

## ◦△◦ SWOT MATRIX ◦△◦

### Getting Big Named Singer Song-Writers for a National Final

#### STRENGTHS

- Artist who May be big here and not in Europe can get a profile on the continent
- Full Artistic Freedom in conjunction with EBU rules
- A platform of 200 million viewers, bigger than the Super Bowl which many UK artists have done including Coldplay.
- Big names write the best songs that's why they are the biggest.
- Most big names know how to perform in front of large audiences
- Most big names know how to stage themselves and present themselves better than producers
- Big Names here tend to be known across the whole continent while European stars tend to be known in certain regions, i.e. francophone or Scandinavian countries.
- Our artists will be singing their own songs and will have a better connection with them and therefore give a more authentic performance.
- LETS SHOW THEM HOW ITS REALLY DONE!!! LOL

#### OPPORTUNITIES

- A National Final with many big artists will provide many revenue streams to invest in our staging and a future hosting of the contest.
  - Ticket Sales
  - Merchandise
  - NF Album
- Big named artists will show Europe that the UK is taking it seriously.
- A National Final with Big Names will rally the UK behind our Entry and the UK
- A modern National Final with big names will update the public image of Eurovision
- Chance to make it an honour to represent your country not a burden.
- To celebrate British music which actually involves the public (unlike the Brits)
- Big Names will give more exposure to our entry.
- Press will be more interested in big names taking part home and away.

#### WEAKNESSES

- Artists believe that Eurovision will damage their careers
- Many artist don't have time in their schedules
- Artists are less likely agree to compete against each other
- They have to see a financial benefit to competing
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**THE BBC!!!!**

#### THREATS

- The Press will be very harsh if we get anything other than a win.
- The public believe the contest is political
- The public don't see the contest about music
- The Brits and other Music Award fall around the time as National Final season
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