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PRESS RELEASE

Groningen / Brussels, November 10, 2016

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## **NAMIKA announced as winner of 2017 European Border Breakers Awards (EBBA)**

**Today in Frankfurt/Germany, Namika was announced as the third winner of the 2017 European Border Breakers Awards (EBBA), the European music awards for emerging artists. Namika was surprised on Hr3 Nachmittag by Kate Menzyk.**

Born and bred in Frankfurt, Namika saw her very distinctive brand of R&B and hip-hop land in the German charts in 2015, with the single Lieblingmensch. Spending an impressive 43 weeks in the Deutsche Musikcharts, the single also made the charts in Austria and Switzerland. Namika also excels as a live artist and spent much of the summer of 2016 performing at venues and festivals across Europe.

Earlier, Alan Walker (no) and Jaakko Eino Kalevi (fi) were also announced as winners of an EBBA. A total of ten EBBA winners will be announced in the upcoming weeks. The Awards Ceremony will take place on 11 January in Groningen, as part of the Eurosonic Noorderslag festival.

### **The EBBA**

EBBA celebrate new and border-breaking artists who create today and tomorrow's music. From Adele (United Kingdom) to Christine & the Queens (France), the EBBA winners represent some of the standout European sounds of recent years. Other previous winners include Stromae, Gabriel Rios, Hozier, Of Monsters and Men, Mumford & Sons, Aurora, Disclosure, John Newman, C2C, Tokio Hotel, The Script, Years and Years, Robin Schulz, Carnival Youth, MØ and Selah Sue.

From the group of enthusiastic gig-goers out on the weekend to the industry dedicated to making the music you love, Music Moves Europe. EBBA are one of the EU's ways of celebrating European popular and contemporary music by bringing the artists, the industry and the fans together to celebrate European music.

Every year, 10 European artists receive an EBBA to recognise their success in countries other than their own.

**This success is measured by:**

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- Airplay
- Sales
- Live performances in Europe
- position in the [European Border Breakers Charts](#)

The European Border Breakers Charts, launched earlier this year and compiled by Radiomonitor, rank tracks from around Europe based on airplay abroad.

To be eligible for the 2017 awards, the artists must have achieved border-breaking success with their first international release in Europe between 1 August 2015 and 31 July 2016 and come from a country participating in the [EU's Creative Europe programme](#).

The EBBA, now in their 14th year, are an EU Prize, organised by Eurosonic Noorderslag in partnership with the European Commission (Creative Europe) and the European Broadcasting Union, with support from Buma Cultuur, the Dutch Ministry of Education, Culture and Science, Province of Groningen, the City of Groningen and Music Week.

### **Public choice**

One of the winners will receive a Public Choice Award based on votes cast on the EBBA website from the end of November 2016 to Christmas. Up to ten voters, chosen at random from different countries, will be invited to the award ceremony: each will be able to bring a friend and the flight and hotel costs will be taken care of.

### **EBBA ceremony**

The winners will receive their award in a ceremony hosted by TV personality and musician Jools Holland at the Eurosonic Noorderslag festival in Groningen, Netherlands, on January 11, 2017. The ceremony will feature performances by the winning acts.

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### **Previous EBBA 2017 press releases:**

- [JAAKKO EINO KALEVI announced as winner of 2017 European Border Breakers Awards \(EBBA\)](#)
- [ALAN WALKER announced as first winner of 2017 European Border Breakers Awards \(EBBA\)](#)

### **More information and downloads:**

- [EBBA website](#)
- [About Creative Europe](#)
- **Download:** [Press photo Namika](#)
- **Download:** [EBBA logo](#)
- **Download:** [Copyright free photos of previous EBBA editions](#)

### **For more information and questions:**

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The announcement of the 2017 EBBA winners can be followed through social media:

Facebook: [EBBA.Awards](#), [CreativeEuropeEU](#)

Twitter: @ebba\_awards, @europe\_creative

Instagram: Ebba\_awards

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