



## **Lifetime Achievement Award 2016 goes to ARTE**

The PRIX EUROPA Steering Committee decided:

*Representatives of 22 European broadcasters, as well as European, national and regional institutions consider the Lifetime Achievement Award in the PRIX EUROPA jubilee year of major importance. Looking at the current state of affairs in Europe, the award should also show a way into 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.*

### **Former PRIX EUROPA Lifetime Achievement Awards :**

2011 Raina Konstantinova, Bulgaria, former Head of Radio at European Broadcasting Union (EBU)

2012 Regina Ziegler, Germany, film and TV producer

2013 Sir David Attenborough, UK, BBC Legend, natural history film maker

2014 Ingolf Gabold, Denmark, Creativ TV Fiction producer

2015 Rolf Stengård, Sweden, investigative journalist