

APPLE MUSIC IS WITH H.E.R.

Elusive, beloved R&B singer selected as Apple Music's 'Up Next' artist

CLIP: Apple Music debuts exclusive stripped-down video performance teaser of new music from H.E.R.

New short film featuring H.E.R. in her own words out November 6 only on Apple Music

[New York, NY – October 29, 2018] Apple Music's 'Up Next' series geared towards identifying and elevating rising global talent has long been a key platform for showcasing contemporary R&B breakout artists and today announces MBK Entertainment/RCA Records artist H.E.R. will join the ranks of fellow 'Up Next' R&B alum and Grammy-nominated talent like Daniel Caesar, Khalid, and 6lack. With an artistic preference towards anonymity, the singer and multi-instrumentalist is currently the #6 R&B artist worldwide across Apple Music and has been a mainstay across [**The A-List: R&B**](#) playlist and Beats 1 Radio since September 2016. The addition of H.E.R. to the 'Up Next' roster reflects Apple Music's continued commitment to the R&B genre, which has seen a 46% increase in streams during the past year.

"It's an honor to be a part of Apple Music's Up Next program," said H.E.R. "I'm blown away by their support in helping spread my music and my message to the world!"

The R&B sensation teases new music today off the upcoming *I Used To Know Her: Part 2 EP* available on November 2. Fans can check out a trailer for the stripped down performance of "Fate" exclusively on Apple Music today and tune-in to the full 'Up Next' short film available on Apple Music on November 6. In the film, the "introverted extrovert" credits the early advice from Alicia Keys to always remember, "All you need are three cords and the truth."

Fans across the pond will be treated to an early screening of the 'Up Next' short film and an exclusive London fan performance next month.

Watch the Beats 1 interview [HERE](#)

Watch the 'Up Next with H.E.R.' trailer [HERE](#)

Embed:

```
<div class="mezzanine-player" style="position: relative; padding-top: 0; padding-bottom: 56.25%; height: 100%; overflow: hidden;"><iframe src="https://embed.apple.media/public/assets/player.html?id=5bd22e223660980012e87319" &src=https://embed.apple.media/public/embeds/5bd22e223660980012e87319.json" width="100%" height="100%" frameborder="0" allowfullscreen scrolling="no" style="position: absolute; top: 0; left: 0; width: 100%; height: 100%;"></iframe></div>
```

Preview new Apple Music performance of H.E.R. [HERE](#)

About H.E.R.

With over one billion combined streams to date, the release of the breakthrough *H.E.R. Vol. 1*, *H.E.R. Vol. 2 – The B Sides*, and *I Used To Know Her: The Prelude*, singer/songwriter/musician H.E.R. has quickly established herself as one of modern music's most fascinating new voices. *H.E.R. Vol. 1* peaked at #1 on the iTunes R&B/Soul Albums chart upon its release and made iTunes' Best of 2016 R&B/Soul Albums list. *H.E.R. Vol. 2* saw the same trajectory, claiming the #1 spot on the iTunes R&B/Soul Albums chart, resulting in two EPs within the Top 5 at the same time. Her latest release, *I Used To Know Her: The Prelude*, debuted at #1 on the Billboard Top R&B Albums chart, while fan favorites "Focus," and "Best Part" with Daniel Caesar, each earned the #1 slot on the Billboard Adult R&B Songs chart. Additionally, "Focus" is RIAA-certified Gold and "Best Part" is RIAA-certified Platinum. After captivating audiences with performances on The Tonight Show starring Jimmy Fallon, Jimmy Kimmel Live and the 2018 BET Awards - plus commanding the stage on her own sold out headlining domestic and international tours - the future is bright for this young star. In fact Elle magazine proclaims, "H.E.R. is more than a rising star – she's a damn galaxy."

About Apple Music's Up Next Program

Up Next is Apple Music's monthly program geared towards identifying, showcasing and elevating rising star talent. Each month, Apple Music's editorial team selects one artist to promote, utilizing the full force of the platform to raise awareness of the artist to its growing global audience of music fans. The program includes a short, documentary film introducing the artist, an interview with one of our Beats 1 anchors and more. As the newest induction into Apple Music's Up Next roster, [H.E.R.](#) joins some of today's most exciting and promising artists.

###

For more information about H.E.R., please contact:

Theola Borden / RCA Publicity
Theola.borden@rcarecords.com

For more information about Apple Music, please contact:

Catherine Bartosevich / Apple Music
cbartosevich@apple.com