

A photograph of a large event space, likely a convention hall, set up for the East Coast Music Awards. The room is filled with round tables covered in black and white striped tablecloths, each with several chairs. The tables are set with water bottles, glasses, and other items. In the background, a stage is visible with a large screen displaying the event logo. The lighting is dim, with blue and purple spotlights illuminating the stage and the audience area.

EAST COAST MUSIC

AWARDS

MAY 7-11TH, 2025
ST. JOHN'S, NL

EAST
COAST
MUSIC
AWARDS

Jury Guidelines

2024-2025

Jury Guidelines 2024–2025

Welcome to the East Coast Music Association (ECMA) 2025 Jury Guidelines. The East Coast Music Association presents over 30 music and industry awards each year in addition to more than 30 stages. Submissions are adjudicated by juries of qualified regional, national and international music industry professionals and peers. Thank you for participating in our jury process!

Please review the jury guidelines before proceeding with your submission. Jurors are expected to be familiar with the evaluation criteria that pertains to their assignment.

Table of Contents

[Music Awards](#)

[Award Types](#)

[Crossover Awards](#)

[Evaluation Criteria: Crossover Awards](#)

[Genre Release of the Year Awards](#)

[Evaluation Criteria: Genre Release of the Year Awards](#)

[360° Awards](#)

[Evaluation Criteria: 360° Awards](#)

[Industry Awards](#)

[Artist Management of the Year](#)

[Content Creator of the Year](#)

[Event of the Year](#)

[Innovator of the Year](#)

[Media Person of the Year](#)

[Venue of the Year](#)

[Stages](#)

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Music Awards

For Album of the Year please listen to the material provided in the Link to Adjudicated Album section of the submission to base your scores. For this category please ensure you have a sense of the entire album and listen to at least 3 songs in full.

For all other categories you will see 1 adjudicated release and 2 contextual releases in each submission. We ask that you base your scores on the adjudicated release only.

Award Types

For descriptions of each category please refer to the [Music Award Guidelines](#).

<u>Crossover Awards</u>	<u>Genre Release of the Year Awards</u>	<u>360° Awards</u>
<ul style="list-style-type: none"> ● Album ● Release ● Songwriter ● Producer ● Video (Fans' Choice) 	<ul style="list-style-type: none"> ● Blues ● Classical ● Country ● Dance ● Electronic ● Folk ● Fusion ● Global Music ● Instrumental ● Jazz ● Loud ● Pop ● R&B / Soul ● Rap / Hip-Hop ● Rock / Alternative ● Roots ● Traditional ● Vocal 	<ul style="list-style-type: none"> ● Solo Artist ● Group ● Breakthrough Artist ● African Canadian Artist ● Indigenous Artist ● Acadian / francophone artist (Artiste acadien(ne) ou francophone de l'année) ● Classical Composer ● Children's Artist ● Entertainer (Fans' Choice)

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Crossover Awards

- Crossover Awards celebrate a standout release across musical genres.
- The following Crossover Awards were open for submission in 2025:
 - Album
 - Release
 - Songwriter
 - Producer
 - Video (Fans' Choice)
- Jurors are instructed to score each submission based on the criteria outlined below.

Evaluation Criteria: Crossover Awards

Music & Lyrics	Assess the technical proficiency of the composition and lyrics (if applicable). Consider the cohesiveness and overall quality of the music and lyrics. <i>*Note: This criteria is not evaluated for Producer of the Year. Other criteria will be weighted accordingly.</i>	30%
Assessment Guide	1 – 6 not demonstrated 7 – 12 somewhat demonstrated 13 – 18 satisfactorily demonstrated 19 – 24 well demonstrated 25 – 30 exceptional	
Production & Engineering	Assess the overall quality of the sound recording and production values including recording, mixing, arranging, use of instruments and other creative elements.	20%

	<p>For Fans' Choice Video of the Year:</p> <p>Review the technical aspects of the video, including cinematography, editing, lighting, and overall production values. Consider the professionalism and polish of the final product.</p> <p><i>*Note: This criteria is not evaluated for Songwriter of the Year. Other criteria will be weighted accordingly.</i></p>	
Assessment Guide	<p>1 - 4 not demonstrated</p> <p>5 - 8 somewhat demonstrated</p> <p>9 - 12 satisfactorily demonstrated</p> <p>13 - 16 well demonstrated</p> <p>17 - 20 exceptional</p>	
Marketing & Presentation	<p>Assess the clarity, consistency, and originality of the branding and overall marketing. Evaluate the effectiveness of promotional strategies, as well as engagement on social media platforms and streaming.</p>	15%
Assessment Guide	<p>1 - 2 not demonstrated</p> <p>3 - 6 somewhat demonstrated</p> <p>7 - 10 satisfactorily demonstrated</p> <p>11 - 14 well demonstrated</p> <p>14 - 15 exceptional</p>	
Artistic Merit & Originality	<p>Assess the emotional impact and originality of the release's overall sound and style. Evaluate the creativity and innovation demonstrated, considering how the release contributes something new or of value to the artistic conversation and stands out.</p>	30%
Assessment Guide	<p>1 - 6 not demonstrated</p> <p>7 - 12 somewhat demonstrated</p>	

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	13 - 18 satisfactorily demonstrated 19 - 24 well demonstrated 25 - 30 exceptional	
Accomplishments	Consider the artist’s overall impact and achievements within the music industry throughout the eligibility period, including awards, chart positions, notable performances, and significant milestones. Assess the artist’s contribution to their genre and their influence on both the local and broader music communities.	5%
Assessment Guide	1 not demonstrated 2 somewhat demonstrated 3 satisfactorily demonstrated 4 well demonstrated 5 exceptional	

Genre Release of the Year Awards

- Genre Release of the Year Awards celebrate a standout release within each category's specific musical genre.
- The following Genre Release of the Year Awards are open for submission in 2025:
 - Blues
 - Jazz
 - Classical
 - Loud
 - Country
 - Pop
 - Dance
 - R&B / Soul
 - Electronic
 - Rap / Hip-Hop
 - Folk
 - Rock / Alternative
 - Fusion
 - Roots
 - Global Music
 - Traditional
 - Instrumental
 - Vocal
- Jurors are instructed to score each submission based on the criteria outlined below.

Evaluation Criteria: Genre Release of the Year Awards

Music & Lyrics	Assess the technical proficiency of the composition and lyrics (if applicable). Consider the cohesiveness and overall quality of the music and lyrics.	30%
Assessment Guide	1 – 6 not demonstrated 7 – 12 somewhat demonstrated 13 – 18 satisfactorily demonstrated 19 – 24 well demonstrated 25 – 30 exceptional	
Production & Engineering	Assess the overall quality of the sound recording and production values including recording, mixing,	20%

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	arranging, use of instruments and other creative elements.	
Assessment Guide	1 - 4 not demonstrated 5 - 8 somewhat demonstrated 9 - 12 satisfactorily demonstrated 13 - 16 well demonstrated 17 - 20 exceptional	
Marketing & Presentation	Assess the clarity, consistency, and originality of the branding and overall marketing. Evaluate the effectiveness of promotional strategies, as well as engagement on social media platforms and streaming.	15%
Assessment Guide	1 - 2 not demonstrated 3 - 6 somewhat demonstrated 7 - 10 satisfactorily demonstrated 11 - 14 well demonstrated 14 - 15 exceptional	
Artistic Merit & Originality	Assess the emotional impact and originality of the release's overall sound and style. Evaluate the creativity and innovation demonstrated, considering how the release contributes something new or of value to the artistic conversation and stands out.	30%
Assessment Guide	1 - 6 not demonstrated 7 - 12 somewhat demonstrated 13 - 18 satisfactorily demonstrated 19 - 24 well demonstrated 25 - 30 exceptional	
Accomplishments	Consider the artist's overall impact and achievements within the music industry throughout the eligibility	5%

	period, including awards, chart positions, notable performances, and significant milestones. Assess the artist's contribution to their genre and their influence on both the local and broader music communities.	
Assessment Guide	1 not demonstrated 2 somewhat demonstrated 3 satisfactorily demonstrated 4 well demonstrated 5 exceptional	

360° Awards

- 360° Awards celebrate an artist or group’s overall accomplishments during the eligibility period.
- 360° Awards are as follows:
 - Solo Artist
 - Group
 - Breakthrough Artist
 - African Canadian Artist
 - Indigenous Artist
 - Acadian/Francophone Artist (Artiste acadien(ne)/francophone de l’année)
 - Classical Composer
 - Children’s Artist
 - Entertainer (Fans’ Choice)
- Jurors are instructed to score each submission based on the criteria outlined below.

Evaluation Criteria: 360° Awards

Music & Lyrics	Assess the overall quality and technical proficiency of the composition and lyrics (if applicable). Consider the cohesiveness and overall quality of the music and lyrics.	20%
Assessment Guide	1 – 4 not demonstrated 5 – 8 somewhat demonstrated 9 – 12 satisfactorily demonstrated 13 – 16 well demonstrated 17 – 20 exceptional	
Production	Assess the overall quality of the sound recording and production values including recording, mixing,	15%

	<p>arranging, use of instruments and other creative elements.</p> <p><i>*Note: This criteria is not evaluated for Classical Composer of the Year. Other criteria will be weighted accordingly.</i></p>	
Assessment Guide	<p>1 - 2 not demonstrated</p> <p>3 - 6 somewhat demonstrated</p> <p>7 - 10 satisfactorily demonstrated</p> <p>11 - 14 well demonstrated</p> <p>14 - 15 exceptional</p>	
Marketing & Presentation	Evaluate the clarity and effectiveness of promotional strategies, as well as engagement on social media platforms and streaming.	15%
Assessment Guide	<p>1 - 2 not demonstrated</p> <p>3 - 6 somewhat demonstrated</p> <p>7 - 10 satisfactorily demonstrated</p> <p>11 - 14 well demonstrated</p> <p>14 - 15 exceptional</p>	
Artistic Merit & Originality	Assess the emotional impact and originality of the artist's overall sound and style. Evaluate the creativity and innovation demonstrated, considering how the artist distinguishes themselves.	30%
Assessment Guide	<p>1 - 6 not demonstrated</p> <p>7 - 12 somewhat demonstrated</p> <p>13 - 18 satisfactorily demonstrated</p> <p>19 - 24 well demonstrated</p> <p>25 - 30 exceptional</p>	

Accomplishments	Consider the artist’s overall impact and achievements within the music industry throughout the eligibility period, including awards, chart positions, notable performances, and significant milestones. Assess the artist’s contribution to their genre and their influence on both the local and broader music communities.	20%
Assessment Guide	1 - 4 not demonstrated 5 - 8 somewhat demonstrated 9 - 12 satisfactorily demonstrated 13 - 16 well demonstrated 17 - 20 exceptional	

Industry Awards

Jurors are asked to score each submission based on the criteria outlined below.

The following Genre Release of the Year Awards were open for submission in 2025:

- [Artist Management of the Year](#)
- [Content Creator of the Year](#)
- [Event of the Year](#)
- [Innovator of the Year](#)
- [Media Person of the Year](#)
- [Venue of the Year](#)

Artist Management of the Year

Awarded to: Manager or Management Company

Recognizes: An Atlantic Canadian artist manager or management company who has had an exceptional impact on Atlantic Canadian artists during the eligibility period.

Evaluation Criteria

Assess the activity of the manager or management company's roster. Are the artists performing, getting sync placements, releasing music?	40%										
Assessment Guide	<table style="border: none;"> <tr> <td>1-8</td> <td>not demonstrated</td> </tr> <tr> <td>9 - 16</td> <td>somewhat demonstrated</td> </tr> <tr> <td>17 - 24</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>25 - 32</td> <td>well demonstrated</td> </tr> <tr> <td>33 - 40</td> <td>exceptional</td> </tr> </table>	1-8	not demonstrated	9 - 16	somewhat demonstrated	17 - 24	satisfactorily demonstrated	25 - 32	well demonstrated	33 - 40	exceptional
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33 - 40	exceptional										
Assess the manager or management company's effectiveness in maintaining and enhancing the artist's public image, including media	40%										

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relations, and overall communication strategy. Consider the success in gaining positive media coverage and managing public perception.											
Assessment Guide	<table> <tr> <td>1-8</td> <td>not demonstrated</td> </tr> <tr> <td>9 - 16</td> <td>somewhat demonstrated</td> </tr> <tr> <td>17 - 24</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>25 - 32</td> <td>well demonstrated</td> </tr> <tr> <td>33 - 40</td> <td>exceptional</td> </tr> </table>	1-8	not demonstrated	9 - 16	somewhat demonstrated	17 - 24	satisfactorily demonstrated	25 - 32	well demonstrated	33 - 40	exceptional
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17 - 24	satisfactorily demonstrated										
25 - 32	well demonstrated										
33 - 40	exceptional										
Assess the manager or management company's participation in the music community through volunteer work, mentorship, panel appearances, advisory board committees etc.	20%										
Assessment Guide	<table> <tr> <td>1 - 4</td> <td>not demonstrated</td> </tr> <tr> <td>5 - 8</td> <td>somewhat demonstrated</td> </tr> <tr> <td>9 - 12</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>13 - 16</td> <td>well demonstrated</td> </tr> <tr> <td>17 - 20</td> <td>exceptional</td> </tr> </table>	1 - 4	not demonstrated	5 - 8	somewhat demonstrated	9 - 12	satisfactorily demonstrated	13 - 16	well demonstrated	17 - 20	exceptional
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Content Creator of the Year

Awarded to: Individual

Recognizes: A visual artist who has contributed to the Atlantic Canadian music industry through the creation of visuals (still or video) for artist promotion.

Evaluation Criteria

Consider the artists, music industry organizations, or businesses worked with during the eligibility period.	25%										
Assessment Guide	<table> <tr> <td>1 - 5</td> <td>not demonstrated</td> </tr> <tr> <td>6 - 10</td> <td>somewhat demonstrated</td> </tr> <tr> <td>11 - 15</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>16 - 20</td> <td>well demonstrated</td> </tr> <tr> <td>21 - 25</td> <td>exceptional</td> </tr> </table>	1 - 5	not demonstrated	6 - 10	somewhat demonstrated	11 - 15	satisfactorily demonstrated	16 - 20	well demonstrated	21 - 25	exceptional
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21 - 25	exceptional										
Evaluate if the content is creative, aligned with artists' overall branding, and engaging.	50%										
Assessment Guide	<table> <tr> <td>1 - 10</td> <td>not demonstrated</td> </tr> <tr> <td>11- 20</td> <td>somewhat demonstrated</td> </tr> <tr> <td>21 - 30</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>31 - 40</td> <td>well demonstrated</td> </tr> <tr> <td>41 - 50</td> <td>exceptional</td> </tr> </table>	1 - 10	not demonstrated	11- 20	somewhat demonstrated	21 - 30	satisfactorily demonstrated	31 - 40	well demonstrated	41 - 50	exceptional
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11- 20	somewhat demonstrated										
21 - 30	satisfactorily demonstrated										
31 - 40	well demonstrated										
41 - 50	exceptional										
Assess the accomplishments such as awards or accolades of the individual or company.	25%										
Assessment Guide	<table> <tr> <td>1 - 5</td> <td>not demonstrated</td> </tr> <tr> <td>6 - 10</td> <td>somewhat demonstrated</td> </tr> <tr> <td>11 - 15</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>16 - 20</td> <td>well demonstrated</td> </tr> <tr> <td>21 - 25</td> <td>exceptional</td> </tr> </table>	1 - 5	not demonstrated	6 - 10	somewhat demonstrated	11 - 15	satisfactorily demonstrated	16 - 20	well demonstrated	21 - 25	exceptional
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11 - 15	satisfactorily demonstrated										
16 - 20	well demonstrated										
21 - 25	exceptional										

Event of the Year

Awarded to: Event Leadership

Recognizes: An outstanding event held during the eligibility period that prominently featured live performances by Atlantic Canadian artists.

Evaluation Criteria

Assess accomplishments during the eligibility period (e.g. event execution, inaugural event press coverage. In the case of standing events: new stage development, improved event environment.)	25%										
Assessment Guide	<table> <tr> <td>1 - 5</td> <td>not demonstrated</td> </tr> <tr> <td>6 - 10</td> <td>somewhat demonstrated</td> </tr> <tr> <td>11 - 15</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>16 - 20</td> <td>well demonstrated</td> </tr> <tr> <td>21 - 25</td> <td>exceptional</td> </tr> </table>	1 - 5	not demonstrated	6 - 10	somewhat demonstrated	11 - 15	satisfactorily demonstrated	16 - 20	well demonstrated	21 - 25	exceptional
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16 - 20	well demonstrated										
21 - 25	exceptional										
Evaluate event attendance and its impact on the local community's music industry.	25%										
Assessment Guide	<table> <tr> <td>1 - 5</td> <td>not demonstrated</td> </tr> <tr> <td>6 - 10</td> <td>somewhat demonstrated</td> </tr> <tr> <td>11 - 15</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>16 - 20</td> <td>well demonstrated</td> </tr> <tr> <td>21 - 25</td> <td>exceptional</td> </tr> </table>	1 - 5	not demonstrated	6 - 10	somewhat demonstrated	11 - 15	satisfactorily demonstrated	16 - 20	well demonstrated	21 - 25	exceptional
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6 - 10	somewhat demonstrated										
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16 - 20	well demonstrated										
21 - 25	exceptional										
Assess the amount of Atlantic Canadian talent given performance slots and the conditions in which artists were expected to work.	25%										

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Assessment Guide	1 - 5 6 - 10 11 - 15 16 - 20 21 - 25	not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional
Consider the breadth of the event's financial and community partnerships.	25%	
Assessment Guide	1 - 5 6 - 10 11 - 15 16 - 20 21 - 25	not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional

Innovator of the Year

Awarded to: Individual or Company

Recognizes: An individual or company who has demonstrated innovation and creativity leading to unique accomplishments and contributions.

Evaluation Criteria

Consider if the project/initiative(s) satisfied a need in the music industry.	25%	
Assessment Guide	1 - 5 6 - 10 11 - 15 16 - 20 21 - 25	not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional

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Assess how the project/initiative(s) were innovative in planning and execution	50%										
Assessment Guide	<table> <tr> <td>1 – 10</td> <td>not demonstrated</td> </tr> <tr> <td>11– 20</td> <td>somewhat demonstrated</td> </tr> <tr> <td>21 – 30</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>31 – 40</td> <td>well demonstrated</td> </tr> <tr> <td>41 – 50</td> <td>exceptional</td> </tr> </table>	1 – 10	not demonstrated	11– 20	somewhat demonstrated	21 – 30	satisfactorily demonstrated	31 – 40	well demonstrated	41 – 50	exceptional
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11– 20	somewhat demonstrated										
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41 – 50	exceptional										
Assess the accomplishments as a result of the innovative project/initiative(s).	25%										
Assessment Guide	<table> <tr> <td>1 – 5</td> <td>not demonstrated</td> </tr> <tr> <td>6 – 10</td> <td>somewhat demonstrated</td> </tr> <tr> <td>11 – 15</td> <td>satisfactorily demonstrated</td> </tr> <tr> <td>16 – 20</td> <td>well demonstrated</td> </tr> <tr> <td>21 – 25</td> <td>exceptional</td> </tr> </table>	1 – 5	not demonstrated	6 – 10	somewhat demonstrated	11 – 15	satisfactorily demonstrated	16 – 20	well demonstrated	21 – 25	exceptional
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16 – 20	well demonstrated										
21 – 25	exceptional										

Media Person of the Year

Awarded to: Media person (Individual)

Recognizes: An individual who has provided outstanding support to Atlantic Canadian artists through media coverage of arts, culture, and industry in the region.

Evaluation Criteria

Assess the accomplishments/contributions during the eligibility period.	40%
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Assessment Guide	1-8 9 - 16 17 - 24 25 - 32 33 - 40	not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional
Assess how many Atlantic Canadian artists, events, or venues were promoted.	20%	
Assessment Guide	1 - 4 5 - 8 9 - 12 13 - 16 17 - 20	not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional
Evaluate the quality of the three (3) samples of work. Is the coverage cohesive and provide value to the music industry?	40%	
Assessment Guide	1-8 9 - 16 17 - 24 25 - 32 33 - 40	not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional

Venue of the Year

Awarded to: Venue

Recognizes: A club, soft seat theatre, or any venue with a capacity of 1,750 or less located in Atlantic Canada that has featured live performances by Atlantic Canadian artists.

Evaluation Criteria

<p>Assess the impact within the community by evaluating the programming based on frequency of performances, notoriety of acts performing, and focus on original music.</p>	<p>50%</p>	
<p>Assessment Guide</p>	<p>1 - 10 11- 20 21 - 30 31 - 40 41 - 50</p>	<p>not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional</p>
<p>Assess the conditions for the artists and professionalism of the venue (professional sound techs, sound and lighting gear, etc.)</p>	<p>50%</p>	
<p>Assessment Guide</p>	<p>1 - 10 11- 20 21 - 30 31 - 40 41 - 50</p>	<p>not demonstrated somewhat demonstrated satisfactorily demonstrated well demonstrated exceptional</p>

Stages

Jurors are asked to rate submissions based on the 5 star system outlined below. These ratings will then be used to assist in deciding which artists receive a performance offer. For a 5 star rating applicants must demonstrate exceptional across their entire submission. We are looking to build a festival with top performers who have an audience.

Rating	Description	Criteria
5 Stars	Exceptional	<p>Demonstrates exceptional performance ability through tours and live shows. Would be a suitable headlining act.</p> <p>Has developed a national or international revenue stream from either: touring and live performance, digital streaming and sales, physical media sales, publishing and songwriting, merchandise sales, sponsorships and endorsements, crowdfunding and fan subscriptions, social media monetization, sync licensing, or session work and collaborations.</p> <p>Has consistent and original branding with effective promotional strategies, as demonstrated by engagement on social media platforms and streaming.</p>

<p>4 Stars</p>	<p>Strong</p>	<p>Demonstrates strong performance ability through tours and live shows. Would be suitable as direct support for a headlining act.</p> <p>Is developing a national or international revenue stream from either: touring and live performance, digital streaming and sales, physical media sales, publishing and songwriting, merchandise sales, sponsorships and endorsements, crowdfunding and fan subscriptions, social media monetization, sync licensing, or session work and collaborations.</p> <p>Has original branding with effective promotional strategies, as demonstrated by engagement on social media platforms and streaming.</p>
<p>3 Stars</p>	<p>Good</p>	<p>Demonstrates consistent performance ability through tours and live shows. Would be suitable on an ECMA stage.</p> <p>Is developing a revenue stream from either: touring and live performance, digital streaming and sales, physical media sales, publishing and songwriting, merchandise sales, sponsorships and endorsements, crowdfunding and fan subscriptions, social media monetization, sync licensing, or session work and collaborations.</p> <p>Inconsistent but generally effective promotional material, as demonstrated by engagement on social media platforms and streaming.</p>
<p>2 Stars</p>	<p>Developing</p>	<p>Demonstrates some performance ability through tours and live shows. May require further experience or refinement before being ready for ECMA stages.</p>

		<p>Aspects of the application are promising but still need development.</p> <p>Demonstrates little development of revenue streams.</p> <p>Ineffective promotional material, as demonstrated by engagement on social media platforms and streaming.</p>
1 Star	Needs Work / Not a Fit	<p>Does not significantly demonstrate performance ability through tours and live shows. Requires further experience or refinement before being ready for ECMA stages.</p> <p>Aspects of the application require significant development.</p> <p>Demonstrates no development of revenue streams.</p> <p>Lack of promotional material.</p>