



FOR IMMEDIATE RELEASE

Montreux, 2 February 2021

PRESS RELEASE

The Montreux Jazz Festival continues its digital development

- **New livestreaming partnership with Qello concerts by Stingray**
- **Launch of MJF Spotlight, digital brand dedicated to emerging artists**

The Montreux Jazz Festival announces a new livestreaming deal with Qello Concerts by Stingray, world leader in live concert streaming. The Festival is also launching MJF Spotlight, a new digital brand dedicated to promoting emerging talent throughout the year. With these two announcements, the Festival continues its transition towards a hybrid model combining live events and digital projects.

The Montreux Jazz Festival launches 2021 by strengthening its digital presence. The signing of a new livestreaming partnership and the launch of MJF Spotlight are in line with the numerous projects developed by the Festival last year. Despite the cancellation of its 2020 edition, the Festival continued to keep its lights on with several initiatives: the free online publication of 50 legendary concerts; the launch of "Silent Shores", a series of original artworks created by the historical poster designers; the creation of the digital festival "54th Summer of Music"; and the Autumn of Music event, organised by the Montreux Jazz Artists Foundation.

The Festival is thereby continuing its transition towards a hybrid model combining live events and an annualised digital presence. Accelerated by last year's Covid crisis, this strategy had already been initiated in 2019 with the creation of Montreux Media Ventures, the Festival's subsidiary dedicated to the creation of digital content.

The Festival is expected to announce details of its 55th edition in the coming weeks, as well as new partnerships and collaborations throughout 2021, in order to boost its sustainability.



Livestreaming deal with Qello Concerts by Stingray

Qello Concerts will livestream future editions of the festival as part of an ongoing multi-year agreement. Additionally, the streaming platform will be granted the license to high quality content produced by the Festival's subsidiary media company Montreux Media Ventures.

Qello Concerts by Stingray already has access to over 50 concerts from the Montreux Jazz Festival including iconic performances by Ray Charles, Wu-Tang Clan, Johnny Cash, Nina Simone, Marvin Gaye, Deep Purple, Carlos Santana and more.

Commenting on the livestream deal, Montreux Media Ventures CEO Nick Bonard said, "Our deal with Qello Concerts by Stingray to livestream the festival is a key part of our hybrid model, creating an always-on experience. Streaming is a crucial medium for securing the continued success of the festival: if people can't come to the Festival, we will bring it to them. This deal will enable us to adapt and respond more nimbly to the key challenges facing the sector while generating support for the true lifeblood of the Montreux Jazz Festival – bold, new talent – for many more years to come."

"We are thrilled to announce a partnership with Montreux Jazz Festival, one of the world's biggest and longest-running music events, to expand our content offerings with livestreaming," added Mathieu Péroquin, Vice-President, Marketing and Communication of Stingray. "We are always striving to offer the best concerts available for our music fans. Now, more than ever, audiences can access concerts from their favorite artists and continue to look to Qello Concerts for the top music entertainment they crave."

See the MJF Collection on Stingray: bit.ly/3aaxJAR

MJF Spotlight, a new digital brand dedicated to emerging talents



The Montreux Jazz Festival unveils MJF Spotlight, a new brand dedicated to promoting emerging talent throughout the year through digital content. In time, MJF Spotlight will also exist physically with a series of events in different places in Switzerland, including a special evening each summer at the Montreux Jazz Festival.

«The lack of concerts and festivals has a severe impact on the emergence of new artists. At Montreux Jazz Festival, hundreds of up-and-coming talent usually perform each summer on our various stages. With the launch of MJF Spotlight, we will now be able to promote new talent throughout the year on our digital channels, independently of the Festival line-up.» – **Mathieu Jatton, CEO Montreux Jazz Festival**

The MJF Spotlight project brings together the expertise of the Festival's booking team, the valuable work in support of the artists carried out by the Montreux Jazz Artists Foundation and the creation of digital content by Montreux Media Ventures.



MJF Spotlight will focus on three main areas:

1. MJF SPOTLIGHT ARTIST OF THE MONTH

Each month, an emerging talent will be highlighted on the Festival's platforms through original content. The Artists of the Month will participate in the MJF Spotlight Sessions, published in the form of live video sessions and live mini-albums on streaming platforms. Special emphasis will be placed on Swiss talent in this category.

2. MJF SPOTLIGHT PLAYLIST

Each month, the bookers will select 20 tracks reflecting the latest musical trends and their new discoveries. The Artist of the Month will be systematically included in this playlist.

3. MJF SPOTLIGHT - 20 ARTISTS TO WATCH IN 2021

At the beginning of each year, the Festival will present a list of 20 emerging artists to be followed closely throughout the year. The 2021 selection will be published on 2 February with, among others, Swiss R&B artist Priya Ragu, the mysterious London collective Sault, Latin sensation Nathy Peluso, indie rockers The Lathums and the disarming French singer Yseult.

MJF Spotlight 20 Artists To Watch in 2021: Full list

Priya Ragu, SAULT, Nathy Peluso, Pa Salieu, Yseult, The Lathums, Ashnikko, Fousheé, Godford, Omah Lay, Tate McRae, Yebba, Channel Tres, Giveon, Lila Iké, Steam Down, JC Stewartm, The HU, The Kid LAROI & TSHA

→ [Read the article "20 Artists To Watch In 2021" on our website](#)

→ [Listen to the playlist on Spotify](#)

MJF Spotlight Assets
— ZIP



About Montreux Jazz Festival

Montreux Jazz Festival is a renowned music festival founded by Claude Nobs and held annually in Montreux, Switzerland across two weeks in July. Now in its 54th year, the festival draws 250,000 music lovers from all across the world to the Lake Geneva shoreline. Montreux Jazz Festival celebrates the industry's emerging and contemporary acts, whilst paying homage to music's legendary acts. Originally a pure jazz festival since inception in 1967, Montreux began showcasing other styles of music throughout the decades and today presents artists from across every genre imaginable. Artists that have graced the stage of Montreux include Etta James, Bob Dylan, Elton John, Ms. Lauren Hill, Aretha Franklin, David Bowie, James Brown, Kendrick Lamar, Leonard Cohen, Marvin Gaye, Miles Davis, Nina Simone and many more. Mathieu Jatton serves as CEO of Montreux Jazz Festival after taking over the festival in 2013. For more information: www.mjf.ch

About Stingray

Montreal-based Stingray Group Inc. (TSX: RAY.A; RAY.B) is a leading music, media, and technology company with over 1,200 employees worldwide. Stingray is a premium provider of curated direct-to-consumer and B2B services, including audio television channels, more than 100 radio stations, SVOD content, 4K UHD television channels, karaoke products, digital signage, in-store music, and music apps, which have been downloaded over 150 million times. Stingray reaches 400 million subscribers (or users) in 160 countries. For more information: www.stingray.com

About Qello Concerts by Stingray

Qello Concerts by Stingray is the world's leading premium on-demand subscription service to stream full-length concerts, music documentaries, and live events on any device - reaching music lovers in more than 160 countries. Qello Concerts by Stingray can be downloaded from the App Store, Google Play, Amazon, the Roku Store, accessed through several pay-TV distributors, and the web. Qello Concerts by Stingray is also available as a linear streaming television channel accessible through connected TVs and other streaming providers. For more information: www.qello.com

PRESS AREA

www.montreuxjazzfestival.com/fr/presse

PRESS CONTACT

Kevin Donnet
Relations médias
presse@mjf.ch
+41 21 966 44 39