

For Immediate Release:



## **EY US VERIFIES ROCK & ROLL HALL OF FAME FAN BALLOT**

*The Rock Hall's Recent Digital Transformation Puts Greater Protective Measures in Place for the 8 Million+ Votes Cast for 2020 Nominees*

**CLEVELAND, OH (January 14, 2020)** – The Rock & Roll Hall of Fame will announce its 2020 inductees this Wednesday, January 15. More than 8.2 million votes were cast in the official Fan Vote – an increase from the 3.3 million votes in 2018 – on a new digital platform designed and developed by Ernst & Young LLP (EY US), the professional services firm. EY US designed and implemented the Rock & Roll Hall of Fame's electronic fan vote process on rockhall.com, enhancing the user experience and developing a new platform that provides the necessary security and scale to enable a seamless and safe interactive experience for the growing audience.

"The Rock & Roll Hall of Fame's collaboration with EY amplifies the Fan Vote. We are leveraging digital technologies and partnerships to engage fans across platforms," said Greg Harris, President & CEO, Rock & Roll Hall of Fame. "These votes represent the millions of memories that these artists and their songs have created for fans all over the world."

As the Rock & Roll Hall of Fame continues its digital transformation throughout its 25th anniversary, recent initiatives include the increased protection and expanded engagement of its Fan Vote; new online educational resources for teachers at edu.rockhall.com; the new permanent, interactive Garage exhibit at the Museum; and an enhanced website featuring "from the vault" content, including never-before-seen Rock & Roll Hall of Fame Induction Ceremony programs and performances as well as curated digital tours for pre-visit planning and engagement.

"The Rock & Roll Hall of Fame is the pinnacle of musical achievement, and we wanted to help create a platform of the same caliber by creating a world-class fan experience and leveraging new technology and capabilities," said Fran Exley, EY Americas Digital Strategy & Transformation Leader. "We are proud to be assisting the Rock & Roll Hall of Fame with its digital transformation."

The EY US project lead and technical architect Bob Rullo added, “We focused our work on creating a platform that is scalable and secure to give the Rock & Roll Hall of Fame and its fans a desirable user interface they can use for years to come.”

Inductees will be announced on Wednesday, January 15, at 8 a.m. ET via Rock Hall’s social media channels and live on SiriusXM VOLUME channel 106’s *Feedback* morning show, broadcasting from the Rock & Roll Hall of Fame.

**About the Rock & Roll Hall of Fame**

Rock Connects Us. Our mission is clear: To engage, teach and inspire through the power of rock and roll. We share stories of the people, events and songs that shape our world through exhibits, innovative programs and concerts. Join the millions who love it as much as you do. Experience us live or online – Visit [rockhall.com](http://rockhall.com) or Facebook (@rockandrollhalloffame), Twitter and Instagram (@rockhall). Long Live Rock!

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