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PRIX EUROPA goes Potsdam – the European Media Competition PRIX EUROPA starts on Sunday and strengthens young digital talent

“The Power of Dialogue” is the slogan of this year’s media competition and it doesn’t just refer to the inner-European dialogue. In times of strong anti-media sentiment and growing Euro-scepticism this credo targets the relations between the media and their audiences as much as the citizens’ attitude towards the European construction. With the move from Berlin to Potsdam the festival is making Europe tangible outside of the big metropolises and opens up to the public with an audience jury and public screenings.

“PRIX EUROPA is dedicated to the ideal of a united Europe. This ideal is, however, in acute danger”, states Patricia Schlesinger, RBB-Director General and host of the festival. “In these challenging times PRIX EUROPA is no longer only the motor for an idea of European broadcasting. It can also be understood as a bastion against all the hostility that the European idea is being confronted with in many countries.”

About a thousand media professionals from over 30 countries expose themselves to the best European television, radio- and digital media productions. This week-long platform of exchange creates a unique dialogue, a European chorus. This year 206 pieces were nominated to run in the competition from the 656 that were submitted. Particularly the digital media productions in the newly created category for new talent “Rising Stars” give cause for high expectations. Together with the Film University Babelsberg Konrad Wolf two young winners will be honoured. The hunt is on for the programmes of tomorrow.

At the Prize-Giving Ceremony on 11 October in Potsdam, 16 Taurus-Trophies will be awarded, among them the honorary award European Journalist of the Year. This title is also proudly carried by the Turkish journalist Can Dündar, the BBC legend Sir David Attenborough and the German film producer Regina Ziegler. In addition, the continuing podcast trend has led to the creation of a new award for the best radio documentary series.

“Potsdam and the media: these two terms are inseparable”, comments the Mayor of Potsdam Mike Schubert on the cooperation that has been decided, initially for the next five years. “More than a hundred years ago the first silent movie was shot in Potsdam-Babelsberg, today Potsdam’s media industry belongs to the global players.” As the European centre for professional media dialogue, PRIX EUROPA will become another milestone in this success story.
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-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. The RBB remains host of the event, the move to Potsdam adds the City of Potsdam and the Film University Babelsberg Konrad Wolf.

The Awards Ceremony will take place on 11 October at 8pm in the Schinkelhalle in Potsdam, in the presence of numerous Director Generals of European media corporations. The RBB will stream the event live on its homepage (www.rbb-online.de). The competition is accompanied by a number of extra events, among them “The Big Debate: Linear vs. On-demand, Radio and Streaming Platforms: Friends or Enemies?” featuring key representatives of European public broadcasters.

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