

Press release – 20 September 2006

CREATION 21 11th Eyes & Ears Conference 14 & 15 September 2006 in Cologne



'Interconnected strategies and emotional competence determine marketing and design trends in Europe's audiovisual media industry'

Cologne, 09/20/06 – Approx. 250 industry professionals from Estonia, Sweden, Great Britain, Belgium, the Netherlands, Austria, Switzerland, France, Spain, Greece, Cyprus, Slovakia, Hungary, Bulgaria and Germany met on the 11th Eyes & Ears Conference CREATION 21 for a multi-faceted exchange on the latest developments and future opportunities in the areas of design, promotion and marketing for audiovisual media.

Interactive media perspectives as well as interconnected design and marketing solutions were the main subjects of the 11th Eyes & Ears Conference CREATION 21. This year again, Eyes & Ears of Europe, the association for the design, promotion and marketing of audiovisual media, had invited about 50 international speakers. By means of case studies and during practical discussions, they presented the latest developments in the audiovisual media sector and discussed the most promising opportunities for the business.

'Television will become the spin-off of the Internet' is one of the provoking assumptions of the Swedish authors Alexander Bard and Jan Söderqvist, who put the core thesis of their international best seller 'The Netocrates' up for discussion within the context of the 11th Eyes & Ears Conference CREATION 21. 'The era of broadcast is over – the coverage of the highly educated target groups is dramatically decreasing world-wide', stated the media and future theorists. Active users would determine an interactive future by using the Internet and their mobile phones as communication tools. Social intelligence and the networks of the so-called 'netocrats', according to both speakers, will revolutionise the sociological paradigm.

In the media business, a consequent viewer relationship management is indispensable for an optimal development of the value chain. 'In the future, media will have to meet the expectations of participation culture', says Dirk Figge, New Business Executive Media & Entertainment at Debitel's subsidiary MIDRAY. A solid main pillar for the future might be TV channels' self-created brands. In the context of this year's Eyes & Ears Conference, marketing experts chose and presented case studies to achieve a successful establishment of long-living programme brands, commercialised in a crossmedial way via Internet, mobile devices, licences and events. The examples shown were, among others, Super RTL's children's brand TOGGO, ProSieben's label 'WE LOVE' and Tim Mälzer's cooking show 'Schmeckt nicht, gibt's nicht' on VOX.

An increasing relevance is given to emotional competence, not only regarding the contents of new platforms but also in all Europe's TV design. 'A long time ago, RTL set on provocation. Today we try to build up empathy with our audience', explains Ulli Schumacher, Creative Director Design at RTL CREATION. Even the new corporate design of ITV, the biggest private TV group in Great Britain, sets on a higher involvement of its viewers to safeguard the future. 'TV is a catalyser of people's thinking and behaviour', says Jeff Conrad. Conrad, Head of Design at the responsible London agency Red Bee Media, pleads for a rethinking: 'Once more, we need a TV about which people talk.'

Particularly with regard to information design, the credibility and atmosphere of TV channels are decisive. Off from the blue box to the real set is the trend in studio design. 'The news studio should be a place where people like going to', comments Alex Hefter, Creative Director at Schweizer Fernsehen. Dagmar Engel, editor-in-chief at DW-TV, adds: 'A real studio is always a notch above a virtual one.' A premise that is also valid for the overall relaunch of ZDF's sports design.

Some of the speakers at the Eyes & Ears Conference illustrated, among others taking as example ProSieben and MDR, how acoustic elements turn a station distinctive and decisively form the brand management. 'A good audio design supports, particularly subliminally, the positive general impression', said Maximilian Kock, Audiodesign Executive Producer at ProSiebenSat.1 Produktion. A current study of the Dutch audio design agency Ala Kondre brought out an astonishing conclusion: Neither melody nor rhythm but the sound timbre determines the consumers' reception.

The final highlight of the industry meeting was the Eyes & Ears Special with the author, director and producer Hermann Vaske and the Senior Vice President, Marketing & Creative Director of MTV Networks International, Cristián Jofré and which was presented by Prof. Manfred Becker, Creative Consultant RTL Group. 'The project

related dialogue of these two top creatives impressively showed that, even in the era of globally interconnected media and communication, the direct and personal exchange of ideas, concepts and realised projects between creatives and strategists is still the essence of it all', comments Wout Nierhoff, CEO of Eyes & Ears of Europe.

Partners of the 11th Eyes & Ears Conference CREATION 21 were RTL CREATION, Super RTL, CRAXX Medienproduktion, DAS VIERTE – WIR SIND HOLLYWOOD, 13TH STREET, Sci Fi, Interone Worldwide, FEEDMEE DESIGN, Avid, Siemens, VFFVmedia and the City of Cologne.

The next Eyes & Ears of Europe event, the 8th International Eyes & Ears Awards 2006, will take place on 19 October 2006, in the context of the MEDIENTAGE MÜNCHEN. Outstanding productions from the areas of media design, on-air, online and cross-promotion as well as brand communication for audiovisual media will be awarded in 31 different categories. Registration: awards@eeofe.org

For further information and photos please contact:

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