



The American Music Prize for Best Debut Album (The AMP) is an ‘art’ based prize celebrating contemporary music – of excellence. The Prize aims to encourage, discover, reward and promote new music of excellence by USA artists.

The creation of the Prize was inspired by the success of the UK’s Mercury Music Prize - which boosts the careers of UK artists across the globe every year – and is modelled on the operations of the successful Australian Music Prize which is currently running its 10th annual prize. All debut albums by US artists released between August 1st, 2014 and July 31st, 2015 will be listened to by a panel of handpicked, expert judges. Each judge is known for his/her ‘great ears’ and ability to listen to music from all genres and be able to determine which albums are some of the best of the year. From this initial listening process a Longlist is formed. Judges are then required to ‘live’ with all Longlisted albums for a certain period of time then, via a unique voting system, chose a winner.

The success of the prize as an ongoing platform to promote US recording artists is in its panel of judges and judging system. When additions to the Longlist are announced, music industry people will think ‘There are albums missing from the list that I would have included. There are a couple of albums on the list I wouldn’t have included. There are a few albums I haven’t even heard of. But I trust the integrity of the judges and the system so I am more than happy with the list and can’t wait to hear them all.

The Winner of the inaugural (2015) AMP will be announced late in 2015.

Prizes like the Mercury, The Coopers AMP, The Polaris (Canada), Choice (Ireland), SAY (Scotland), Nordic (Nordic countries), Prix Constantin (France) and Taite (New Zealand) – all operate in their own way but all have the same goal... The global promotion of great new music released in the ALBUM format. Now the US has this music prize too.