



Berlin, 14th October 2016

## 30 Years of PRIX EUROPA

### Media festival starts with appeal by rbb Director General - record participation expected

Tomorrow, on 15 October 2016, Europe's biggest media festival PRIX EUROPA will start in Berlin for the 30th time. The organisers are expecting record participation in this anniversary year. The jury groups alone hold around 270 authors, directors, commissioning editors, producers, online journalists and many other media professionals from all corners of the continent who will decide what the best television-, radio- and online productions are this year.

**Patricia Schlesinger**, Director General of the host Rundfunk Berlin Brandenburg (rbb), calls on the European community of journalists to rebuild confidence and regain public trust in the media. "We should not give in to fear, cynicism, and xenophobia. Instead, our task is to offer new perspectives and innovative ideas to focus on the bigger picture."

### Innovative formats and critical themes

The competition is open to a variety of formats from web- and television series to cross media projects, streaming experiments, investigative journalism, television drama and documentaries, ideas for new kinds of music programmes, interactive podcasts, real-time games and much more. They offer an insight into the many different ways European media-makers reflect our everyday lives and our continent, especially now with Europe in crisis.

### Digital revolution and change of perspective

The digital revolution is becoming more and more pervasive, not only on a technical level but also in terms of content. The movement is away from traditional broadcasting to more interaction with the audiences: in some of the productions from the online category the audience becomes the content creator by using tools like "Snapchat" or "Periscope". Virtual reality productions like "Notes On Blindness" from France allow users to experience things outside their previous horizon. In **TV Documentaries** like the WDR/DW entry "#MyEscape" or "Those Who Jump" from Denmark, it is not a reporter but the refugees themselves who report on their fates. In the new category **Digital Audio** the German project "Infinite Play Infinite Jest" is nominated, which turns the bestseller by David Foster Wallace into the "biggest audio drama of all times" with 13 000 volunteers.

### Festival participation from home

In its anniversary year the festival is opening up to a broader audience. The winner of the brand new **Community Award** for the Best European Online Production of the Year is selected by the Internet community. The access to the voting platform will be given via the PRIX EUROPA newsletter system. For registration go to: <http://prixeuropa.eu/home>



### **PRIX EUROPA – Awards Ceremony**

The thirteen awards including 6000 Euros each, as well as the Lifetime Achievement Award and the Community Award will be handed over on Friday, 21.10.2016, at 19.00h (Berlin time) in the big concert hall of Rundfunk Berlin Brandenburg (rbb). The festive evening will be moderated by Robin Merrill. Among the invited guests are several Director Generals, EU politicians, former award-winners, the Turkish journalist **Can Dündar**, who is also participating in the PRIX EUROPA panel discussion about freedom of the press in Europe (Saturday, 22.10.2016, at 12.00h in Haus des Rundfunks). The Awards Ceremony will be streamed live on [rbb-online.de/prixeuropa](http://rbb-online.de/prixeuropa), where you will also find the **video on demand** later. In addition, the event will be broadcast on the German news channel Tagesschau24 on 23.10.2016 at 01.20h (Berlin time), a couple of hours after the panel discussion which will run on the same channel at 23.00h on Saturday the 22.10.2016.

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**PRIX EUROPA** is the biggest professional tri-media forum of its kind. Since 1987 it seeks out the best media productions from Europe by screening, discussion and voting in open jury groups. This year a total of 231 productions from 24 countries are nominated. Since 1997 the broadcaster Rundfunk Berlin Brandenburg (rbb) is its constant host. PRIX EUROPA is supported by a constantly growing alliance of currently 31 partners: among them various European broadcasters, the European Broadcasting Union (EBU), the European Commission, the European Parliament.

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### **Registration**

Media professionals can already register online as participant, jury member or reporting press, participation is free of charge, please book your hotel as soon as possible.

### **Press material**

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

### **Excerpts**

Excerpts of up to 5 minutes from festival nominations are available free of charge: we have digital files (original language with English subtitles). The authors, directors, producers or editors for each programme are around during the festival. We are happy to help you arrange interviews.

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