



Winners of the 2011 European Border Breakers' Awards announced

Groningen, November 30, 2010

The winners of the 2011 European Border Breakers' Awards (EBBA) for emerging talent in European pop, rock and dance music were announced today by Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth, and European music conference and showcase festival Eurosonic Noorderslag. The winners will receive their awards in a ceremony hosted by TV personality and musician Jools Holland at the opening night of Eurosonic Noorderslag in Groningen, Netherlands, on 12 January 2011.

The European Border Breakers' Awards are presented to new or emerging European artists or groups for success in reaching audiences outside their own country with their first internationally-released album. The aim of the prize is to help increase their sales and visibility across Europe.

The winners of the European Border Breakers' Awards 2011 are:

Saint Lu (Austria)
Stromae (Belgium)
Aura Dione (Denmark)
ZAZ (France)
The Baseballs (Germany)
Caro Emerald (Netherlands)
Donkeyboy (Norway)
Inna (Romania)
Miike Snow (Sweden)
Mumford & Sons (UK)

Commissioner Vassiliou said: "Music knows no boundaries and I hope this award will help encourage not only the winners but also other emerging acts to look beyond their domestic markets to achieve international success from sales, touring and broadcasting. Music, regardless of genre, brings people together and demonstrates the breadth of our talent in Europe. I'm delighted that the Commission supports these awards."

EBBA roll-call of success

Former winners of the award include well-known artists including Katie Melua, KT Tunstall, Carla Bruni, Dolores O'Riordan, Alphabeat, The Ting Tings, Tokio Hotel, Damien Rice, The Thrills, Adele, Corinne Bailey Rae, Gabriel Rios, Sliimy, Milow and many more (see full list of former winners: <http://www.europeanborderbreakersawards.eu/former-winners.html>).

The public are invited to vote online, from 1 December, to select the winner of the 'Public Choice Award' (see webpage to vote: <http://www.europeanborderbreakersawards.eu>).

The award ceremony – including performances by most of the winning acts – will be recorded and broadcast by Dutch National Television (NOS/NTR) and will also receive European coverage through TV channels and radio stations associated with the European Broadcasting Union (EBU) and others.

The awards, now in their eighth year, are funded by the EU Culture Programme and Eurosonic Noorderslag, in partnership with the European music industry and the European Broadcasting Union.

The winning artists are selected on the basis of sales and public radio airplay statistics provided by the Billboard Information Group, the European Broadcasting Union and the European Talent Exchange Program.

To find out more:

<http://www.europeanborderbreakersawards.eu/>

http://ec.europa.eu/culture/our-programmes-and-actions/doc1098_en.htm

Note to editors:

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