

BOSE x NME

ANNOUNCE C23 MIXTAPE AND SXSW SHOWCASE

A REVIVAL OF ICONIC C-SERIES MIXTAPE PRESENTING THE
FUTURE OF MUSIC TO BE RELEASED MARCH 15

LIMITED EDITION C23 MAGAZINE, VINYL & CASSETTES TO BE
RELEASED



[LINK TO C23 ASSETS](#)

Today, **NME** in partnership with **Bose** announce C23 - the incredible return of NME's iconic C-Series mixtape, inspired by the influential C86 compilation that launched the careers of era-defining artists including Primal Scream, and had an immeasurable impact on popular culture.

The C23 mixtape is a definitive showcase of the future of music, featuring 15 exclusive tracks by 15 of the most exciting emerging artists from around the world. This essential compilation is set to introduce a new generation of music fans to an inspirational collection of artists, celebrating Bose and NME's joint commitment to the discovery of incredible new music. The full C23 artist line-up and tracklist will be announced on March 2.

C23 will be released March 15 on select digital platforms including Spotify and Apple Music. A very special, one-off print edition of NME that explores the artists featured on the mixtape and the legacy of the C-Series will coincide with the release. There will be an exclusive showcase at the SXSW Festival in Austin, TX on March 16 to celebrate the launch of C23, where a limited number of C23 cassette tapes will be distributed. A limited run of 1000 hand-numbered C23 vinyl is set to follow later this year. Further details are available on NME x Bose's dedicated C23 Hub, the first source for all C23 news.

<https://www.nme.com/c23>

Together, NME and Bose have curated a selection of the most innovative emerging artists who are destined to break out and connect with audiences all over the world. On digital, vinyl, and cassette C23 will serve as a who's who of the most exciting new talent across multiple genres, a defining musical moment in 2023, with the showcase at SXSW providing the ultimate way to experience artists from the C23 mixtape.

Holly Bishop, Chief Operating and Commercial Officer at NME Networks, says: "The C86 mixtape was a seminal moment in the history of NME, so we are thrilled to partner with Bose to bring back the iconic C-series in the shape of C23. Both NME and Bose are committed to new music discovery, with C23 shining a bright light on some of the most exciting emerging artists on earth. We can't wait for the world to hear it."

Jim Mollica, CMO at Bose, says: "Great music is a powerful force — it evokes memories, serves as an outlet of self-expression, and brings people together. Our goal is to be a brand that champions both emerging musicians and music lovers that enjoy the thrill of discovering new music — and the C23 compilation is the perfect way to connect those communities and their shared passion."

About NME

Launched in London, UK, in 1952 as the New Musical Express, NME has grown into a global media powerhouse that creates and curates content, products and experiences essential to fans of music and pop culture today. NME brings together the best writers and photographers to provide a multi-platform editorial offering that is at the bleeding edge of what matters most across the globe — be it music, film, TV or gaming. Intent on shining a spotlight on the artists and stories coming out of the world's most compelling music scenes via NME.com, NME also has dedicated editions for Australia and Asia, using its distinctive voice and point of view to champion and celebrate established and emerging homegrown talent.

NME is part of NME Networks, a next generation media company that views the wider world of pop culture through the lens of music and also includes leading brands Guitar.com, MusicTech and Uncut. NME Networks has operations in the UK, USA, Singapore and Australia.

[NME.com](https://www.nme.com)

About Bose

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For nearly 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.

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x
NME **C23**

