

PRIX EUROPA is back - in Potsdam

The European Broadcasting Festival starts on Sunday

"It seems like a miracle", says Festival Director Susanne Hoffmann about the approaching opening of the 35th edition of PRIX EUROPA. "We celebrated the last on-site Awards Ceremony on 11 October 2019, since then we have all had a complicated time. Last year we had a virtual competition, but at the end of this week we'll finally be able to say again with a live audience: 'And the winner is...'"

Already next Friday 15 prizes will be awarded during a festive gala in Potsdam. 272 jury members decide during the competition week in nine categories, which of the 209 nominations from 26 countries will become the best European Digital Media-, Radio- and Television productions of the Year. Among them the European Journalist of the Year will be honoured.

"A veritable treasure that you are about to unearth. Good, that we have a week for this", comments host Patricia Schlesinger, Director General of RBB, in view of the impressive range of productions. And she points out that the competition is not *only* about media: "Europe isn't just a geographical unit. The fact that PRIX EUROPA quite naturally features pieces from the UK, proves that - irrespective of Brexit - Europe is an attitude, a way of life, a state of being that has evolved from our common history and it is up to us to carry it into our present world with our common values."

Patricia Schlesinger is alluding to this year's motto "Changing Europe – diverse and united!". United in diversity: Europe has the capacity of bringing together all these supposed opposites. And the media are there to reflect the whole of society and not just parts of it, all cultures and not just the dominant ones. This is what PRIX EUROPA stands for and supports. That's why it gathers media professionals from all over the continent each year for a week of face-to-face exchange.

In addition to the on-site competition, users are called upon to vote for two digital audience awards. 12 productions from media students are presented under the label Rising Stars on the PRIX EUROPA website. The winners may join the competition next year as Jury Members.

PRIX EUROPA is currently supported by a strong alliance of 26 members, European public broadcasters and European organisations. The competition has since its founding in 1987 become an important point of reference for European media-

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makers and young talent. It is under the High Patronage of the European Parliament. The festival has so far been hosted by the City of Amsterdam, Strasbourg, Barcelona, Porto, Reykjavik, Marseille and time and again Berlin. In 2019 the competition moved to Potsdam, the RBB remains host of the event, together with the City of Potsdam and the Land Brandenburg.

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