



Music Moves Europe: Talent Awards

The European Union Prize for new popular and contemporary music

Unique alliance of European music industry partners supporting new music talent

The Music Moves Europe: Talent Awards are the new European Union prizes for popular and contemporary music hosted by Eurosonic Noorderslag (NL) and Reeperbahn Festival (DE) and will be awarded annually to new artists who represent the European sound of tomorrow.

The MME Talent Awards are presented by Eurosonic and Reeperbahn with Digital Music Europe (DME), European Broadcasting Union (EBU), European Music Exporters Exchange (EMEE), International Music Managers Forum (IMMF), Independent Music Companies Association (IMPALA), Live DMA, Liveurope, and Yourope.

The partners are excited by the talent found across Europe, by using a system of nominations, short-lists, and promotional activity from September to January a range of artists will be supported.

IMMF Vice Chair Patricia Hermida (MMF Spain and MMF EU)

"It's hard for artists to convert their initial base into a sustainable career, it takes time. The volume of new releases is unprecedented. These awards will spotlight European diversity, and help to level the playing field. We want more people to hear the voices of artists from more countries"

IMMF Chair Volker May (IMUC)

"Sharing new artists and their stories around Europe and the world increases connections, physically and emotionally. The awards support connections. Music "moves" people."

The aim of the Music Moves Europe: *Talent Awards* is to celebrate new and upcoming artists from Europe and support them in order to help them to develop and accelerate their international careers.

Nominees are selected from recommendations by the awards partners, by monitoring streaming, radio, and other usage, and the European Border Breakers Charts. Prize winners will be rewarded with a tailor-made business development programme and financial support. The prize partners are committed to helping emerging artists break through in Europe and beyond.

Succeeding the European Border Breakers Awards (EBBA), the annual Music Moves Europe *Talent Awards* are co-funded by the European Commission's Creative Europe programme, with additional support from the Municipality of Groningen, Province of Groningen and the Dutch Ministry of Education, Culture and Science.

The prize nominees (shortlist) will be presented at the Reeperbahn Festival in Hamburg in September 2018. Twelve winners will be announced in November and the Music Moves Europe *Talent Awards* will be presented at Eurosonic on Wednesday January 16, 2019.

Eurosonic Noorderslag attracts more than 4,000 entertainment professionals from all sectors including representatives of over 400 European festivals, and hosts more than 350 showcases across the city of Groningen, with a conference of 150 panels and keynotes, alongside networking opportunities.

Reeperbahn Festival presents more than 900 events spanning a range of genres in locations around Hamburg's Reeperbahn, and is Europe's largest club festival, it boasts a broad spectrum of emerging and more established artists with 600 concerts by international artists held in a wide variety of venues.

The conference and networking programme is designed for music and creative professionals.