At 29 she produced her first film on pomp and promptly won the German national film prize. Since then Regina Ziegler has never ceased to successfully combine artistic value and economic success. If she believes in a production, she is even willing to take risks involving her own property. A 40-year professional biography consisting of mastered challenges and overcoming hurdles - as for example European co-productions.

Keywords: Media Quality.

On Saturday, 27 October, during the PRIX EUROPA AWARDS in the Russian Embassy, the PRIX EUROPA LIFETIME ACHIEVEMENT AWARD was handed over to Prof. Regina Ziegler. The Award was the joint decision of the multi-national Steering Committee of PRIX EUROPA and its President Ruurd Bierman (NPO, The Netherlands) and its Vice President Doris Pack (European Parliament). Klaus Wowereit, Mayor of Berlin, awarded the prize.