



## Press release

Groningen, January 12, 2022

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## ESNS completes line-up for digital festival and conference

*The European music platform confirms latest artists and speakers for ESNS 2022 (January 19 – 22, 2022)*

The European showcase festival and conference **ESNS (Eurosonic Noorderslag)** in Groningen adds five more acts to the line-up and completes its festival programme. As the programme for the conference is now fully published as well, **ESNS** is ready to kick off next week.

The five newest additions to the festival line-up are Dutch acts **MEROL**, **Wies**, **Pom** and **Cloudsurfers** who will be playing Noorderslag, and **Tinlicker** at Eurosonic. They join a diverse list of European acts, who will be performing on the second digital version of the ESNS festival. Among previously announced acts are Wet Leg (gb), K.ZIA (de), Carla Prata (pt), S10 (nl), Meskerem Mees (be), Alina Pash (ua), Blanks (nl), Yard Act (gb), Priya Ragu (ch) and Gaidaa (nl).

The ESNS 2022 conference will focus on subjects such as sustainability and the recovery of the music industry. Themed 'Building Back Better Together' ESNS aims to make the industry a better, more inclusive, and greener sector. Therefore, **Frans Timmermans, Executive Vice-President of the European Commission**, responsible for The Green Deal will be opening the conference and is set to give a keynote on ESNS Wednesday. Timmermans will elaborate on the recovery from the current crisis and how the Green Deal will or can affect the music industry in a positive way. To act on the Green Deal, a proactive and

thorough way of taking steps is necessary. **Marjan Minnesma**, director of **Urgenda**, will give a keynote on this, called Scale up and Hurry up!, on Friday the 21st.

More on the Green Deal and recovery will be discussed at the ESNS conference, with the panel ***The EU's Green Deal – Where does the music fit?*** with **Claire O'Neill** (A Greener Festival), **Niklas Nienass** (European Parliament), **Holger Jan Schmidt** (Yourope), **Laurence Graff** (European Commission), moderated by Greener Event's **Linnéa Svensson**, while **Emmanuel Legrand** will moderate ***Recovery of the Music Sector – Where Are We Now?*** with **Burak Özgen** (GESAC), **Mikolaj Ziółkowski** (Open'er Festival), **Susanne Hollmann** (European Commission) and **Erminia Sciacchitano** (Ministry of Culture of Italy) to hear how the festivals were impacted and where they stand today.

Also joining the ESNS conference line-up are **Hannah Shogbola** (United Talent), **Natasha Gregory** (Mother Artists), **Sally Dunstone** (Primary Talent International) and **Whitney Boateng** (WME) in **the Agents Panel**, moderated by CAA's **Maria May**. ILMC head **Greg Parmley** asks how certain we can be of a big 2022 festival season. **Christof Huber** (Yourope), **Stephan Thanscheidt** (FPK Scorpio), **Marta Pallarès** (Primavera Sound), **Codruta Vulcu** (ARTmania) and **Paul Reed** (AIF) will have the answers.

Other panels and keynotes include **A Model for a United Industry**, which will dive deeper into how we can leave a better legacy for ourselves and our industry. On Thursday, **Helienne Lindvall** will interview **Merck Mercuriades**, – former manager of Beyoncé, Elton John and Mary J. Blige – speaking about his goal to get songwriters a better pay, through his Hipgnosis Songs Fund. The question of how to share streaming revenues in a fair and sustainable manner, will be answered by a panel including British member of Parliament **Kevin Brennan**.

The panels focus on a global way of approaching a better music industry. **Diversity in the Backstage**, a panel hosted by Omroep Zwart, is one of the talks that helps create awareness for inclusivity, while Among panels that show how it's done across the globe, are: **Are You Export Ready for Mexico?** by EMX, **Rabbit or Man in the Moon? Doing Business in China**, presented by Dutch Music Export, RVO, and C-SHARP, and **Short Videos, Films, Series and Nft's - Music and India's Booming Audiovisual Industry**, presented by Ears On

India.

ESNS also features the ceremony for the prestigious European prize for emerging talent at **Music Moves Europe Awards**, as well the **Popprijs, ESNS Kickstart, Pop Media Prijs, Popstipendium** and **IJzeren Podiumdieren**. To find the full line-up of ESNS Festival and ESNS Conference, head to [esns.nl](https://esns.nl)

ESNS takes place – entirely online – from January 19 – 22, 2022. Tickets for the digital conference are available for €99,- via [www.esns.nl/tickets](https://www.esns.nl/tickets). The festival will be available – free of charge – 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 (Eurosonic Noorderslag) is the key exchange for emerging European music talent, with a proven track record of helping to break new acts on the international music scene, with now well-known names such as Alma, Altin Gün, Arlo Parks, Aurora, Black Country, New Road, Celeste, Dua Lipa, Fontaines D.C., girl in red, Hinds, Idles, Mavi Phoenix, Meduza, Melanas, Oscar and the Wolf, Pip Blom, Podium, Pongo, Shame and Sigrid. The conference side of the event attracts more than 4,000 entertainment industry professionals from all sections of the industry, including representatives of over 400 European festivals. Each year, ESNS stages more than 350 showcases all over the city of Groningen as well as offering a comprehensive and focused conference programme of around 150 panels and keynotes, alongside multiple networking opportunities.

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