

# Media Release

14 April 2022



## Too big to miss!

# Australia, get behind Sheldon Riley at this year's Eurovision Song Contest

Tune in to all the action from Italy, 11-15 May on SBS and SBS On Demand

**\*\*Interviews available\*\***

Watch the promo [here](#)  
New images [here](#)

It's almost Eurovision time, Australia! With Sheldon Riley about to perform ***Not the Same*** in front of a worldwide audience of more than 180 million, SBS is a one stop shop for everything you need to get swept up in Eurovision fever.

The 66<sup>th</sup> Eurovision Song Contest will be broadcast live and in primetime exclusively on SBS and SBS On Demand from 11 to 15 May, with primetime broadcasts on Friday 13 and Saturday 14 May at 8.30pm, and Sunday 15 May at 7.30pm.

Eurovision 2022 kicks off on SBS with Semi Final 1 live at 5am on Wednesday 11, followed by a primetime broadcast on Friday 13th. Sheldon is set to compete against 17 countries in Semi Final 2, which will be broadcast live at 5am on Friday 13. He'll be up against **The Rasmus** from Finland who will be opening the show with a bang, fan favourite Swedish singer-songwriter **Cornelia Jakobs** and one of Sheldon's favourite competitors, **Krystian Ochman** from Poland.

SBS's exclusive coverage will once again be in the capable hands of music buff **Myf Warhurst** and comedian **Joel Creasey** who will bring their witty banter to the commentary booth as they guide Australia through the glitz, glamour and madness of the Semi-Finals and spectacular Grand Final direct from PalaOlimpico in Turin, Italy. They will also report backstage with exclusive interviews and gossip with contestants and a behind the scenes look at the contest.

With early morning LIVE broadcasts of Semi Final 1, Semi Final 2 and the Grand Final for immediate results and voting along with Europe, and a weekend of primetime broadcasts for fabulous Euro-themed parties around the country, there are plenty of opportunities to get behind Sheldon and join in the fun of picking favourites from the 40 competing nations, each bringing a taste of their own musical culture.

### LIVE early morning broadcasts

Semi Final 1 – Wednesday 11 May, 5am (AEST) SBS

Semi Final 2 – Friday 13 May, 5am (AEST) SBS

Grand Final – Sunday 15 May, 5am (AEST) SBS

\*\*FEATURING SHELDON RILEY



### **Primetime evening broadcasts**

Semi Final 1 – Friday 13 May, 8.30pm, SBS

Semi Final 2 – Saturday 14 May, 8.30pm, SBS

Grand Final – Sunday 15 May, 7.30pm, SBS

**\*\*FEATURING SHELDON RILEY**

The Eurovision Song Contest is the world's biggest live music event and in 2021 it attracted 183 million viewers worldwide and reached more than 1.7 million Australians\*.

Australians will be able to vote again this year during the early morning broadcasts and then join in the conversation using the hashtag **#SBSEurovision** during the interactive evening broadcasts, with tweets and party pictures promoted on screen.

As per the official Eurovision rules, viewers can vote in the Semi Final in which their country is participating, as well as the Grand Final. The viewers' votes make up 50% of the final result. The other 50% of the vote is decided by a National Jury in each participating country. Australia's jury will be announced soon.

The jury and Australian public can vote for any country except Australia.

For Australian viewers, this means they will need to tune into the LIVE broadcast of Semi Final 2 on Friday May 13 at 5am (AEST) and the Grand Final on Sunday 15 May at 5am (AEST) by following the voting prompts that appear on screen during the live broadcasts. Details for how to vote will be revealed soon.

Alin Le'Kal, one of the Australia's leading designers known for his bespoke custom wedding gowns and striking, red-carpet creations, is behind Sheldon's unforgettable Eurovision performance outfit.

SBS World Movies will celebrate Eurovision with a season of musical movie favourites from around the globe, and SBS's favourite foodie and mega Eurovision fan Adam Liaw will take viewers on a culinary adventure with an encore of *Destination Flavour Eurovision* on SBS Food on May 7.

SBS Radio celebrates the Eurovision Song Contest, bringing audiences exclusive news and Eurovision artist interviews in English and in language. Download the free SBS Radio App available now at the [iTunes App Store](#) and [Google Play](#).

**Stay tuned to the SBS Eurovision website for updates: [sbs.com.au/eurovision](https://sbs.com.au/eurovision)**

**#SBSEurovision**

**For interviews with Sheldon Riley, Joel Creasey and Myf Warhurst, please contact:**

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### **SHELDON RILEY BIOGRAPHY:**

Sheldon Riley's mesmerizing and emotional sound paired with his Avant-Garde, high fashion style have truly laid the foundation for a disruptive entry into the music industry making him one of Australia's most notable up and coming artists. Sheldon's style of music has been described as "dark pop" a cinematic and passionate expression. Forging a strong, authentic and inclusive path since establishing himself as a musician and artist to remember during his performances on Australian and US knockout television. Off the back of his acclaimed appearances, Sheldon has garnered significant praise and following with his original sound and style. Riley follows his first two single releases with his latest offering 'AGAIN', a confession to self-sabotage and torment. The orchestral, emotional and new-age cinematic vibe shows



again that Riley's original music showcases his empathetic and impactful song writing abilities along with his exquisite and captivating vocals.

\*Source (TV): OzTAM + RegTAM FTA Database, SBS Network. 19/05/2021-23/05/2021. Combined 5 minute consecutive Reach, Total Individuals. Consolidated 28.