

For Immediate Release

NoonTalk Media Artiste and Starlight Boys Contestant – Yang Yan Releases First New Single “*I Think That I Like You*”

- The song is one of three written by Yang Yan while in Korea participating in iQiyi’s international idol survival reality programme, *Starlight Boys*
- “I Think That I Like You” captures the butterflies-in-the-stomach feeling and the exhilarating excitement of falling in love

SINGAPORE, March 6, 2025 – NoonTalk Media Limited (“NoonTalk Media” or “午言媒体”), a Singapore-based media entertainment company specialising in artiste and talent management, multimedia, film and drama production, as well as event conceptualisation and management, is proud to announce the release of a new single “I Think That I Like You” by its artiste Yang Yan (杨言), under the label and management of NoonTalk Music Pte Ltd.

The single, a pop-rock track was soft released on 14 February 2025 to coincide with Valentine’s Day and is now available on all major streaming platforms – Spotify, Apple Music, YouTube Music, YouTube, Amazon Music and Deezer.

The song was inspired by Yang Yan’s desire to bring happiness and energy to himself and his fellow contestants in *Starlight Boys*, iQiyi’s international idol survival reality programme. He aimed to encourage them and help them feel loved during moments of loneliness and exhaustion in the intense training periods.

Yang Yan says, “The song ‘*I Think That I Like You*’ is about love — the warm feeling of falling for someone and the butterflies in your stomach. I believe music can immerse people in the world you create, allowing them to feel love and be loved. It helped me get through lonely times in Korea while filming the reality show. It was just me, the moon and a cup of ramen in my hand as I penned the lyrics to the song.”

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Written and composed by Yang Yan, the song was produced under the direction of notable chart-topping producers and songwriters Jyphan and JC Pang of Bertverse.

Follow NoonTalk Media and Yang Yan on Tik Tok and Instagram (@noontalk_media / @yangyann_) for news updates as well as his latest songs and releases.

Starlight Boys, a South Korean-Chinese survival show premiered on iQIYI and SBS on October 26, 2024. Yang Yan was the sole Singaporean contestant on the show, which began with 69 contestants from countries including China, Japan, Singapore, South Korea and Thailand, competing for a spot in a nine-member boy band. The show is available to stream on [iQiyi International](#).

About NoonTalk Media

NoonTalk Media Limited is a Singapore-based media entertainment company that specialises in artiste and talent management, multimedia, film and drama production, as well as event conceptualisation and management. The Company aims to be Singapore's leading media and entertainment platform in creating quality entertainment content and to inspire a vibrant media landscape in Singapore, with a particular niche in Chinese-language media productions.

The Company taps on its comprehensive suite of service offerings to be a one-stop provider of high-quality, bespoke events and entertainment solutions that can be adapted to suit the particular demands of its clients for any project.

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