



PRIX EUROPA LIFETIME ACHIEVEMENT AWARD **Sir David Attenborough**

The **BBC Legend** and icon of natural history films **Sir David Attenborough** will be honoured for his lifetime achievements on Saturday 26 October at the PRIX EUROPA Awards Ceremony in the Berlin Town Hall.

The 87-year old has infected his audiences for decades with his unbridled passion and inquisitiveness - and still does. He ignites in his unequalled manner an enthusiasm for natural phenomena, plant and animal worlds in all generations. In his 60-year long career at the BBC he created (and still does) innumerable award-winning natural history series of international renown like "Planet Earth" or the nine "Life" programmes (e.g. "Life on Earth", "The Trials of Life", "Life in the Freezer"). His series "The Private Life of Plants" was shown at PRIX EUROPA in 1995.

Roger de Weck, PRIX EUROPA President and Director General of the Swiss Broadcasting Corporation SRG SSR, calls Attenborough the figurehead of public service broadcasting:

Sir David is a living embodiment of public service broadcasting – producing ambitious programmes that speak to the public's intelligence and curiosity. I can hardly think of a greater role model and inspiration for the current and upcoming generations of public media talent.

2011 Attenborough co-operated with the singer **Björk**, on the narration for a mobile application published with her latest album. The BBC produced a documentary film about this historic meeting and the relationship between music and natural science. (First broadcast 27 July 2013).

<http://www.youtube.com/watch?v=sxvj6Wr4lKQ>

<http://www.channel4.com/programmes/when-bjork-met-attenborough/4od>

Furthermore he has been working on a **3D** project for **Sky** since 2010 and since the end of September 2013 **BBC2** is broadcasting his new series “Rise of Animals: Triumph of the Vertebrates”. The two first parts reached an audience of more than 2 million viewers. The next part will be broadcast on 16 October.

Attenborough still gets involved in British media politics. Recently he, for example, sharply criticised the excessive salaries of BBC managers in an interview for the **Guardian**:

<http://www.theguardian.com/tv-and-radio/2013/sep/10/david-attenborough-bbc-salaries-embarrassment>

Statement by PRIX EUROPA President Roger de Weck about the Lifetime Achievement Award honouring Sir David Attenborough:

Sir David is a living embodiment of public service broadcasting – producing ambitious programmes that speak to the public's intelligence and curiosity. His wildlife documentaries set benchmarks for quality. They touched and influenced generations of media makers and viewers across Europe and the world. His unparalleled vision and skill, as best embodied in his “Life” series, enabled him to reveal the wonders of the unseen to a mass audience. For example, in “The Private Life of Plants”, which the PRIX EUROPA festival had the honour of showing, he turned what are in essence immobile objects into heroes of a riveting five-hour drama. Throughout his career, be it as a manager for the BBC or a producer, Sir David embraced technological change to bring ever more compelling images to the public and capture its imagination. He is also an outspoken advocate of quality public service broadcasting.

With the Lifetime Achievement Award, we wish to pay tribute and thank Sir David for his immense contribution to our profession. We could hardly think of a greater role model and inspiration for the current and upcoming generations of public media talent.