINER
2021	OMNI, Taipei 29 Dec 2021 · Headline performance	HEADLINER
2021	Creative Expo Taiwan (台灣文博會) 1 Oct 2021 · Headline performance	HEADLINER



11 — BRAND PARTNERSHIPS

TRUSTED BY THE ROOM

Sona works as a **brand ambassador, event host and resident DJ** across government, entertainment, music, tech and luxury — from sportswear and energy drinks to one of the world's largest tech expos. Trilingual delivery, on-brand energy, and a crowd that stays to the end.



RED BULL

LULULEMON

HEINEKEN

TOYOTA

COOLER MASTER

LOGITECH

COMPUTEX TAIPEI

W HOTEL

CÉ LA VI

KOR TAIPEI

S2O FESTIVAL

WIRFORCE

MTV TAIWAN

TRAXTPE

SONY PICTURES

THIS IS SONA

哇係鎖啲

AVAILABLE FOR

TV PROGRAMMES

LARGE-SCALE EVENTS

BRAND ACTIVATIONS

YOUTH & FAMILY

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INSTAGRAM

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