



Berlin, 1 September 2016

30 Years PRIX EUROPA Media Award – What really counts 231 nominated productions are up to compete in October

What marks a good programme? A film, a website, a series, app or podcast? Innovation? Courage? Honesty? Relevance?

642 contributions from 35 countries went into the first round this year for the coveted Taurus trophies for Europe's best television-, radio- and online productions. 231 have managed to qualify for the competition. They are presenting themselves in the festival week from 15 to 21 October in Berlin to the scrutiny of around 1000 international media professionals. The list with all nominees is available on www.prixeuropa.eu.

PRIX EUROPA is a weeklong trimedia festival and the biggest professional forum of its kind. This year it is celebrating its 30th anniversary with the slogan "Changing Europe!". When this slogan was chosen nobody could have predicted what great changes would rock the continent this year. In consequence **the themes that threaten to rip Europe apart also dominate this year's submissions** – be it war and terror, the revival of nationalism, the walls-up policy in some European states. The festival draws attention to contemporary and effective ways of coverage and the mission of the media in the European crisis.

Since 1 July 2016 Patricia Schlesinger is the new Director General of Rundfunk Berlin Brandenburg (rbb) and thereby also hosting PRIX EUROPA. She is a journalist with international experience and for her it is clear: ***As a meeting place for European media makers PRIX EUROPA offers a unique platform for professional debates.*** *The themes this year are obvious: What does responsible journalistic action look like these days? When are the media observers, when do they become players? How do we deal with the loss of credibility, the new technologies and the loss of young audiences? At PRIX EUROPA we have the chance to look at all facets of these themes; this I am very much looking forward to.*

Since 1987 PRIX EUROPA honours the best media productions of the continent. The festival differs from similar events through its open jury groups. By means of open-ended debates and individual voting in the different categories **13 winners are sought out, awarded a trophy and 6000 Euros each.** In addition, a Lifetime Achievement Award lauds outstanding achievements in the European media world.

PRIX EUROPA is supported by a continuously growing **alliance of by now 31 partners**, among them numerous European media organisations as well as the European Commission and the European Broadcasting Union. Since 1997 rbb and its Haus des Rundfunks in Berlin is the permanent host. The current President of PRIX EUROPA is Cecilia Benkö Lamborn, Director General of SVERIGES RADIO, Swedish public radio.



Media professionals can already register online, participation is free of charge, please book your hotel as early as possible.

The list of all nominated productions, press material and other information is available on <http://prixeuropa.eu/press/materials-for-press-use>

Press contact:

Annika Erichsen

Phone: +49 (0)30 – 97 993 10 913 / Email: press@prixeuropa.eu

Twitter <https://twitter.com/PRIXEUROPA>

Facebook <http://www.facebook.com/prixeuropa>