



MTV BRAND NEW 2014 LINE-UP CONFIRMED FOR SHOWCASES ON JANUARY 29TH & 30TH

SAM SMITH, ELLA EYRE, JOEL COMPASS, GEORGE EZRA AND KWABS WITH SPECIAL GUEST KATY B.

SHOWCASES TO AIR FEB 9TH ON MTV MUSIC

London, 17 January 2014 MTV UK & Ireland has announced the lineup for their exclusive MTV Brand New for 2014 gigs at the Islington Assembly Hall.

On Wednesday 29th January, Mercury Prize nominee **Katy B** will perform alongside MTV Brand New nominees **Ella Eyre** and **George Ezra** and on Thursday 30th January, BRITs Critics' Choice Award winner, **Sam Smith** and fellow MTV Brand New artists, **Joel Compass** and **Kwabs** will take to the stage.

The gigs will air as part of a night of Brand New programming on MTV Music on Sunday 9th February at 9pm.

Both showcases will be a one-off opportunity to see the most anticipated talent of 2014 perform. Subject to public vote, the winner of this year's coveted MTV Brand New for 2014 will be revealed on Monday 3rd February. Public voting is still open at mtv.co.uk/brandnew until Thursday 31st January.

Paul Hourican, Head of Talent and Music, MTV Networks UK & Ireland, commented: ***"As our Brand New for 2014 poll draws to a close; we're absolutely delighted to be shooting 2 nights of exceptional live music - welcoming back the wonderful Katy B and also playing host to some of the most exciting new artists around in what promises to be a great experience for both those lucky enough to be in the audience and music fans tuning in on MTV."***

The MTV Brand New for 2014 shortlist includes:

Banks
Ella Eyre
Elyar Fox
George Ezra
Joel Compass
Kwabs
Royal Blood
Sam Smith
The Vamps
Marie Naffah (Unsigned Winner)

The ten nominees have been selected by MTV executives and a panel of industry representatives and have all been identified as being 'destined for big things in 2014'. The shortlist was announced at an official press

launch at The Drury Club on Wednesday 27th November, which showcased performances by special guests Wretch 32 and 2014 nominee, Elyar Fox.

Unsigned competition winner Marie Naffah becomes the third ever unsigned artist to be added to the MTV Brand New shortlist, after fighting off strong competition from hundreds of other unsigned applicants.

With one of the most successful track-records for a new music poll, over the last five years MTV Brand New has provided crucial early support to help launch the careers of international stars such as Lady Gaga, Justin Bieber and Ke\$ha before their debut releases whilst also picking up top British music talent Tinie Tempah, Adele, Florence + The Machine, Disclosure, Ellie Goulding, Jessie J, Friendly Fires, White Lies, Wretch 32, Labrinth and Conor Maynard at the very start of their recording careers. All ten artists will receive continued support from MTV UK and Ireland throughout 2014.

For the second year, Emporio Armani Diamonds is proud to be sponsoring MTV Brand New in their search to find the hottest upcoming music acts for 2014.

Performer Image Link - <https://dl.dropboxusercontent.com/u/12932098/images/ShowcaseArtistImages.zip>

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Notes to Editors:

Artist bios / quotes:

Katy B was catapulted into the spotlight when she released debut album 'Katy on a Mission' in 2010 and just a year later was nominated for the 2011 Mercury Prize. On October 1st, Katy announced that her second studio album will be titled "Little Red", and will be released on February 10th.

Katy says:

"I'm so excited to be doing a Brand New session for MTV at The Islington Assembly Hall, I'll be playing an exclusive set to really make the most of the intimate space."

Sam Smith has already become one of the hottest new names in the industry, kicking off 2014 by being recognised not only on the MTV Brand New shortlist, but also winning the BRITs Critics' Choice Award and BBC Sound Poll.

Sam says:

"It's great to get this recognition, I've watched MTV for as long as I can remember and to be part of this with all the people who are up for it is insane. I am a huge fan of some of these people!"

Ella Eyre made a name for herself by working with Rudimental on smash hit 'Waiting All Night', also collaborating with Bastille on 'No Angels' and Naughty Boy's 'Think About It'. 2014 is set to be a huge year for the singer / songwriter.

Ella says:

"Being nominated alongside such great new artists was incredible – so I'm really looking forward to bringing my live show to MTV Brand New for 2014."

London based singer / songwriter, **Kwabs** transcends description, reflecting his African roots with his RnB and Gospel influences. He gained 10,000 plays in the first 24 hours of his debut track 'Spirit Fade' and is scheduled to release through Atlantic early this year.

Kwabs comments:

'Being on the MTV Brand New list makes it all feel a bit real now. I'm really happy about it, it was a complete surprise and I feel really honoured to be considered as someone to look out for. I put my hands up and celebrate as there are some really amazing artist on there. I love Banks, I love Sam Smith and I'm so proud to be part of a group of young people who look like they are going to make waves in the scene in 2014'

Singer / songwriter / producer **Joel Compass** is being increasingly earmarked as the most exciting artist emerging this year having featured on several Ones To Watch lists over the past few months, and created a massive online buzz since his debut track 'Back To Me' emerged early last year. US rapper Pusha T offered his services on last year's debut single 'Run' after hearing his music and you can listen to this Londoner's remarkable 'Run' and 'Astronaut EP' at <http://joelcompass.com/releases/> .

Compass says:

"I can't wait for this gig, and to be performing for MTV along side two of my favourite artists is going to be such a great start to the year!"

George Ezra is recognised for his deep, mature tone and for the past 18 Months has been traveling the country, guitar in hand, for solo support slots with Willy Mason, Ben Kweller and Lianne La Havas. He has had a surge in recent support for his stunning track, 'Budapest' and had a heavily oversubscribed audience for his 2013 Glastonbury performance. You can hear clips of 'Benjamin Twine' and 'Angry Hill' here <http://www.georgeezra.com/>.

Ezra comments:

"I grew up watching MTV so now to be playing a show with them and have them support me and my music is crazy. I'm very excited to be a part of this and looking forward to the gig."

About Emporio Armani Diamonds

For the second year, Emporio Armani Diamonds is sponsoring MTV Brand New in their search to find the hottest upcoming music acts for 2014.

Emporio Armani Diamonds and MTV are the perfect match and together are much more than just a brand collaboration. Music and fragrance are intrinsically linked in their ability to evoke emotion and memory, and their power to transport the mind to a different time or place. This powerful combination is a must for Emporio Armani Diamonds and they are delighted to be associated with the talented and inspirational individuals that MTV Brand New unveils and are looking forward to building on the success of last year's collaboration.

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

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