



Photo: Iiona Henne

PRESS RELEASE  
25 SEPTEMBER 2022

## DEAR MEDIA PARTNERS, DEAR COLLEAGUES,

Wow! We were so looking forward to this 17th edition of Reeperbahn Festival. And we tweaked a lot of things to ensure the experience would live up to the expectations of fans and delegates as one of the year's highlights following two pandemic-affected events in a row. But the amazing response to the 17th Reeperbahn Festival from all corners was really overwhelming. We are delighted to have such a clear sense of the emotional appeal that the festival holds for the audiences and music business visitors alike!

Rousing live performances were accompanied by unambiguous political messages calling for a more inclusive society, more diversity and sustainability, and a conference programme that, as a platform for many professional visitors, offered plenty of food for thought and networking opportunities.

This year's jury for the ANCHOR – Reeperbahn Festival International Music Award competition was also very impressed with the strength of this year's programme and, last but not least, the outstanding quality of the six nominees, with British trio **Cassia** being crowned ANCHOR winners! This year's Reeperbahn Festival has shown that the international music world is more than willing to take on new challenges, but, to do so, is absolutely dependent on what is at its core, namely direct and personal interaction between everyone involved.

Frehn Hawel

## BACK WITH A BANG! SURPRISE CONCERTS, DIRECT POLITICAL MESSAGES AND FULL CLUBS AGAIN AT LAST!

Tonight saw the curtain come down on the 17th Reeperbahn Festival. In clubs that were finally full again, 41,000 visitors experienced an international programme with around 400 concerts by acts and artists from over 40 countries and 80 programmes from the fields of Arts, Film and Word. The approximately 4,300 professional visitors enjoyed more than 200 programme events with sessions, networking events, showcases and award ceremonies. Female representation in the music programme came in at 55% and was around 50% for the conference programme.

The main topics included the challenges faced right now in the international music industry, such as the lack of skilled workers and young talent, the effects of the war in Ukraine on the international music market, appropriate payment models for streaming platforms and a more sustainable set-up for the music industry as a whole, including a more balanced gender ratio. All these issues provided tailored platforms for discussions and networking in the conference programme with numerous offerings such as the Sustainability Hub.

The crucial importance of personal interaction and direct communication was repeatedly highlighted, underlined by the number of participating international music companies and export offices who once again showed up in pre-pandemic-level numbers at this year's Reeperbahn Festival.

The cooperation with this year's **partner country**, the **USA**, deserves special mention. In addition to a delegation from the world's largest creative industries trade fair, SXSW, the most important business associations of the American music industry, such as **A2IM** (American Association of Independent Music), **AIMP** (American Association of Independent Music Publishers), **MMF US** (Music Managers Forum), **Music Biz** (Music Business Association) as well as the most important US industry magazine **Billboard** and will enable European music companies to maintain and establish business relationships with representatives of the world's largest music market at Reeperbahn Festival in the future.

In the programme for the public, the shared excitement at experiencing live music overrode everything else, as was evident right from the first evening at **Kraftklub's** surprise concert on the blocked-off Reeperbahn: Despite it being announced just two hours before the start of the show, more than 10,000 spectators flocked to the mobile stage and were treated to impromptu performances by **Casper** and ANCHOR jury member **Bill Kaulitz**, an early highlight of the festival.

The **2nd Keychange Study**, presented at a press conference on Thursday, once again supported by the **German Federal Government Commissioner for Culture and the Media**, **Claudia Roth**, delivered a key message: the key future target group of young consumers attach huge importance to having a balanced gender ratio across the board, such as in festival line-ups, on radio, streaming platforms as well as sound recordings - and these factors have an increasing influence on what they buy.

## ANCHOR AWARD FOR BRITISH BAND CASSIA

**Bill Kaulitz** said that being on the jury for the ANCHOR international music competition had taken him back to the time when he himself was starting out, playing smaller clubs. The ANCHOR jury included soul star **Joy Denalane**, singer, producer and most successful drag queen in the world, **Pablo Vittar**, The Hives frontman **Pelle Almqvist**, producer, songwriter, singer, activist and actress **Tayla Parx** and music producer legend **Tony Visconti**.

On Thursday and Friday evening, the jury attended the concerts of the six nominees **Cassia** (GBR), **EKKSTACY** (CAN), **Lime Garden** (GBR), **Philine Sonny** (GER), **The Haunted Youth** (BEL) and **VLURE** (GBR) at the Nochtspelcher. They delivered their verdict on Saturday evening, crowning British trio **Cassia** (photo) as this year's ANCHOR award winner at the ANCHOR Gala hosted by **Aminata Belli** and **Steven Gätjen**.

**„Attending these shows reminded me a lot of the very own beginnings of my band - and that's beautiful. And I always love the magic beginnings because these times never come back - so it was great to be able to see so many new artists at this exact stage of their careers. Truly inspiring!”**

Bill Kaulitz, ANCHOR 2022 Jury member

**„The last couple of years have been very challenging for artists, but there's something powerful to create art with emotions and the winner had both the musical chops plus the ability to connect with their audience.”**

Tayla Parx, ANCHOR 2022 Jury member

## WINNERS OF IMJA, VIA - VUT INDIE AWARDS AND HELGA! FESTIVAL AWARD

The winners of the International Music Journalism Award (IMJA), Helga! Festival Award and the VIA - VUT Indie Awards can be found [here](#).

## PRESALE REEPERBAHN FESTIVAL 2023

The next Reeperbahn Festival will take place from 20 to 23 September 2023. Tickets are now available [here](#).

## REEPERBAHN FESTIVAL COLLIDE, XESSIONS AND DEEPDIVE

With the newly developed formats **REEPERBAHN FESTIVAL COLLIDE**, **REEPERBAHN FESTIVAL XESSIONS** and **REEPERBAHN FESTIVAL DEEPDIVE**, Reeperbahn Festival remains present for music fans and industry audiences during the year.

The overall audiovisual experience **REEPERBAHN FESTIVAL COLLIDE** combines music and art in staged encounters between visual artists and music acts, who perform three songs in front of a huge LED wall with creations specially adapted to the music. New **REEPERBAHN FESTIVAL COLLIDE** episodes are released every first Friday of the month. Previous episodes and further programme can be found [here](#).

**REEPERBAHN FESTIVAL XESSIONS** presents special shows by five music acts recorded in front of a small audience in the intimate setting of the resonanzraum on a circular stage designed for media productions as part of Reeperbahn Festival. New episodes are also released monthly via the Reeperbahn Festival [YouTube channel](#).

**REEPERBAHN FESTIVAL DEEPDIVE** is aimed at all industry representatives and people interested in culture. 3 to 5 minute short talks by experts, activists and creative personalities from the creative industries cover all facets of Reeperbahn Festival: whether mental health, sustainability, album productions, songwriting, metaverse, conference topics or word, arts and film - **REEPERBAHN FESTIVAL DEEPDIVE** combines high information density with appealing visual presentation and appears monthly on the [YouTube channel](#) of Reeperbahn Festival.



### ROUGH CUTS

Video footage for use as **raw material** for reporting on the Reeperbahn Festival is available on this server:

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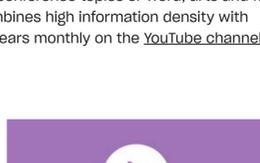
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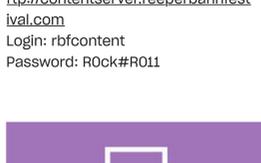
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### EDITED MATERIAL

**Edited material** published via the Reeperbahn Festival and which can be shared or embedded is available successively via the links provided in the **document**.



### PRESS PHOTOS

A selection of **photos** will be made available on a daily basis



### BASIC PRESS TEXT

Find here the current **basic press text** for Reeperbahn Festival 2022 and the conveyed **press releases**.

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FOCUSCOUNTRY 2022

**USA**



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