



Press Announcement of 15/09/03

More Important and Distinct than ever – Design, Promotion and Marketing of Audiovisual Media

Results of the 8th International Eyes & Ears Conference

Cologne, 15th September 2003 Against the background of the growing significance of design, promotion and marketing in the audio-visual media, the 8th International Eyes & Ears Conference 2003 took place on 11th and 12th September in Cologne. The international convention organized by Eyes & Ears of Europe, the Association for the Design, Promotion and Marketing of Audiovisual Media, had the motto TRANSITION 21. About 300 participants followed the presentations of more than 50 professionals from the areas of TV, film, radio, internet, mobile, games and events. This year's Eyes & Ears Conference was supported by: RTL Television, Super RTL, BBDO InterOne, CBC Cologne Broadcasting Center, DW Deutsche Welle, CRAXX Medienproduktion, Avid, Siemens mobile, QSC, NRW Medien GmbH, The City of Cologne and RTL CREATION.

„A fundamental structural change in the audio-visual media is under way. The economic pressure during the last two years has led to many optimisations with regard to the positioning of different programme and content providers in the competitive environment, the programme production and the multi-channel cross-media distribution. An end to this complex, economy-driven process of change is not yet in sight," Wout Nierhoff, CEO Eyes & Ears of Europe, described the premises for the Eyes & Ears Conference.

In connection with the varied presentations at the 8th International Eyes & Ears Conference (cf. detailed report attached) it became clear that a large part of media companies use the economic crisis inasmuch as they examine more self-critically than ever the effectiveness and efficiency of their marketing strategies.

Particularly with regard to the viewers' information and entertainment needs, the multi-channel audio-visual communications, including internet and mobile telephony, are being planned and realised more and more distinctly. In addition, the creation and realisation of station-, programme- and content-related design and promotion tools have gained in creative depth and thus in distinctiveness. This became particularly clear in connection with the presentation of customized type and auditory projects.

For further information and photographic materials please contact:

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The next big event by Eyes & Ears of Europe takes place on 23rd October, in the context of the MEDIENTAGE MÜNCHEN. Then, the 5th Eyes & Ears Awards for outstanding contributions in the areas of design, promotion and marketing of audio-visual media will be staged in the Bavarian capital. The Eyes & Ears Awards 2003 will be especially supported by ProSieben, Premiere, feedmee Mediendesign, CBC Cologne Broadcasting Center, Giesing-Team Tonproduktionen, RTL CREATION, BBDO InterOne, ORF, DW-TV Deutsche Welle, Soundscape Music Productions, QSC, Avid, Siemens mobile, BLM Bayerische Landeszentrale für neue Medien, DVB Multimedia Bayern GmbH and MEDIENTAGE MÜNCHEN.