



Media Information
10 August, 2020

Edith Bowman to host new weekly BMW Play Next podcast series.

- New podcast series featuring discussions with pioneers in the music industry.
- Hans Zimmer and Gilles Peterson among first guests.
- Series to introduce up and coming new talent personally chosen by Edith.
- Episode 1 available to stream from Wednesday 12 August.

Edith Bowman will host a brand new 10-part podcast series that talks to pioneers in music on a range of topics facing the industry. Play Next will also feature tracks from Edith's top picks of new artists to have on your radar. Episode 1 is available to stream from Wednesday 12 August.

The Play Next podcast series will invite some of the key players in music to take a deeper look at the big topics facing the industry, including the future of festivals in a post COVID-19 world, the role of technology in music production and where it goes next, and the power of music in driving change for social movements.

In episode one, Edith is joined by Gilles Peterson, broadcaster, DJ and founder of the Worldwide Festival in France, which in 2020 should have celebrated its 15th edition. The duo will discuss the future of festivals - arguably the subject on every music fan's mind. Streaming from Wednesday 12 August, Gilles will share his views on where we go next.

For episode two, Edith will be speaking with the legendary film-music composer Hans Zimmer to talk about how the production of music is changing. With cutting edge technology now available including AI tools (Artificial Intelligence Visual Artist) that can create music, Hans will share his views on what this means for the future of music production, and whether machines can ever be as creative as humans.

Each week, Edith will also share three tracks from some of the hottest new artists on the planet, shining a spotlight on the ones to watch and the tracks to stream.

BMW Group Company

Postal Address
BMW (UK) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Internet
www.bmw.co.uk

BMW

United Kingdom

Corporate Communications

Media Information

Date 10 August, 2020

Subject **Edith Bowman to host new weekly BMW Play Next podcast series.**

Page 2

Edith Bowman said: “I am thoroughly excited about this podcast. The music industry is an ever evolving machine and I’m looking forward to speaking to a fascinating collection of people at the top of their game to find out where we go from here. But I’m particularly thrilled to be celebrating new music. It’s been exhilarating to explore and discover some wonderful bands and artists who are doing really fantastic things.”

Michelle Roberts, Marketing Director at BMW UK, added: “Music plays such an important role in our lives – from attending live events to simply listening in your car, it’s hard to imagine where we would be without it. This podcast talks to some of the innovators in this world, and also shines a light on the next generation of artists. We felt this was particularly important in 2020, as many of these artists haven’t had a platform this year. The Play Next partnership is an extension of BMW’s support for music. Like all other music fans, we might have had to cancel our festival plans this year, but we’re proud to bring this podcast to the listener.”

PLAY NEXT INDUSTRY TOPICS (FIRST 5 EPISODES ONLY):

Ep 1	Future of Festivals with Gilles Peterson	Weds 12 Aug
Ep 2	Making Music with Hans Zimmer	Weds 19 Aug
Ep 3	Game Changers (Guest TBA)	Weds 26 Aug
Ep 4	Playlist Me (Guest TBA)	Weds 2 Sept
Ep 5	Say It Loud (Guest TBA)	Weds 9 Sept

The BMW Play Next podcast is available from Wednesday 12 August on all major streaming platforms, including [Spotify](#), [Apple Music](#), Google Play and [Acast app](#).

Ends

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

BMW

United Kingdom

Corporate Communications

Media Information

Date 10 August, 2020

Subject **Edith Bowman to host new weekly BMW Play Next podcast series.**

Page 3

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

www.bmwgroup.com
www.bmw.co.uk
www.press.bmwgroup.com/united-kingdom/

Facebook: BMW UK
Twitter: @BMW_UK
Instagram: BMWUK
LinkedIn: BMW (UK) Limited
YouTube: BMW UK

For further information please contact:

Helen Wilson
BMW Group Media Relations Executive
Tel: 07815 372 480
Email: Helen.Wilson@bmw.co.uk

Chris Overall
BMW Media Relations Manager
Tel: 07815 370 990
Email: Chris.Overall@bmw.co.uk

Emma Begley
General Manager, Communications
Tel: 07815 371 062
Email: Emma.Begley@bmw.co.uk

Graham Biggs
Corporate Communications Director
Tel: 07815 376 867
Email: Graham.Biggs@bmw.co.uk