

Press release

**CREATION 07 – 12th Eyes & Ears Conference
20 & 21 September 2007 in Cologne**



**From TV stations to interactive communication
brands:
Media marketing & AV design in flux**

**Cologne, 09/24/07 – About 250 branch experts attended the 12th Eyes & Ears Conference
CREATION 07 in Cologne. On the agenda: The latest developments in the fields of design,
promotion and marketing in audiovisual media.**

Media companies are preparing for the digital future. Crossmedia marketing and promotion strategies as well as innovation in interactive media design were two of the main topics at the 12th Eyes & Ears Conference CREATION 07. More than 40 guest speakers from home and abroad had been invited by Eyes & Ears of Europe, the Association for the Design, Promotion and Marketing of Audiovisual Media, to present current case studies and branch trends.

"The future challenge is turning a station into a media brand", explains Jeff Conrad, head of design at Red Bee Media. The London agency developed the new cross-medial look for Britain's largest private network, ITV, as well as for its competitor, the public broadcaster BBC. "TV that people talk about" is the British designer's purpose. "The brand should be turned into a world to experience", believes Andreas Frost, project manager at BBDO subsidiary Interone Worldwide. In his opinion, Web 2.0's principle of participation not only includes new options regarding customer relationship management, but enables a quantifiable barometer of image and public opinion at the same time.

'One brand – numerous platforms and channels' is the future motto of media companies. The Eyes & Ears conference presented innovative case studies with interactive elements. For example: The news channel n-tv is the first German broadcaster providing a hybrid application based on Microsoft's Windows Vista. n-tv plus is a combination of its live TV signal and Internet data that enables the user to individually create his own screen and immediately react to programme and advertising offers. "We aim to increase the session length of viewers", states Christoph Hammerschmidt, director of marketing & communications at n-tv. The Discovery Club also aims to strengthen the viewer relationship and to implement the measurability of marketing measures at the same time. "Through our members we get to know our viewers better", affirms Lars Wagner, channels director for Pay TV at German Discovery Holding Company.

The relevance of mobile applications for dialogue marketing was another main topic of the two-day conference. Dietmar Maierhöfer, product manager for Mobile TV & Multi-channel Advertisement at Nokia Siemens Networks, commented on the DVB-H consortium's strategy for Mobile TV and the chance of individually addressed advertising. "We are at the verge of moving toward new personalised business models," he summarized as one of the symposium's central results. Further, Deutsche Welle presented its broad portfolio with cross-border activities and Deutsche Post took stock of the combination of posters and mobile downloads by means of its so called MOBILEPOINTS.

Integrated cross-medial concepts are increasingly required in programme promotion, station design and marketing. A large number of successful concepts such as the 'Summer of Love' on ARTE, RTL's boxing promotion campaign, the Neanderthal animation for ARD-Sportschau, the launch campaign of Discovery's male channel DMAX, marketing measures for the launch of the Simpsons movie and the redesign of Super RTL's brand TOGGO TV were presented at the Eyes & Ears Conference.

Joerg Zuber and Klaus Schäfer from OPIUM effect, who were responsible for TV3 Scandinavia's new look, as well as Michael Engelhardt and Stephan Persdorf at CREATION CLUB, who realised the visual relaunch of Canal+ Scandinavia, spoke about the challenges of redesigning an international station brand.

A core design element regarding look and content is always a clearly arranged and self-explanatory navigation. With regard to HD television, the essential information of on-air promotion is shifted to the centre of the screen. "In connection with the 16:9 format, it is the best to put information in the middle of

the screen", comments André Otto, art director for on-air design, on the new ProSieben design. Even the BBC's logo and programme information have been clearly placed in the centre after the redesign.

With its humorous works for the German public broadcaster WDR, the Flachbild agency proved that even two-dimensional animations have their place and charm in the digital world. Apart from this, the conference highlighted technical opportunities of 3D animation in motion capture.

Traditionally, young creative people have their firm place in the Eyes & Ears conference programme. With this year's Eyes & Ears Junior Highlights, they presented themselves as promising, professional and in step with current practice. Here, too, an attention-getting event character regarding communication with the user is a main criterion.

"The variety of topics and the depth of content of this year's Eyes & Ears conference CREATION 07 pointed out the complex challenges of integrated media in a practical and solution-oriented way. For experienced as well as for young pros working in the fields of design, promotion and marketing, the conference is a worthwhile trend barometer and a top-class communications platform for European developments in audiovisual media," says Wout Nierhoff, CEO Eyes & Ears of Europe.

Partners of the 12th Eyes & Ears Conference CREATION 07 were RTL CREATION, Super RTL, CRAXX Medienproduktion, Interone Worldwide, Nokia Siemens Networks, Avid and the City of Cologne.

The next event hosted by Eyes & Ears of Europe takes place on 8 November 2007 in the context of the MEDIENTAGE MÜNCHEN. At the Eyes & Ears Awards 2007, awards will be presented for outstanding contributions in 32 categories of media design, on-air, off-air, online and cross promotion as well as brand communication for audiovisual media.

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