



## 30 Years of PRIX EUROPA Media Award Lifetime Achievement Award 2016 for ARTE

This year PRIX EUROPA did not honour an individual with the Lifetime Achievement Award but the European cultural television channel ARTE which is celebrating its 25 years of existence since the signing of its founding contract on 30.4.1991.

From the statement of the Steering Committee:

*Representatives of 22 European broadcasters, as well as European, national and regional institutions consider the Lifetime Achievement Award in the PRIX EUROPA anniversary year of major importance. Looking at the current state of affairs in Europe, the award should also point towards the future of this struggling continent. Institutional and political players of all shades are relying on intercultural dialogue, cultural diversity and cross-cultural bridges to keep the European family at one table. And there is one broadcaster on this continent who already took up the cause of cross-cultural dialogue as a European Cultural Channel a quarter of a century ago: ARTE G.E.I.E. - founded on 30 April 1991. Since that time ARTE has constantly - not only adapted itself to the changing media environment - but has also set an example of how to create new content and attract new audiences.*

Ever since 2011 the PRIX EUROPA Steering Committee gives out the Lifetime Achievement Award in honour of extraordinary achievements in the European media world. PRIX EUROPA is supported by a strong alliance of currently 31 European broadcasters as well as political and cultural institutions.

The prize was handed over jointly by **Harlem Désir**, French Secretary of State for European Affairs, and **Michael Roth**, State Minister for Europe in the Foreign Office, on 21 October 2016 at the beginning of the Awards Ceremony in Haus des Rundfunks on Masurenallee in Berlin.

ARTE GEIE-President **Peter Boudgoust** attended on behalf of the channel ARTE to receive the award.