



This sheet is to provide a short overview of the marketing activities in the run up to the awards ceremony taking place on Friday 15 January at 20:00 hrs.

Timeline January 2021

- 6 January at 12:00 hrs (CET): press release announcing the ceremony and its host Melanie C.
- 11 January: Online Q&A sessions (press event) moderated by Soraiya Ryan
 - 8 sessions in total
 - Confirmed artists: Sassy 009, Calby, Bratri, Julia Bardo, Squid, Rimon & Nea
 - Q&As will be recorded and uploaded onto the Nite Hotel platform
- 12 January: start side programme on the digital platform Nite Hotel (www.nitehotel.nl/mmeta)
 - Each day we launch digital environments i.e. “Artist Rooms” for each of the nominees. In the Artists Rooms we show exclusive content produced in the previous weeks. Content includes a live session, video portraits, biographies and prerecorded Q&As with the artists.
 - We will run a social media campaign (including ads) to start generating traffic to the platform.

Schedule launches of Artists Rooms:

Tuesday 12 January

16:00 Room 1 live (Bratri)
17:00 Room 2 live (Melenas)
19:00 Room 3 live (Lina_Raül Refree)
20:00 Room 4 live (Sassy 009)

Thursday 14 January

16:00 Room 9 live (Crystal Murray)
17:00 Room 10 live (Julia Bardo)
19:00 Room 11 live (Rimon)
20:00 Room 12 live (Nea)

Wednesday 13 January

16:00 Room 5 live (Calby)
17:00 Room 6 live (My Ugly Clementine)
19:00 Room 7 live (Vildá)
20:00 Room 8 live (Squid)

Friday 15 January

14:00 Room 13 live (Lous and the Yakuza)
15:00 Room 14 live (Mero)
16:00 Room 15 live (Alyona Alyona)
17:00 Room 16 live (Inhaler)

- Friday 15 January: Awards Ceremony starting at 20:00 hrs (30 - 40 mins)
 - On this day the Main Stage environment will become available on the platform. The awards ceremony will be shown here via a Vimeo live feed embedded into the platform.
 - After the show (20:30 / 20:40) the winners will be announced via social media, newsletter and on our website.
 - Looking at the possibility to send an early press release under embargo to a small list of trusted media outlets via our PR agency in London.
- Monday 18 January at 10:30 hrs (CET): official press release winners announcement.

