



**PRESS RELEASE: Mobile Roadie and Only Seven Left winners of the Interactive Awards 2012**

*Groningen, January 13, 2012*

**Mobile Roadie and Only Seven left have won the Interactive Awards 2012. Only Seven Left won the Artist Award, the award for the band with the most innovative online marketing concept. The Company Award, the award for the most exceptional and renewing way of offering music, was awarded to Mobile Roadie. The Interactive Awards are an initiative of Eurosonic Noorderslag, theFactor.e and Buma/Stemra.**

The concept of Mobile Roadie enables artists to reach their fanbase in an easy and cheap way. 'Apps start at 400 euro's' says Stephan O'Reilly of Mobile Roadie. 'And we already see cases of festivals where the app is downloaded by more people than just the festival visitors.' This accessible way of interactive communication with your fanbase is already a huge succes, which the jury felt just had to be awarded with the Company Award.

Only Seven Left invented an innovative and interactive way of finding a new singer when their lead singer left. Bram Wijs: 'We uploaded a song without lyrics and everyone could audition.' Within 7 weeks we gathered a huge response, some candidates were better than others. This interactive way of communicating had a big spin off, lead to lots of media attention and in the end a great new lead singer!'

For the artist award, the Black Atlantic and Lorrainville were also nominated. The public choice vote went to Only Seven Left. The other nominees for the company awards were Shuffler.fm and Repudo.

#### **The award ceremony**

The Interactive Awards were awarded for the 5th time during Eurosonic Noorderslag Conferentie in de Oosterpoort in Groningen. The nominated artists and companies were first questioned about their Business Model during the 'Enterrogation' after which they presented themselves to the jury members. This year the jury consisted of Shawn O'Keefe (South by Southwest, interactive Festival), David Janssen (Palomine, winner 2011), Gilles de Smit (22tracks, winner 2011), Joris Bos (Buma/Stemra), Thijs Helfrich (co-founder theFactor.e).

#### **About the Interactive Awards**

The Interactive Awards are an initiative of Eurosonic Noorderslag, fullservice internet agency theFactor.e and Buma/Stemra. With the Artist Award acts are encouraged to create catchy, interactive campaigns and special online initiatives. The Company Award stimulates inspiring interactive music portals whereby copyright is respected.

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#### **Note to the editor, not for publication:**

More information can be found at: [www.interactive-awards.nl](http://www.interactive-awards.nl)  
Or at: [www.tfe.nl](http://www.tfe.nl) , [www.eurosonic-noorderslag.nl](http://www.eurosonic-noorderslag.nl), [www.bumastemra.nl](http://www.bumastemra.nl)  
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