



Press release

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ESNS launches Radar and Analytics platforms for music professionals and fans



European showcase festival and music conference ESNS (Eurosonic Noorderslag) introduces ESNS Radar and Analytics, a European charts & festivals insights tool developed with the support of Creative Europe. The charts track and show European artists, with the aim to display the impact of the artists' music outside of their home country.

ESNS Radar entails a European Chart, an Emerging European Chart for emerging talent, and the ESNS chart with acts from three years of the festival's line-up. All three charts are based on airplay of over 60 Euroradio stations, plus streaming data compiled out of Spotify and YouTube. Besides that, bookers and other professionals are given the opportunity to see what else is happening in the music industry, through an extensive booking overview of the latest line-

ups of over 130 festivals which are a part of ESNS Exchange programme. ESNS Radar is an open platform for all music fans to explore the trending European repertoire.

ESNS Analytics is a platform for which an ESNS Conference ticket is needed. ESNS offers a drilldown of information per artist on this platform, the list with all ESNS alumni of the past three years. ESNS shares its data with delegates here, and offers music professionals a valuable insight into which acts are on the rise and are in high demand. On the platform, countless helpful tools are presented to delegates, such as yearly overview of artist's airplay, detailed airplay history of the past 28 days, Spotify followers graph, Social Media Followers chart, Festival Bookings overview and others.

ESNS Analytics will not only make the life of managers, agents, bookers, promoters, A&R representatives, publishers, export officers, funders, and artists easier; it will also underline ESNS main focus once more: break borders for artists. By launching these new features, ESNS aims to spread European music even further and help fans from all over the world discover more European music and emerging artists.

ESNS teamed up with SoundCharts as a data partner for this project. SoundChart's extensive database provides an extensive catalogue of artists tracked on different online platforms; from airplay to playlisting on DSP's, to social media followers or TikTok views. The data that is being used for the ESNS Radar and Analytics, is only a fraction of what is provided by SoundCharts and is therefore already expected to extend the current data modules even further in the coming months.

Check out the platform and find out all the featured options for yourself, at radar.esns.nl and analytics.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. In order to access ESNS Analytics you will need the ESNS Digital conference ticket, while the ESNS Radar is free for everyone.

Official data provider for ESNS Radar and ESNS Analytics is SoundCharts. www.soundcharts.com

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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