

17 JAN '26

SOLD OUT ANNIVERSARY EDITION EUROSONIC NOORDERSLAG CELEBRATES THE EUROPEAN AND DUTCH MUSIC SECTOR

The 40th edition of ESNS (Eurosonic Noorderslag) – the leading showcase festival for emerging European music – concluded tonight with an impressive line-up of Dutch talent at Noorderslag. Almost 300 European acts from 39 countries played for an audience of approximately 40,000 enthusiastic fans, 4,000 of whom were professionals, from all corners of the globe. ESNS 2026 is completely sold out, with 7000 festival tickets and 4000 Delegate Passes. That amounts to more than 25,000 paid visits to the festival and conference.

Festivals Eurosonic and Noorderslag

On Wednesday evening, January 14th, the festival was kicked off spectacularly by Dutch Queen Máxima and managing director Anna van Nunen, after which Eurosonic immediately started in the venues inside De Oosterpoort. On Thursday, January 15th, and Friday, January 16th, Eurosonic took the entire city centre of Groningen by storm, with emerging European acts showcasing their talent across 18 stages to thousands of music lovers and industry professionals. On Saturday, January 17th, the ESNS Conference gave way to Noorderslag, where the best emerging and established artists from The Netherlands were showcased at De Oosterpoort.

The Popprijs, awarded annually during Noorderslag, was won by Suzan & Freek. The Popprijs is awarded to the band or artist who has made the most significant contribution to Dutch pop music in the past year.

Conference

The ESNS Conference was attended by over 4,000 music professionals from all over the world. More than 520 speakers participated in panel discussions, workshops, and keynotes on a wide range of thought-provoking and current topics.

Under the overarching theme of **Europe Calling**, ESNS reflects on a successful anniversary edition. For four days, Groningen became the center of the European music sector.

Awards

At ESNS 2026, prestigious awards were once again presented across the European music industry. This year, the annual Music Moves Europe (MME) Awards went to Sofie Royer (Austria), Camille Yembe (Belgium), Sarah Julia (Netherlands), Della (Cyprus), and Carpetman (Ukraine). Lia Kali (Spain) took home both the Grand Jury Award and the Public Choice Award.

The European Festival Awards, the IJzeren Podiumdieren, the Pop Media Prijs, and the Pop Stipendium were also presented this year.

ESNS 2027

Early bird sales for Delegate Passes begin on January 30, 2026. Artists can apply to play at the showcase festival starting March 1.

About ESNS

ESNS is Europe's leading platform showcasing emerging European music talent. Every January, Groningen (NL) hosts the ESNS festival and conference, connecting fresh artists with fans and industry professionals. The final day is dedicated to Noorderslag, the benchmark for Dutch pop music since 1986.

Year-round, ESNS supports new talent through initiatives like the European Talent Exchange and presents major awards including the Music Moves Europe Awards, the European Festival Awards, and the Dutch Popprijs. It partners with key organisations and alliances such as Yourope, EBU, and Green Deal Circular Festivals to foster a diverse, sustainable music scene.

Since 1986, ESNS has helped launch careers of artists like AURORA, Stromae, Christine and the Queens, Fontaines D.C., Sigrid, Altin Gün, The Haunted Youth, The XX, Robyn, Tramhaus, Sam Smith, Hozier, Zaho de Sagazan, Fat Dog, Judeline, Luvcat, Boko Yout, Antony Szmierek, Kingfishr, Sylvie Kreusch, Arp Frique & The Perpetual Singers.

Not for publication:

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ESNS 2026

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