

**EYES & EARS 2020 e-Edition: One week full of pure inspiration
3-day conference with themed days 'Design', 'Audio' and 'Marketing & Promotion',
eSports-Day and the 22nd International Eyes & Ears Awards**



Cologne, 22 October 2020 - This year, the "EYES & EARS 2020" will take place for the first time as a digital event in the week from 23 to 27 November. First highlights have been fixed and the ticket shop is now open.

The EYES & EARS stand for inspiration, know-how and networking. Here, private television, public broadcasters, agencies, pay-TV and on-demand platforms come together in a unique way – and they come from all over Europe. The industry meeting is a valuable barometer for European trends in the fields of moving-image and audio-visual media, for both professionals and young talents from the fields of design, promotion and marketing. In 2020, the EYES & EARS will again offer a top-class communication platform that brings together European creative people – different from previous years, but particularly international, effective and inspiring.

CONFERENCE

3 days – 3 themes. From Monday to Wednesday, broadcasters and agencies will share insights into their projects and current media developments. In numerous **Case Studies** and **International Panels**, speakers from TV, film, internet, mobile, games, events, art and culture will inform about the daily challenges of the industry.

DESIGN

The EYES & EARS 2020 will feature a Design Day where, among other things, a case study by the Paris agency **GÉDÉON** awaits the participants. In 2020, GÉDÉON took over the design of **OKOO**, the new children's offer from France Télévisions, and took up the challenge of creating an exciting experience for children and infants at the same time.

In addition, **Creative Director Barbara Simon** will present the "**EYES & EARS Cutting Edge**", an overview of the best international spots and campaigns of the past year – compiled strictly according to subjective criteria and personal preferences. To enjoy and analyse, to laugh and cry and above all to inspire and be inspired.

AUDIO

Another day of the EYES & EARS is dedicated to Audio. Alongside the case study on **Hochspannung** – a project of **SAT.1** that has been running for several years and has already been awarded the winner's trophy in the category "Best Sound Design" at the Eyes & Ears Awards 2019 – the participants can also look forward to a presentation of the **MediaApes**. They will provide information on their German-Italian cooperation project **Mare Nostrum**, a special virtual reality experience with **3D, 360° and object-based sound**.

As the day draws to a close, there will be another highlight: **13th Street** will exclusively show the films of the Shocking Shorts Award 2020, thus bringing the day to a relaxing and enjoyable end.

MARKETING & PROMOTION

Marketing & Promotion is the third topic that EYES & EARS 2020 is focusing on. **Viasat**, among others, will allow insights behind the scenes of an extensive promotion in a case study.

AWARDS

Highlight of the EYES & EARS is the presentation of the renowned **22nd International Eyes & Ears Awards on Thursday, 26 November**. At the **award show, which will be broadcast digitally from the XPERION**, the Saturn E-Arena in Cologne this year, the best productions from the fields of design, audio, digital, promotion and cross-media will be shown and their creators will be awarded the Eyes & Ears Awards Trophy. As in previous years, the **Eyes & Ears Awards 2020** will be presented by **Wolfram Kons**.

This year's Eyes & Ears Awards are rounded off by the INSPIRATION Award. After 21 years, this award replaces the Excellence Award and goes to an outstanding person who inspires the creative industry in the field of audiovisual media in a long-lasting way. The name of this person will be communicated this week. You can find initial information in the Facebook event and on LinkedIn.

ESPORTS-DAY

The **EYES & EARS 2020 e-Edition** will be rounded off by the eSports Day on Friday, 27 November. With the support of KölnBusiness Wirtschaftsförderungs-GmbH and Mediennetzwerk.NRW, the media phenomenon of eSports will be highlighted in a suitable location, the brand new **XPERION** in Cologne, existing players will be presented, opportunities, risks and interfaces of established media will be discussed and, last but not least, the spirit of the industry will be brought to life. Various case studies, panels and live broadcasts will take place, among others with the **ESL**, the **eSports Player Foundation**, the **Unicorns of Love** and **Seven.One Sports**.

MASTERCLASSES

On three days of the EYES & EARS, speakers from the particular subject areas will give creative input, concentrated to one hour and designed as an interactive workshop.

NEW TALENTS

Within the **Eyes & Ears New Talents**, selected projects of students, graduates and trainees in the field of audiovisual media will be presented on Monday, Tuesday and Wednesday. The event offers young creative talents and long-standing media professionals the opportunity to get to know each other personally and give mutual impulses for their own work. This year, the best new talents will be awarded on Thursday within the framework of the **International Eyes & Ears Awards**. The Eyes & Ears New Talents 2020 will be presented by **Marc Lepetit**.

The detailed programme with all speakers of the EYES & EARS 2020 will be available here

soon: <https://eeofe.org/en/calendar/eyes-ears/2020/conference/>

<https://www.facebook.com/events/325967461852097/>

<https://www.linkedin.com/events/6710190932236505088/>

Tickets are now available at: <https://eveeno.com/eeofe?lang=en>

DESIGN PARTNER

CapeRock

EVENT PARTNERS

KölnBusiness Wirtschaftsförderungs-GmbH, Mediennetzwerk.NRW, XPERION - die Saturn e-Arena, vbw – Vereinigung der Bayerischen Wirtschaft, XPLR: MEDIA in Bavaria, Universal Production Music, United Cyber Spaces, Golden Claim, Superama, BR Fernsehen, Kabood, Thomas Friebe Akademie, spotville, 13th Street, SAE Institute, vonHerzen

MEDIA PARTNER

MEEDIA

Further information about the event:

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Eyes & Ears of Europe is the association for design, promotion and marketing of audiovisual media.

For more than 20 years, we have been connecting all those involved in the strategic planning, creation, implementation and control of audiovisual communication.