

Simon Cowell – A Biography

Simon Cowell is a record company executive, a television and film producer, and a global TV icon. Known for his eye for talent and candid verdicts, Simon has completely transformed popular culture through his entertainment enterprise.

Simon's joint venture with Sony Music, Syco Entertainment, is one of the world's leading global music, film, and TV production companies and is responsible for some of the most successful global music and TV franchises. Artists signed to Syco Music include One Direction, Camila Cabello, Little Mix, Louis Tomlinson, PRETTYMUCH, Labrinth, James Arthur, CNCO, Grace Vanderwaal, and more. Syco's television assets include two worldwide record-breaking shows: *The X Factor* and *Got Talent*. Both formats have launched more global super stars than any other talent show in history.

Simon has consistently been honored for his contributions to entertainment. In 2014, he was awarded MipCom's Personality of the Year Award. Simon has received The Rose d'Or Golden Jubilee Award and BAFTA's Special Achievement Award in recognition of his outstanding contribution to the entertainment industry. He has also been awarded the International Emmy Founders Award. In total, television shows created by Simon have received 24 awards including eight National Television Awards and six BAFTAs. In 2015, Simon was honored with the Music Industry Trusts Award, the British music industry's most prestigious accolade, in recognition of his contributions to the industry and many charitable causes. Previous winners include Sir George Martin and Sir Elton John.

Before launching Syco Entertainment, Simon was an established record label executive. He first appeared on television as a judge on the UK talent show *Pop Idol* before launching *American Idol* in 2002. Simon led the judging panel for 8 years, and saw stars like Kelly Clarkson and Carrie Underwood launch their prolific careers.

The X Factor, created by Simon, premiered in 2004 on ITV and has since gone on to be a national television event, airing in 178 territories and being locally commissioned in 55 territories. *The X Factor* has created more international music careers than any other television format, including Fifth Harmony and One Direction. Artists discovered by the show have sold more

than 500 million records worldwide, including 250 No. 1s, and 450 Top 10 records.

As well as being a judge on *The X Factor*, Simon is also a judge on *Britain's Got Talent* and *America's Got Talent*. The *Got Talent* format is officially the world's most successful reality TV format of all time, airing in 194 territories worldwide and holding the Guinness World Records title for the highest number of adaptations, having been commissioned in 70 territories worldwide. People have now spent over 6.6 trillion hours watching *Got Talent* clips online worldwide. The format has discovered and launched a diverse roster of talent such as Susan Boyle, Paul Potts and Grace Vanderwaal, Terry Fator, Matt Franco and many more.

To date, *Britain's Got Talent* has won three National Television Awards, two Royal Television Society Awards and 2018's BAFTA for Best Entertainment Programme. After launching in 2006, *America's Got Talent* is in its 13th season and continues to be the #1 summer series year after year. Last season was the most watched season of *America's Got Talent* ever with an average of over 20 million viewers per episode.

In 2017, Syco Music was named Music Week's Record Label of the year and is home to internationally successful artists who have sold more than 380 million records to date. Such artists include Camila Cabello, whose hit single 'Havana' went #1 in a total of 80 countries, and is the most streamed song by any lead female in history. Syco's artist roster also includes One Direction, who have sold more than 65 million records worldwide, have headlined four sold out world tours, selling more than 10 million tickets in total. Additionally, Syco is home to Little Mix, who have sold more than 43 million records worldwide, and have 8 platinum selling singles. Little Mix now holds the record for most weeks on the official albums chart top 40 of any girl band in history, and were the most streamed group of 2017.

Simon teamed up with Univision Communication to create the television show *La Banda*. The winning group, now known as CNCO, is the biggest Latin boyband in the world. CNCO released their first album, "Primera Cita," which became the #1 Latin debut album for all of 2016. The album includes their 8x platinum hit 'Reggaetón Lento', which debuted #1 on Billboard's Latin Pop Charts. To date, CNCO has won four Latin Billboard Awards, including 2018's award for 'Latin Pop Artist of the Year'. The group has also taken home 3 Latin AMA's, one iHeart Radio Award, and

were nominated 'Best New Artist' at the 2017 Latin Grammy's. In addition to music and TV, Simon has extended into feature films. He has produced a 3D concert documentary about One Direction entitled 'This Is Us.' The film was the No. 1 movie worldwide for the opening week box office. Simon also produced 'One Chance,' a movie chronicling the remarkable story of *Britain's Got Talent* winner Paul Potts. Syco has a number of feature films in development, including a multi project partnership with Animal Logic (Lego, Happy Feet, Great Gatsby), as well as a music-driven comedy with Rebel Wilson.

Throughout his career, Simon has remained a devoted supporter of many charities and causes. Simon is a patron of Together For Short Lives, The Katie Piper Foundation and the Linda Blair Sacred Heart Foundation, as well as an Ambassador for Great Ormond Street Hospital. Simon is also a supporter of The Association for Children's Hospices, Against Breast Cancer, The Health Lottery, Save The Children, Comic Relief, Battersea Dogs Home, RSPCA, The K9 Angels, PETA, Hope Sanctuary Barbados, and Help For Heroes. In May 2015, he was made Vice President of Shooting Star Chase. He has also been awarded Variety International's Humanitarian Award for his charitable work. In 2017, Simon orchestrated the record breaking single 'Bridge Over Troubled Water' to raise funds for the victims and families affected by the Grenfell Tower fire.