

*Since the start of the European Talent Exchange Programme in 2003 a total of 3518 shows by 1254 European acts in from 31 countries were presented at over 100 ETEP festivals. The programme is supported by music industry professionals and (inter-)national media, providing THE stepping stone many new artists need to break through on an international level.*

### **Industry experiences**

“Through ETEP, festivals are incentivized to see and pick up the acts. It is a great model.”

**Rob Challice, Coda Music (uk)**

“We definitely benefited a lot from ETEP. Birth Of Joy played 13 bigger festivals thanks to the programme.”

**Rene Beerens, Manager Birth Of Joy (nl)**

“Aurora played four fantastic shows at Eurosonic Noorderslag 2015 and 2016. From these showcase slots, we received a large number of bookings from related festivals. Thanks to this exposure, ETEP helped us book Aurora at the highest level across Europe.”

**Oliver Ward, agent at UTA for Aurora (uk)**

“We shouldn’t just watch the UK, America and the exceptional world music talent from Africa and far-away exotic countries: It also happens here [in Europe], right under our noses!”

**Eric van Eerdenburg, Lowlands (nl)**

“The musical quality [of Eurosonic acts] is usually brilliant, and the inter-European circulation of this talent gets stronger every year.”

**Stephan Thanscheidt, FKP Scorpio (de)**

“There you have it, live gigs and radio support, the two gimmes of every band (all the more important due to the great music industry power shift), delivered on the back of an appearance in Groningen.”

**Jim Carroll, The Irish Times (ie)**

“At Pukkelpop we honestly believe in a well-balanced collaboration with ETEP. After all, supporting new artists has been part of our DNA since the very beginning.”

**Chokri Mahassine, Pukkelpop (be)**

“It’s the ideal platform to catch the latest music trends in Europe and share them with our audience.”

**Dany Hassenstein, Paleo Festival Nyon (ch)**

“A bit like the music world’s version of the Erasmus programme.”

**Peter McGoran, Hot Press (ie)**

“We choose bands performing at Eurosonic at invite them to perform at other festivals. It’s to highlight European talent that is upcoming, current and fresh.”

**Fruszina Zep, Lollapalooza Berlin (de)**

“Otherkin & Soak are recent examples of artists we have had in the programme who have benefitted greatly, both achieving extensive European festival touring as a result.”

**Alex Bruford, ATC Live Agency (uk)**

### **Artists' experiences**

"I think what ETEP does is brilliant! Helping artists get booked at festivals all around Europe, and also on radio and media. Especially in the start-up phase when artists need it the most."

**Aurora (no)**

"ETEP to me has definitely worked because we played Eurosonic and it has taken us all over Europe for a whole summer. We are literally out playing almost every weekend at various festivals. I can only speak very highly of it."

**Alex Vargas (dk)**

"We always notice that when we play Eurosonic the right guys from the music industry are there, they see us and things start happening."

**De Staat (nl)**

"The great thing is that virtually all the European festivals so far, and all the promoters that we spoke to, they have said that they saw us at Eurosonic."

**Otherkin (ie)**

"ETEP has been really great, it has given us access to different European festivals, and we wouldn't be playing the likes of Lowlands and all these other festivals without that it has been a huge help for us."

**The Academic (ie)**