



XFACTOR
NEXT GENERATION

Monday October 3



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Rap sensation **IGGY AZALEA**, Queen front-man **ADAM LAMBERT** and chart-topping singer/song writer **GUY SEBASTIAN** team up to find Australia's next singing superstar in Channel Seven's **THE X FACTOR: NEXT GENERATION**.

Hosted by **JASON DUNDAS** the upcoming seventh season of **THE X FACTOR** will witness a complete reimagining of the world's most successful talent competition.

The three judges will build their categories unaware of the impending arrival of a fourth Underdog Judge who will lead a new category of contestants originally let go during the 3 Seat Challenge.

The Underdog Judge, one of the world's biggest superstars, will not be content with second place. Nor will their contestants now they have been handed another, albeit final, chance of realising their dream.

This year, raw talent will be rewarded and refined like never before. With live experience in front of a studio audience and expert mentoring from the judges, contestants will be transformed into superstars.

Open to both solo performers and groups 14 years and over, once **THE X FACTOR** hopefuls make it past the audition process, the judges will initially split performers into three categories; Under 22, Over 22 and Groups.

The ultimate winner is awarded a recording contract with Sony Music Australia.

THE X FACTOR has proudly launched the careers of many successful Australian performers including Eurovision runner up Dami Im, Samantha Jade, Cyrus, Jai Waetford and popular duo Jess & Matt.



2016 SEASON FORMAT

AUDITIONS

At the beginning of the competition, all judges work together. After an act auditions on stage in front of a live audience, THE X FACTOR judges vote on whether they have what it takes to progress further in the competition. Performers need a majority vote in order to move to the next round.

BOOT CAMP

At Boot Camp, the judges put the contestants through their paces testing them on vocal and performance ability. Judges will listen to each contestant sing acapella and give them an immediate verdict. Adding immediacy and an extra level of reality to this cull heightens the connection between judge and performer making their final decision so much harder.

3 SEAT CHALLENGE

This brutal aspect of the competition returns and is the final mountain for contestants to climb before making it to the live shows. With each category down to a dozen acts but only three seats to fill, the pressure couldn't be greater. Hopefuls will literally have to outsize each other in order to secure their place in the competition.

LIVE SHOWS

Taking place twice a week, the live performance shows are where contestants begin to evolve as true artists. Working with their judges in addition to the industry's best stylists, choreographers and musical directors their artistry begins to evolve while the Australian public votes for their favourite to stay in the competition.



IGGY AZALEA

Rapping superstar Iggy Azalea is one of the most successful Australian artists of the past decade. Shooting to fame in 2014 after her mega hit *Fancy* (featuring Charli XCX) reached number one on the Billboard Hot 100, Iggy has since gone on to collaborate with the world's biggest artists including Ariana Grande, Britney Spears, Jennifer Lopez and Jennifer Hudson.

What type of artists are you hoping to unearth? What does the Australian music industry need an injection of right about now?

I'm not necessarily looking for that ballad voice although it would be nice. I think I just really want someone with an interesting story who is an interesting person. Charismatic, warm and friendly. Somebody that I would want to be friends with and everybody is drawn to. I want to really take the time to notice who is memorable and then also who's talented and can pull it off on stage. But I think sometimes these shows become so much about who can belt it out the most and not enough about personality. I really want to find that person who can still be in people's minds even when the cameras aren't rolling anymore.

What is your aim as a mentor?

It would be nice to find someone that I could help out and, you know, offer my experience to.

I know a lot of people have big dreams but there's no game plan of A-B-C, of what you should do to make it. I think it's good to have somebody who's actually done it to be able to tell these guys what's real, what's not, what they should do, what works and what won't. Some of them I'm sure have probably never even left the country to know what could work so I think I can definitely offer a lot of perspective.

Do you think your fellow judges are looking for the same type of artist?

I don't know. I haven't really asked them what they're looking for. I think maybe they might be looking more for someone who's vocally talented because they have their own big voices. They definitely seem more interested in singing ability than I am. But I'm also a rapper, I don't really sing very much so I guess I don't sit there and think about like pitchiness or any of those little nuances they really seem to get stuck on.

Have you seen any rappers?

No, I'm not looking for a rapper. I never really feel like that works in this format. Rap is about song writing and this is about singing and covering other people's songs, so I don't know that this works in this format because you're singing someone else's lyrics and you also don't

necessarily have a vocal ability so what are you showcasing if they're not your lyrics it kind of gets into murky water, lost in translation.

You're surrounded by men on the judging panel and also no doubt a lot of the time in the rap/hip hop world, how hard is it to be a strong female in the music industry?

I think it's hard to be a female in the spotlight no matter what you do. Whether you're a musician or a public figure and you're female, I think it's tough. There are so many different opinions about what women should or shouldn't do. And you can kind of never really please everybody so it's hard because everyone is judged - even if you're a man - but women get the extra thing with sexuality, beyond whether you can sing the song.

How competitive are you?

I'm extremely competitive. Unhealthily competitive. I can't even play



IGGY AZALEA

dominoes and have it be for fun, I'm really serious about everything. I think anybody who's pretty successful is really competitive. It's just my nature. I can't fake even a thumb wrestle, it has to be serious. Everything is serious! I really want to win X Factor. Like, bad. Or at least not have all my people kicked out straight away. That would be kind of annoying, if I had no-one left early in the show. I hope that doesn't happen.

What sort of mentor will you be?

I think I'll be tough, but friendly. I'm going to be very tough because I really want them to win. So I'm definitely going to harp on them about everything.

You're very current in the music industry right now, what knowledge do you hope to share with the contestants?

I hope they take on board my opinions ... I think a lot of the time, there could be judges who've had a lot of success in their time, but they're not making top 40 records anymore. And I know I am, Guy is and Adam is, so I think our opinions might be considered a little more heavily this year because we do know what the recipe is for success right now. It's rare that you get to have a judge that's still current and takes the time to give you that much help, so I hope they will take on board our opinions.

You're about to mentor some newcomers to the music industry, who were/are your biggest musical inspirations?

I always really loved Missy Elliott. She was a big inspiration and we listen to her a lot still in the dressing room. She's definitely the number one rapper that I've thought that was really inspiring because she came out at a time when female rap was very hyper sexual, she still was strong and sexual and aggressive, but in a different way in a way that was unique and made her stand out from all the other females. I don't think anybody thought somebody who looked like her or had her quirky sense of fashion and imagery, and even the way she rapped and things she said, the sound of her music it was not like anyone else at that time, so I really looked up to her.

The X Factor is the big break these artists have been longing for - what do you consider to be your big break into the industry?

My big break was probably when I moved to LA from Atlanta. Some people who worked for Interscope records heard my music online they were like 'why don't you come out to LA and we can help you find different people that might be able to make beats for you and you can come in and write' ...that was the thing that got the ball rolling. Once I made that move to LA, it helped me meet the people that I ended up making my first

mix tape with. From that I got a record deal, so I guess that was it. Even though it doesn't seem like a dramatic big break, it was my break because I met the right people and ended up having a career because of that move in 2010.



GUY SEBASTIAN

With a recording career spanning over 14 years, Guy Sebastian is the only Australian male artist to have ever achieved six number one singles and two number one albums in ARIA chart history. 2016 will mark Sebastian's fourth time at the judges' desk, having taken Reece Mastin and Samantha Jade to victory in 2011 and 2012 respectively.

Welcome back for your fourth season of The X Factor. Do you feel you've got an advantage over your fellow first-time judges?

No, not really...they're new, but Adam has come through this process before and I think when you have that understanding it's a lot easier to know what to look for. And they're both very relevant in the industry right now and that's what counts. I think when you're a senior music artist, of course you've got the runs on the board, but I think The X Factor really prides itself on having a current, relevant winner. If you look at the past winners and contestants like Reece Mastin, Samantha Jade, Cyrus and Nathaniel, we've had so many great people who've come off the show who've done great things, especially in that commercial pop scene. I think the show does a great job of nurturing and refining relevant artists.

What else do you think sets The X Factor apart from other programs in the genre?

I think we're working with contestants to enhance what they already have. Sure we've got great choreographers, stylists, music directors and vocal coaches - it really is a boot camp in a way - but one that is such a pure process. We're not trying to fit square pegs into round holes here. I think that's the beauty of this show and that's why I'm on it. If it wasn't organic and it didn't feel real, I would hate it and I wouldn't be on it. I was given a massive opportunity on something like this and the fact that I can provide that for someone else is pretty awesome.

You understand completely how it can change someone's life...

Absolutely. Recently I was in LA and I had a couple of writing sessions with (2015 winner) Cyrus. I produced a couple of songs for his album. I don't know if they'll make the album, but he's really excited about them, but to see him in the studio, he killed it! He was amazing, way better than I was when I first started. I knew he had it from the first audition. I love being a judge, I love being a mentor on the show. When they hit the other side of the industry, like Cyrus, you get to see them make music and get super passionate about art being created. It's pretty rewarding.

What have you learnt about the new judges so far?

I love this panel and in my opinion, I think it's probably the most powerful panel as far as knowing what we're looking for and being quite cohesive with that. Myself, Iggy and Adam, we're all very different characters but I think at the core of what we're looking for is relevance. We're all liking and responding to the same things. I think that's important. It's ok to disagree about certain things as long as the core of what we're looking for is cohesive.

What sort of artists are you hoping to unearth this year? What does the Australian music industry need an injection of right about now?

I think it's just time for a lot of young people to shine. So far throughout the auditions and I've seen it gradually over the years, people as young as 15 are so swaggy; they have so



GUY SEBASTIAN

much swag and clear direction as to the type of artist they want to be and it wasn't like that when I was growing up. Most people wouldn't find that direction until their twenties. Whereas now I think kids have so much exposure to artists; they can follow their favourite artist on Snapchat. They see videos and photos of them in their everyday life so kids just have this really clear picture of how they want to style themselves, the language they want to use, the type of artist they want to be and the type of music they want to make. And production is so much more accessible. If you own a laptop you can produce an album, that's pretty incredible. I'm super excited about the time we live in as far as music goes. There's just so much access to be so equipped at a much younger age.

What were your early musical influences?

I was a very sheltered kid. I grew up in the gospel music scene. I didn't listen to any music as far as pop music on the charts. I was literally so embedded in a church gospel group which I don't regret for one bit because some of the things I learnt how to do vocally is priceless. I'm so grateful for that because my singing style is unique because of that. I didn't grow up just mimicking what was popular on the radio. It has been a huge absorption of music that I missed out on. When I was young I first listened to Sam Cook, Otis Redding and Al Green and those artists and

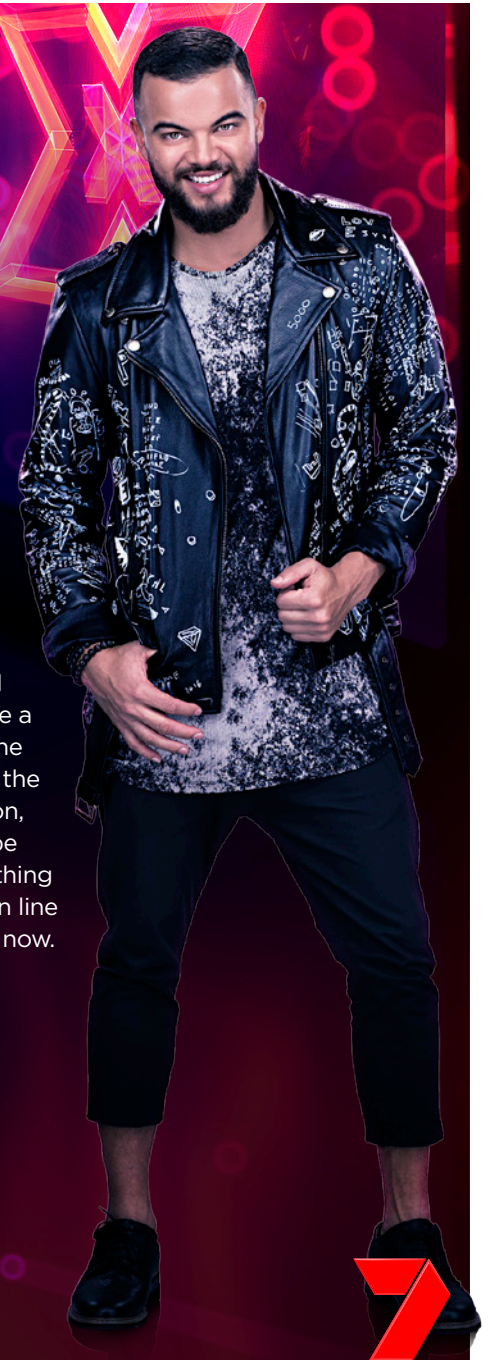
that's what got me interested in gospel music but that's all pretty old school for a kid.

Do you think it's beneficial for an artist starting out to have a style and stick to it or to play around with sounds?

My thing is just to keep the core of what they want to be. But obviously we're faced with genres on the show but my treatment is always to have a cohesive theme. Say Jess and Matt last year: when they were presented to us, they were a nice acoustic, ethereal sounding duo. So my mission was to make them not just about being a nice duo who just do nice harmonies, I wanted to make them a little bit more electronic, a little bit more experimental. So even as we faced different genre challenges we always just did an interesting version so it set them up as a duo that had an edge and a difference. They are now signed to Sony and making their album and people expect that and not something boring. I'm up for experimentation but what I don't want to do is to create some sort of convoluted picture of an artist. I want it to be so crystal clear so that when we get to the end of the season people know exactly what they're getting.

What are you working on now?

My next album. I've been in the studios for the last few months. I was in LA, I did a writing camp in Bali, more writing in London and since being home I've been in my studio. It's taken a long time and I've never written as many songs as I've written for this project. I think it's because it takes me a very long time to arrive at the point where I'm happy with the direction. I want the direction, sound and writing style to be completely different to anything I've done before and to be in line with what I love listening to now.



ADAM LAMBERT

Adam Lambert, American star of stage and screen is no stranger to success in the spotlight. Releasing a string of hit singles, his most recent *Ghost Town* achieving platinum status in Australia, he has toured globally both as a solo artist and as the lead singer with one the most iconic and revered bands of all time, *Queen*.

You might be the new judge but you're not new to The X Factor Australia having performed on the stage last year. How does it feel to make that transformation?

I actually met Guy (Sebastian) doing that last year. During auditions I've felt there's been a real comradery there with the audience and the contestants, a warm welcome from Australia which is great.

And you're sitting alongside Iggy, who's also new. Did you know each other before?

No, I'd never met Iggy and I really like her. We kicked it off right away. She's got a tough exterior with a lot of her raps but she also has this really soft side to her. She's a sweet girl and I'm enjoying working with her.

And Guy?

He's awesome ... really smart. I think our perspective on artistry in this business is very similar having both come from a competition

reality show and being in the business now for a handful of years. It's really cool because a lot of the time he's actually taken the words right out of my mouth. He'll say something and I'll be like 'yeah, I was thinking the exact same thing'. He'll reference an artist or have a certain note for somebody and that's exactly what I'm thinking.

So you think this trio makes for a good judging panel?

I do. We work well together which is going to be exciting coming into the live shows. We're definitely getting to know each other. It's good too because there's been a few times when we've disagreed on people, but generally we're on the same page when it comes to talent and what doesn't work.

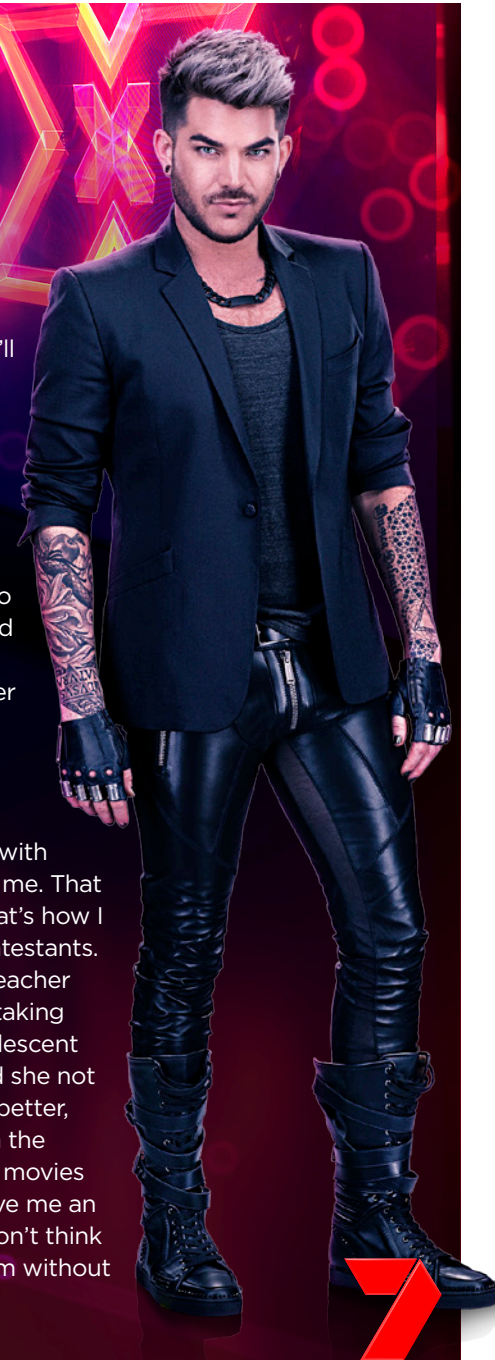
How do you feel being a mentor?

I think that's the most exciting part of this. The part that I'm most looking forward to is trying to just assist somebody on their path to get where they want to go. I think sometimes it's that one piece of advice, that one adjustment you can make to a performance that makes it click and makes it come together and I'm really excited to be able to offer anything to my team, whoever that ends up being. I'm looking forward to helping. Being in the business, everything becomes about you, your brand, your song and your performance, but this is a nice change to turn the tables and put my energy and time into others. I like that; I like what I can possibly learn from that as well. I think I'm going

to see things that I've maybe forgotten along the way so it'll be a good little reminder.

Do you have a particular mentor, or piece of advice that really made the difference to your career?

When I was on *Idol*, I had two mentors - Michael Orland and Dorian Holley - who helped put my performance together every week. I don't think I would've had the success I did on that season without them. The two of them were unbelievable, keeping it real with me, being really honest with me. That was vital for me so I think that's how I want to give back to the contestants. I also grew up with a voice teacher named Lynne who I started taking voice lessons with as an adolescent and in my teenage years and she not only taught me how to sing better, but she also schooled me on the classics. She showed me old movies and musicals and kind of gave me an education in the arts and I don't think I would be the performer I am without those frames of reference.



ADAM LAMBERT

You need to be resilient as an artist to take all the knock backs and still keep forging ahead. Can you share some of your early industry stories and how you used that to get to where you are today?

I grew up doing theatre and throughout my twenties I was in musical theatre. So I was auditioning and getting rejected and that becomes something you need to get used to. I even started working on music; I had a band for a little while. I started writing and recording demos. I sent a couple of things out. I went to a couple of showcases and very quickly realised how difficult it was to break into the industry. I was told by a couple of people ... you're not really commercial or marketable; you're a niche thing you should probably stick to theatre. And hearing that in so many words is one of the reasons why I decided to audition for (American) Idol. I thought why not? I've been watching it my whole life, I really love the show, might as well try it. I think that year was the first year that as an artist, I finally figured out how to stop being so scared of the rejection and just dive in.

Would that be your biggest piece of advice for The X Factor contestants?

I think everybody has a different journey. Every artist we've seen has a different story and is at a different stage of their path. Everyone needs a different piece of advice depending on what they're bringing to the table. Artists today who

are really popular and successful are people the audience thinks they know. It's the type of person that draws you in.

What sort of extra empathy do you think you'll have for the contestants having travelled a similar path?

I think I'll understand that this competition can become overwhelming and sometimes you might've had a really good audition and can be really talented but the weight and the pressure of the competition starts to make you crumble a little bit. I saw that in my season, people that were really talented just lost their spark because they got overwhelmed. So I think that's one thing I'm going to be really aware of and try to help the contestants to stay exactly who they are and not to get stressed out. Just do what you do. This is everything you've always done...

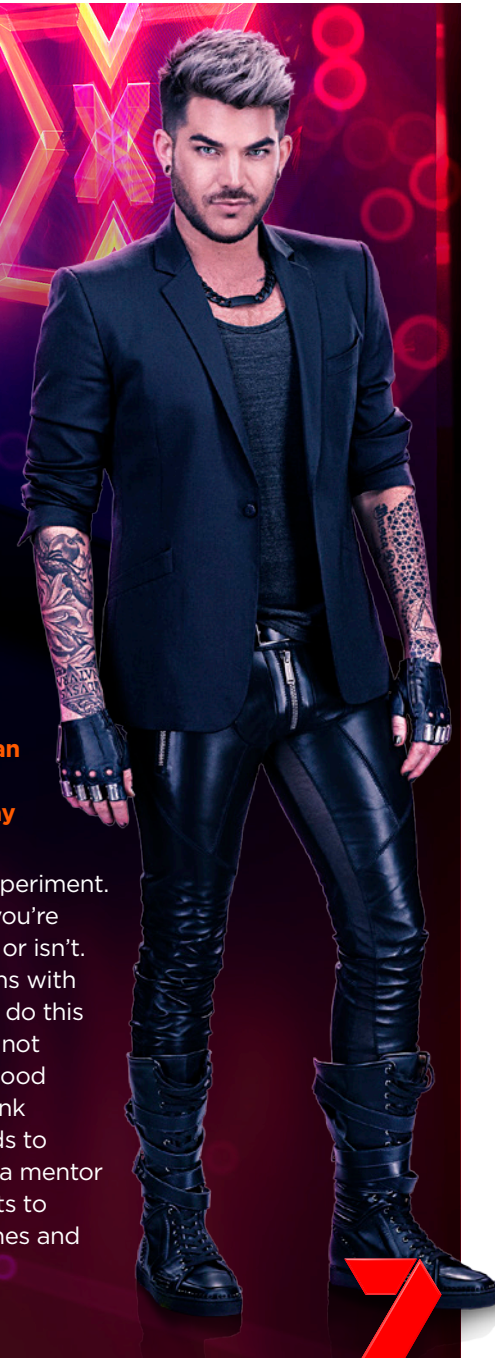
Do you read reviews of your music or keep across the press? What's your advice for these newcomers?

Yes. I definitely don't have google alerts on. I don't want to see every piece of everything, that's a little bit much, but I try to stay aware. I think it's important. It is a business. It is a brand that you want to start. Another piece of advice is that if you really want to make a living at this, it's full on and it's more than just singing some songs. It becomes a business and it becomes something

you really need to be aware of and part of that is what people are saying and how you're connecting with the public and it's scary when you're not ready for it. It can be overwhelming, but it's something to start getting used to now if this is what you want, so you need to figure it out.

Your music has evolved. Do you think it's beneficial for an artist starting out to have a style and stick to it or to play around with sounds?

It's definitely beneficial to experiment. You do need to know what you're about or what your sound is or isn't. We saw a girl during auditions with a light voice and she tried to do this big diva song and that's just not who she was. So I think it's good to know what not to do. I think experimentation is what leads to magical moments. I think as a mentor I'm going to encourage artists to step out of their comfort zones and take chances.



JASON DUNDAS

A seasoned television host, Jason Dundas has interviewed some of music's biggest names throughout his career. He has spent the past five years based between New York and Los Angeles where he has served as a special correspondent for CBS' Entertainment Tonight, hosted the MTV series America's Best Dance Crew and 400 live episodes VH1 America's breakfast show from Times Square.

Your own career started through a competition - what sort of advice do you have for the contestants on The X Factor who are entering a competition hoping to change their lives?

Just go for it. I was 19, working in a printing press and had an itch that I was going to do something else but I didn't know what it was. I didn't have any interesting talents, I couldn't sing or anything like that. I would watch MTV because it was cool and I saw a competition to a host a show, so I entered it on a whim. I committed to the take, it wasn't great, but because I committed, someone saw my potential and it paid off. So my advice is, if you're going to get up there, go hard and commit. Being embarrassed and nervous is not an excuse not to do something; it's a reason to do it.

So you can relate to what the contestants will be going through?

Yes, I know what it feels like when people say 'don't do that' and you go against the grain because you have a hunch that you're supposed to be doing something else in life. When I'm chatting with contestants before they get on stage and they're questioning whether they're doing the right thing, if they're good enough, you can see there's this thing inside of them that's driving them to reach for the stars. It's kind of contagious and I love it. I just encourage them to be as passionate as possible when they walk on the stage. For me that's such a great part of the job, I love it.

What do you love about live TV?

It's just real and I think good television has to be honest and real. When it's live there's obviously no second takes. That's the best part, I really like that.

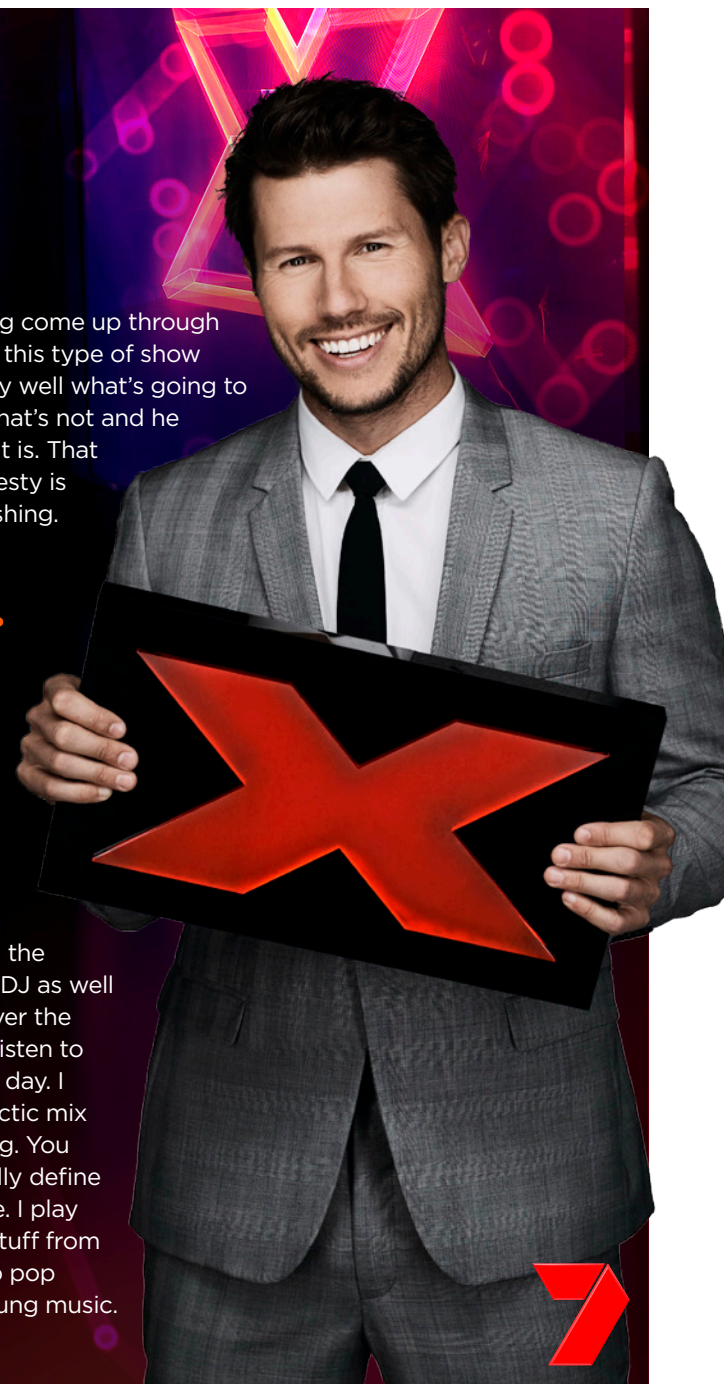
How's the vibe between this year's new judging panel?

Cool. I think Guy is a technical master and I think he really knows what he's after. He's very articulate and very respectful to everyone who comes onto the stage. Iggy's very empathetic and I think willing to give people a shot because she's able to relate to contestants whose music may not necessarily fit the mainstream mould. And I think

Adam having come up through the ranks of this type of show knows pretty well what's going to work and what's not and he says it how it is. That type of honesty is pretty refreshing.

Are you a music man?

I was a MTV host for seven years and was lucky enough to interview some of the biggest musicians in the world. I'm a DJ as well so I DJ all over the place and I listen to music every day. I play an eclectic mix of everything. You couldn't really define it by a genre. I play all sorts of stuff from old music to pop music to young music.



JASON DUNDAS

Who are some of your favourite bands or singers, from today and yesteryear?

I really like Flume, he's really cool. Drake is pretty cool too. I really like Bob Marley, he's great.

Often I just listen to hits, like single songs. I like a band called Jungle at the moment.

What was the first album you ever bought?

It was Totally Krossed Out by Kris Kross. They had that hit "Jump". It was on cassette.

Last song you downloaded?

Never Be Like You by Flume.

What was the first concert you ever attended? How old were you?

I was 10 and it was Michael Jackson. It was at the Sydney Cricket Ground. My Dad worked for the SCG for 40 years so we went to MJ, Prince, Madonna and The Red Hot Chilli Peppers. It was pretty awesome. I have two older sisters and they used to listen to records all the time and dance around the house, so I was kind of into music from a young age.

Who is on your hit list to interview?

I think it would be pretty interesting to have a chat with Donald Trump at the moment. And I think The Rock is pretty cool, I'd like to chat with him. I think Kevin Hart is pretty funny, he'd be good.

What else keeps you busy?

I live most of the year in LA where it's perfect for being active. I love hiking in Santa Monica, surfing, playing tennis and swimming. I like to cook. I bake, make soup and pasta, all sorts of stuff, it's a lot of fun. I have a succulent garden at my house. I quite like planting succulents because they never die, it's awesome.

Why is fitness and health important to you?

It all started because I had to get in shape for a fashion shoot and realised it provided a lot of mental clarity, so I wanted to explore something that I could maybe parlay into a different field where I could help people. I like learning about the body, exercise, food, diet, nutrition and sleep and have recently become certified as a Health Coach and Personal Trainer. Hopefully in the future I can align my passion for helping people reach their wellness goals with my existing active wear brand, DundasFit.



CONTACTS

For further information, please contact Seven Publicity.

SYDNEY

ALISON BOOTH
JAMES TOOVEY

T: 02 8777 7270
T: 02 8777 7169

E: abooth@seven.com.au
E: jtoovey@seven.com.au

MELBOURNE

AMIE BRACKEN

T: 03 9697 3782

E: abracken@seven.com.au

BRISBANE

DEBBIE TURNER

T: 07 3368 7281

E: dturner@seven.com.au

ADELAIDE

LIBBY RAYNER

T: 08 8342 7297

E: lrayner@seven.com.au

PERTH

KATE MACKINNON

T: 08 9344 0692

E: kmackinnon@seven.com.au

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