



PRESS RELEASE

Groningen, January 11, 2016

Eurosonic Noorderslag presents European Border Breakers Charts

The European Music Platform, Eurosonic Noorderslag, is launching, in partnership with the European Broadcasting Union and with the support of the European Commission, the European Border Breakers Charts. This weekly set of airplay-based charts will monitor new European artists who are enjoying radio airplay outside of their country of origin.

The European Border Breakers Charts will be launched on January 14 at Eurosonic Noorderslag in Groningen, The Netherlands. These charts are an extension of the European Border Breakers Awards, which are awarded to European artists whose first international album experienced the greatest cross-border success across the European Union. The airplay is monitored by Radiomonitor from a panel consisting of 48 stations from the European Broadcasting Union (EBU) across 32 countries.

Artists/tracks who qualify for the charts must meet the following requirements:

- Emerging European acts only (artists with a maximum of one international album release)
- Only European airplay outside their home country is taken into account
- Only tracks that are a maximum of two years old

The charts are published each Friday since January 1, 2016 on a dedicated website (www.europeanborderbreakerscharts.eu). From off January 18 the charts also will appear on the websites of media partners such as Music Week, the leading music trade publication in Europe, German trade magazine Musikmarkt and Entertainment Business in The Netherlands.

Peter Smidt, Creative Director of Eurosonic Noorderslag, commented:

“As the hosts of the European Border Breakers Awards, this is a really exciting new tool for us. We all know how difficult it is for new talent to break through. We believe that these charts and the sub charts will help everyone to discover border breaking European talent in an early stage. The European Border Breakers Charts will provide very valuable information

to labels, publishers, bookers, journalists, broadcasters and consumers alike. We are very proud to count Music Week and Musikmarkt already as our partners in this ambitious project. We hope lots of journalists, radio stations and publications will follow”

Dave Roberts, publisher of Music Week:

"New artists with the potential to break out internationally are the lifeblood of the industry, and so to monitor their progress in a regular and methodical manner is a fascinating and important development. We look forward to seeing this chart every week and, of course, to sharing its insights with the rest of the industry at musicweek.com"

Laurent Marceau, in charge of Pop Music at the European Broadcasting Union says:

"The European pop music scene is absolutely buzzing these days and "border breakers" have become something to be reckoned with on the music and media landscapes. The European Border Breakers Charts will be a great tool for professionals and provide great information to music professionals, thereby helping the circulation of emerging and promising acts from all corners of Europe."

Facts on the European Border Breakers Charts:

The European Border Breakers Charts are based on airplay monitored by British radio airplay specialists Radiomonitor, from a panel consisting of 48 stations from the European Broadcasting Union (EBU) across 32 countries.

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The various charts are:

- The Top 100 European Border Breakers Chart, listing the songs that have achieved the most airplay outside of the country of origin of the artists and a set of Top 10 sub charts, highlighting interesting developments within the chart (and outside):
- Top 10 new entries in the Top 100
- Top 10 tracks bubbling under the Top 100 (ranked by country, with only the highest climber per country under the Top 100 taken into account)
- Top 10 top tracks per country (featuring only the highest charting track per country)
- Top 10 ETEP artists (a monthly chart, based on the number of ETEP festivals selected artists played outside of their country of origin in the month before publication)

The airplay charts are based on impact rather than plays. Tracks are ranked according to the number of people reached by the stations playing the songs. The methodology of the charts was put together by journalist Emmanuel Legrand, co-founder of the EBBAs, and music industry consultant Werner Schlosser.

Note to the editor / not for publication:

- [About Eurosonic Noorderslag](#)
- [Download: Photos of Eurosonic Noorderslag 2015](#)
- [30 years of Eurosonic Noorderslag](#). Background article, logo, A4 design, 30 years of ESNS posters.
- [30 years of Eurosonic Noorderslag Spotify playlist](#)
- [Download: artist photos](#)
- [Download: 30 years Eurosonic Noorderslag image](#)
- [Download article about the CEE focus as background information](#). Copyright free, supplied by Eurosonic Noorderslag and written by Shain Shapiro of Sound Diplomacy.
- [Video: About the CEE focus](#)
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Eurosonic Noorderslag 2016 - press release:

- [Eurosonic Noorderslag acts recommended by leading international media](#)
- [Birthday Boy Eurosonic Noorderslag receives award from European indie labels](#)
- [YouTube keynote at Buma Music meets Tech during Eurosonic Noorderslag](#)
- [Keynote interview with Marek Lieberberg at Eurosonic Noorderslag](#)
- [New names Eurosonic, including Álvaro Soler, AURORA, Oscar and the Wolf, Seinabo Sey and SOAK](#)
- [Fabrique and SXSW Interactive join specialist jury BMMT Award](#)
- [Eurosonic Noorderslag expands line-up with 116 names](#)
- [Conference: Todd Hansen \(SXSW\) confirmed as keynote speaker at Buma Music Meets Tech](#)
- [Eurosonic Noorderslag line-up expanded with 43 acts](#)
- [14 promising acts added to the line-up](#)
- [Eurosonic Noorderslag cooperates with 27 radio stations in Europe](#)
- [Eurosonic Noorderslag opens conference registration](#)
- [Eurosonic Noorderslag 2016 focuses on Central East European \(CEE\) countries](#)

Eurosonic Noorderslag 2015 - press release:

- [Multi-faceted 29th edition Eurosonic Noorderslag](#)
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