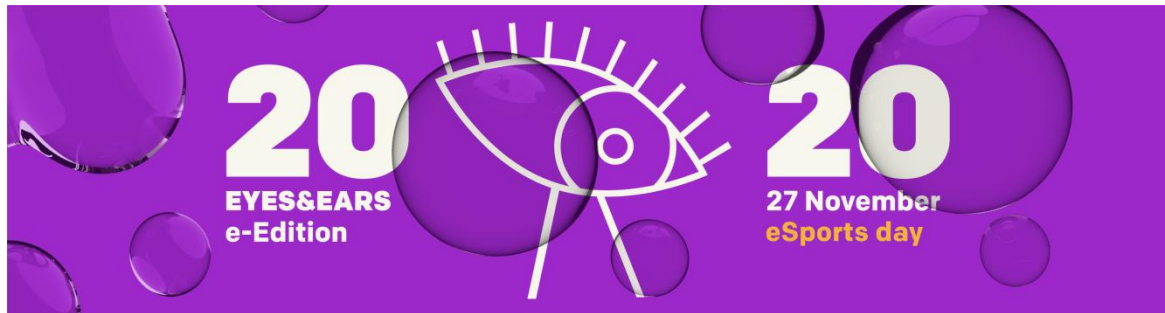


**SAVE THE DATE: First eSports-Day as part of the EYES & EARS 2020 e-Edition on 27 November at XPERION, the Saturn-Arena in Cologne**



**Cologne, October 9, 2020** – This year the EYES & EARS will take place as a digital event from November 23 to 27 for the first time.

The EYES & EARS 2020 e-Edition promises a week full of digital keynotes, case studies and master classes in design, promotion and marketing, the 22nd International Eyes & Ears Awards on Thursday, 26 November, and the eSports-Day on Friday, 27 November.

eSports is booming. Year after year, the industry is setting new growth and sales records worldwide. Nevertheless, many media brands still find it difficult to get involved. The gaming industry seems too opaque. One reason to shed light on the industry and link it more closely with the media world. For this reason, Eyes & Ears of Europe is organising the first eSports-Day as part of the EYES & EARS 2020 e-Edition on **Friday, 27 November**, in a suitable location, the brand-new XPERION, the Saturn E-Arena, in Cologne.

The aim is to shed light on the media phenomenon eSports, present the existing players, discuss the opportunities, risks and connections of the established media and last but not least to feel the spirit of the industry. Various case studies, panels and live broadcasts will take place.

*"Especially in Cologne, we are very well positioned thanks to the presence of SK-Gaming, the headquarters of ESL Gaming and, more recently, XPERION, the Saturn E-Arena. All the more reason for me to be pleased that, with KölnBusiness Wirtschaftsförderungs-GmbH and MedienNetzwerk.NRW, we once again have great and reliable partners at our media trend specialist event on the topic of eSports," says Corinna Kamphausen, CEO of Eyes & Ears of Europe. "It is important to us to bring together the players in the traditional media world with those in the digital as well as the cultural and creative industries in order to give impulses for meaningful networking and to stimulate the transfer of knowledge and the dialogue between the relevant sub-sectors.*

**The detailed programme with all speakers of the eSports-Day in the context of the EYES & EARS 2020 e-Edition will soon be available here: <https://eeofe.org/en/calendar/eyes-ears/2020/>**

With support from KölnBusiness Wirtschaftsförderungs-GmbH, Mediennetzwerk.NRW, XPERION, the Saturn E-Arena

**DESIGN PARTNER**

CapeRock

**MEDIA PARTNER**

MEEDIA

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**Eyes & Ears of Europe** is the association for the design, promotion and marketing of audiovisual media. For over 20 years, we have been connecting all those involved in strategic planning, creation, implementation and management of audiovisual communication.