



## Press release

Groningen, January 18, 2022

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# ESNS Showcasefestival and Conference set to kick off

*The 36th edition of the European music platform will be completely online this year, starting January 19.*

**The European showcase festival and conference ESNS (Eurosonic Noorderslag) in Groningen will take place entirely online from 19 – 22 January 2022. The festival will be streamed worldwide for free at [3fm.nl/esns](https://3fm.nl/esns), while tickets for the conference are available at €99,- at [esns.nl/tickets](https://esns.nl/tickets).**

## Conference

The ESNS conference will take place on Wednesday, Thursday and Friday hosting more than 70 panels and welcoming more than 200 speakers. The conference, themed 'Building Back Better Together', will host numerous panels, keynote interviews and sessions on how the music industry can go forward and focus on how we can build the live industry back better.

Apart from Keynotes from **Frans Timmermans** (European Commission), **Marjan Minnesma** (Urgenda), **Jeremy Sirota** (Merlin), **and Merck Mercuriadis** (Hipgnosis Songs), many key players in the music sector will be speaking at ESNS such as **Stephan Thanscheidt** (FKP Scorpio), **Maria May** (CAA), **Ruben Brouwer** (Mojo), **Fruzsina Szep** (Goodlive) and many more. There will be panels deep-diving into topics ranging from sustainability to health & safety, from politics to streaming, recovery of the live

sector and everything in between.

Also check the ESNS Newsroom, which will guide you through the conference and festival to make sure you don't miss a thing. Expect interviews, reports, news updates, live music, and the reveal of awards like **IJzeren Podiumdieren** and **Popstipendium**.

The full conference programme can be found at [esns.nl/conference](https://esns.nl/conference). Find an overview of all the conference speakers at [esns.nl/speakers](https://esns.nl/speakers).

The ESNS Conference will kick off on Wednesday morning at 9.35 hrs CET with the opening keynote speech by **Frans Timmermans** on The Green Deal.

### **Festival**

The festival will stream exclusive sets of 213 European acts for free on its platform, available at [3fm.nl/esns](https://3fm.nl/esns).

The broadcasts start daily at 20:00 with the Eurosonic programme from Wednesday to Friday. Saturday is dedicated to Dutch acts only at Noorderslag. The exclusive sets will stream across three channels.

ESNS also features the ceremony for the prestigious European prize for emerging talent at the **Music Moves Europe Awards**, broadcast on Thursday the 20th at 20:00 hrs CET.

On Friday, the **Pop Media Prijs will be awarded at 10:30hrs, Hit The North** featuring local talent, at 20.00 hrs. NTR will broadcast a tv-show on Saturday at 23.00h on NPO 3, featuring live performances and the reveal of the Popprijs and the ESNS Kickstart Awards.

For the full line-up of the festival go to [esns.nl/line-up](https://esns.nl/line-up). For the timetable follow [esns.nl/timetable](https://esns.nl/timetable)

ESNS takes place – entirely online – from January 19 – 22, 2022. Tickets for the digital conference are available for €99,- at [esns.nl/tickets](https://esns.nl/tickets). The festival will be available – free of charge – via [3fm.nl/esns](https://3fm.nl/esns) with sessions recorded by Dutch broadcaster NTR in collaboration with NPO 3FM, to be broadcast by NPO 3FM, NPO 3 and the digital festival platform, hosted by VPRO 3VOOR12.

## About ESNS

ESNS is a non-profit showcase festival for European artists, and a conference with panels, keynotes, interviews, and gatherings on the latest developments in the international and European music industry. ESNS's mission is to stimulate and further promote the circulation of European music, and to give European artists a steppingstone onto international success.

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