



EUROPEAN
BORDER
BREAKERS
AWARDS



PRESS RELEASE

Groningen, January 12, 2015

SPOTIFY TEAMS UP WITH THE EBBA

SPOTIFY REVEALS THAT 85% OF STREAMS COME FROM OUTSIDE THE HOME MARKETS OF THE EBBA WINNERS

Today The European Border Breakers Awards (EBBA) announces that they have teamed up with Spotify to study the locations of the listeners of the shortlisted artists. Spotify undertook a study of the listenership of each of the ten EBBA winners, to identify how many of their streams came from outside of their own country. The winner was Klangkarussell, which saw more than 98% of their streams come from outside their home country of Austria, narrowly beating Hozier from Ireland with 97%. However, the results across the top ten were extremely impressive across the board, showing that more than 85% of the combined streams from the top ten artists came from outside of their home markets.

The results of the 2015 EBBA winners were:

1. Klangkarussell (AU) - 98%
2. Hozier (IE) - 97%
3. John Newman (UK) - 87%
4. Milky Chance (DE) - 87%
5. Tove Lo (SE) - 87%
6. Todd Terje (NO) - 86%
7. MO (DK) - 83%
8. Melanie De Biasio (BE) - 77%
9. Indila (FR) - 66%
10. The Common Linnets (NL) - 47%

Will Page, Spotify's director of Economics, commented:

"Both EBBA and Spotify share a common belief. The EBBA are about highlighting European Artists with Cross Border Success, and Spotify believes in giving music fans the ability to access and share to all the music in the world, irrespective of borders."

EBBA – next Wednesday

The European Border Breakers Awards 2015 will be handed out next Wednesday, January 14th, 2015, in the Stadsschouwburg Groningen in The Netherlands, during the opening night of Eurosonic Noorderslag.

During the award show of the European Border Breakers Awards (EBBA) on Wednesday

January 14, 2015 the 2015 EBBA winners Indila (FR), Melanie de Biasio (BE), MØ (DK) and The Common Linnets (NL) will perform. The show will be presented by BBC-legend Jools Holland and complemented by a guest performance of The Ting Tings (UK), EBBA winner 2009. This edition a new award will be added to the European Border Breakers Awards, the EBBA Best Festival Act.

During the next months the EBBA show will be broadcast by many public TV-stations in Europe. In 2014 the EBBA show was broadcast by 16 public TV-stations in Europe.

More info can be found here: www.europeanborderbreakersawards.eu.

Note to the editor / Not for publication:

Media

- [Foto's, playlists, logo and press release](#) at the EBBA website.
- Video portraits of EBBA winners are to be seen at the [EBBA YouTube channel](#).

On Wednesday January 14, 2015 the above mentioned winners of the EBBA 2015 will be presented in Groningen/The Netherlands and are available for interviews, photo shoots and live sessions. Media interested in attending the EBBA ceremony are invited to contact us. We can facilitate you in our media compound with radio studios, hi-speed internet, a music library, photo wall and a network lounge.

Information / accreditation

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Websites

- www.europeanborderbreakersawards.eu
- www.etep.nl
- www.eurosonic-noorderslag.nl

Press releases

- [EBBA adds new award: Best Festival Act](#)
 - [EBBA winners to perform next to Jools Holland in EBBA show](#)
 - [Your chance to win a trip to the European Border Breakers Awards show](#)
 - [Winners of 2015 European Border Breakers Awards \(EBBA\) for pop, rock and dance music unveiled](#)
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