



Press release

Groningen, December 2, 2021

Showcase festival and conference ESNS 2022 will take place entirely online

The European showcase festival and conference ESNS (Eurosonic Noorderslag) in Groningen will take place entirely online from 19 – 22 January 2022. The organisation took the tough decision after the recent government announcement with the latest COVID-19 measures.

The current measures regarding COVID-19 will not allow ESNS to host all the booked European acts and bring music professionals together in the Netherlands. Motivated by the continuously changing COVID-19 restrictions and the uncertainties surrounding entry to the Netherlands, a physical edition of ESNS is no longer possible.

ESNS already successfully organised an online edition for both the showcase festival and the conference at the beginning of 2021, due to a lockdown. The online edition offered European musicians a huge amount of exposure and gave music industry professionals the opportunity to visit the conference online to take part in panels and discussions and to network digitally. The organisation is building on its successful 2021 digital edition and is looking forward to seeing what they can achieve in 2022

Managing director Dago Houben will not give up and says: “ESNS is of great importance to the entire music industry and especially to European musicians. It is therefore essential to carry out our function of providing the best possible

platform for European pop music. Earlier this year we saw that the reach of a digital edition can be huge and that we were able to make a difference to an artist's career. We are therefore pleased to give all booked ESNS artists the exposure they deserve with the help of our media partners.”

ESNS will give all booked ESNS acts the opportunity to take centre stage on the freely accessible platform, in collaboration with Dutch radio broadcaster NPO 3FM. Tickets for the digital conference ESNS at € 99,- are available via www.esns.nl. Ticket buyers who previously bought a ticket for the physical edition will be notified as soon as possible.

The digital edition of ESNS 2022 includes a conference programme as well as the festival programmes of Noorderslag, Eurosonic and the Music Moves Europe Awards award ceremony.

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 normally 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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