



MEDIA RELEASE

15th Anniversary of the International Eyes & Ears Awards

Cologne, 21 August 2013 – On Thursday, 17 October 2013, Eyes & Ears of Europe will present the 15th International Eyes & Ears Awards in the context of the **MEDIENTAGE MÜNCHEN**. The festive award ceremony will be hosted by Wolfram Kons. This year, 360 different productions were submitted to the contest organised by the Industry Association for Design, Promotion & Marketing of Audiovisual Media. In all, 193 companies from 10 different countries are participating: Egypt, Argentina, France, Greece, Great Britain, Austria, Switzerland, Spain, the USA and Germany.

The 15th International Eyes & Ears Awards will be given out in the areas 'Design', 'Audio', 'Interactive', 'Promotion' and 'Cross-Media-Campaigns'. The different categories can be found at <http://awards.eeofe.org>. "This year we celebrate a small anniversary with the 15th International Eyes & Ears Awards. This shows how well-established and important the prize is for the media industry", says Corinna Kamphausen, CEO of Eyes & Ears of Europe. Industry players as well as the interested public are cordially invited to the International Eyes & Ears Awards Show on 17 October 2013 in the context of the **MEDIENTAGE MÜNCHEN**. Here, the best productions of the year are presented in a concise and entertaining way. A visit to the Awards Show 2013 is free of charge.

INTERNATIONAL EYES & EARS AWARDS SHOW 2013

Thursday, 17 October 2013

7 pm until approx. 10 pm (Doors open 6:30 pm)

Neue Messe München (ICM), Hall 01

Registration is required: awards@eeofe.org

Finalists for the 15th International Eyes & Ears Awards are chosen by the Eyes & Ears of Europe preliminary juries:

- 'Design' at Lambie-Nairn in London,
- 'Audio' at ARTE in Strasbourg,
- 'Interactive' at the SRF in Zurich
- 'Promotion' and 'Cross-Media-Campaigns' at Deutsche Welle in Berlin.

On 5 & 6 September, the **European Council for the Design, Promotion & Marketing of Audio-Visual Media** will meet at Red Bull Media House in Wals near Salzburg in order to select the winners of the 15th International Eyes & Ears Awards from amongst the groups of finalists.

In addition, on 17 October 2013 at the **MEDIENTAGE MÜNCHEN**, Eyes & Ears of Europe will present its three special achievement awards for **CREATION, INNOVATION & EFFECTIVENESS**. These special prizes honour outstanding overall achievements.

The highlight of the event will be the **International Eyes & Ears Excellence Award**. The most recent winner of this prize for outstanding contributions to the design and reflection of audiovisual communication was freelance Director for live entertainment, show & sports Volker Weicker. Former laureates of the Eyes & Ears Excellence Award are Michel Comte, Florian Wieder, Yello – Dieter Meier and Boris Blank, Robert Wilson, Manfred Becker, Peter Weibel, Anton Corbijn, Peter Lamont, Hermann Vaske, Sky Du Mont, Martin Lambie-Nairn, Roman Kuhn and Oliviero Toscani.

Partners of the International Eyes & Ears Awards 2013 are Bayerisches Fernsehen, TOF Intermedia, SRF – Schweizer Radio und Fernsehen, DW – Deutsche Welle, Red Bull Media House, Lambie-Nairn, ARTE, BLM – Bayerische Landeszentrale für neue Medien and MEDIENTAGE MÜNCHEN.

For further information regarding the event, please contact:

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