



Call for Entries to the 28TH INTERNATIONAL EYES & EARS AWARDS

In October 2026, Eyes & Ears of Europe will present the best productions of the year for the 28th time and award the best creative teams with the International Eyes & Ears Awards in the ASTOR Film Lounge at ARRI in Munich. The show offers a unique opportunity to gain an impression of current trends, innovations, and new perspectives in our market.

The International Eyes & Ears Awards recognise particularly creative, innovative and effective design, promotion and brand communication measures in the audiovisual media industry. The trophies are awarded in different categories in the areas of Design, Audio, Digital, Craft, Promotion & Campaigns, Specials & Cross-Media. Projects published for the first time between May 1st 2025 and June 30th 2026 can be submitted. New this year is the category 'Best digital visual / keyart'!

From April 8th 2026, you can submit your entries via the internet portal <https://www.eefe-awards.org> until **July 1st 2026 at the latest**. Please register using the **registration form** on the internet portal to submit your entries for the Eyes & Ears Awards 2026. Once Eyes & Ears of Europe has activated your account, you will receive an email.

Eyes & Ears of Europe not only awards the **Eyes & Ears Special Prizes** for particularly impressive overall performances, but also honours the **'Agency of the Year'** and the **'Creative Team of the Year'**.

The highlight of the event will be the presentation of the **Eyes & Ears Inspiration Award**, an honour to exceptional talents in the field for the outstanding contributions to our industry in all audio-visual communication disciplines.

Please read the categories, including submission criteria and video requirements, carefully! There have been changes! Please also note the instructions and recommendations for your submissions as well as the criteria for all categories! These provide important information!

IMPORTANT NOTES & RECOMMENDATIONS FOR YOUR SUBMISSION:

- Please indicate in the additional information whether **AI was used** and, if so, which tool and version.
- **Case films:** important notes in the description for each category.
- **KPIs** are permitted but not mandatory.
- **Black screens** should be no longer than 2 seconds.
- Please do **NOT use introductory or opening panels** with information about the title of the submission, the category, etc.
- **Avoid redundancies** (e.g. similar spots in campaigns that do not differ in their approach).
- When assigning your spot or campaign to a category, **please note carefully whether it promotes a broadcaster or a programme format.**

CRITERIA FOR ALL CATEGORIES

Unless stated otherwise, every submission is eligible to participate regardless of the medium (on-air, online, streaming or other), as long as it promotes content or the content provider.

First broadcast date

- The entry must have been broadcast for the first time on TV, a radio station, on a VOD platform, streaming platform, in cinemas, on the internet, or as part of an event, or have been made available to the public in any other way in the period from **May 1st 2025 to June 30th 2026**.
For campaigns with several spots or elements, at least one of the spots or elements must have been broadcast or gone online for the first time during the specified period, or must have been made publicly accessible in some other way. The same campaign may not be submitted in consecutive years.
- **The same project may not be submitted again in the following year, only a further development of the project with significant changes.**

What would you like to tell the jury:

Please provide relevant information on the key points 'Innovation, Creation, Efficiency, Context, and Usage'.

Language & Subtitles

Submissions not produced in German or English must be subtitled in one of these two languages.

Audio specifications

- Audio Code: AAC; Channels: Stereo; Sample Rate: 48khz; Quality: High; Bit Rate: 128 Kbps

Video Specifications

- The portal accepts videos with the file extension **mp4** and a file size of maximum 1 GB.
- To maintain a certain quality standard, we recommend the following two video specifications:
Middle Quality Video: H264, data rate: 15 MBit/s, 1920x1080, Color Level: 601/709, Upper Field First
Low Quality Video: H264, Data rate: 6 MBit/s, 1280x720, Color Level: 601/709, Upper Field First

Screenshot

- A representative screenshot/key visual must be uploaded for each submission. In the event of a nomination, this screenshot will be used for the website, the event design and all print products.
- **Dimensions: 1920 x 1080 px, landscape format as .jpg or .png file.**
- Please accept the **standard file name for video and screenshot**

Video clips

- Each entry must be submitted as a separate clip.
- Please accept the **standard file name** for video and screenshot
- If you would like to submit the same entry into several categories, you must do so in separate entries. **Please customize the video to the category!**
- More than one entry for the same or a different category in one clip will not be accepted.
- Assessment will only be made for what can be seen and heard on the tape: please note that all elements of your entry – including all print or poster elements, give-aways and other merchandise, radio commercials and/or websites, e.g. in the case of an integrated campaign – must be seen or heard in your submitted clip.

FEES & FREE ENTRIES

	Eyes & Ears Members	Non-Members
Early Bird until May 17th, 2026	€ 390,-	€ 490,-
Standard until June 24th, 2026	€ 450,-	€ 550,-
Last Chance until July 1st, 2026	€ 590,-	€ 690,-

Depending on your membership with Eyes & Ears of Europe, you may have free entries:

Personal Membership*	1 free entry
University/Institutional Membership	1 free entry
Start-Up Membership	4 free entries
Corporate Membership 1	2 free entries
Corporate Membership 2	4 free entries
Corporate Membership 3	6 free entries
Corporate Membership 4	12 free entries
Corporate Membership 5	18 free entries
Corporate Membership 6	36 free entries

* except for Memberships for Pensioners, Job Seekers, Students/Trainees, as well as Honorary Members

YOUR CONTACT

Ina Braun, ina.braun@eeofe.org

Anna Schiffer, anna.schiffer@eeofe.org

No.	Categorie	Submission criteria	File name for video & screenshot	Submission Video
1.	DESIGN			
1.1.	Best design in print or poster advertising	Static print or poster - single or campaign	1_1_Print_(submission name)	Elements as a single video clip, 10 sec. still image of the subject without sound, additional case film max. 90 sec. optional.
1.2.	Best digital visual / keyart	Central visual motif as the foundation of a campaign: thumbnail streaming apps, digital out-of-home, etc.	1_2_Keyart_(submission name)	Elements as a single video clip, 10-sec still image of the motif or video (DOOH) without sound, additional case film max. 90 sec. optional
1.3.	Best new design package for a channel or platform	Corporate design package of a media company or a platform	1_3_MediaPlattform_(submission name)	Elements as a single video clip, case film permitted, max. 90 sec.
1.4.	Best bumper or station-idents	Bumpers or Station-Idents	1_4_BumperIDs_(submission name)	Elements as a single video clip, case film permitted, max. 90 sec.
1.5.	Best seasonal design elements	Seasonal design elements – e.g. for Mother's Day, Christmas, Easter, etc.	1_5_Seasonal_(submission name)	Elements as a single video clip, case film permitted, max. 90 sec.
1.6.	Best lead-in / opening title sequence	Programm-Vorspann (siehe Unterkategorien) / Programme lead-in (see subcategories)		Elements as a single video clip, case film permitted, max. 90 sec.
1.6.1	Fiction		1_6_1_LeadIn_Fiction_(submission name)	
1.6.2.	Non-Fiction		1_6_2_LeadIn_NonFiction_(submission name)	
1.6.3.	Sports		1_6_3_LeadIn_Sport_(submission name)	
1.7.	Best information or news design	Design elements for news and informative TV programme, including information graphics, further design elements such as logo, studio, lower thirds, etc.	1_7_InfoNewsDesign_(submission name)	Elements as a case film, 90 sec. max.
1.8.	Best sports design	Sports graphics, design elements including logo, studio, lower thirds, information graphics, etc. from sport broadcasts or programme	1_8_SportsDesign_(submission name)	Elements as a case film, 90 sec. max.
1.9.	Best programme-related design package	Various elements or a TV programme, such as lead-in, studio, set design, lower thirds, closer, etc.	1_9_ProgrammeDesign_(submission name)	Elements as a case film, 90 sec. max.
2.	PROMOTION & CAMPAIGNS			
2.1.	Best spot for a TV station or streaming / media platform	Single spot that contributes to the image of a broadcaster or platform; ONLY ON platform spots (e.g. TV broadcasters or streamers), NO social media	2_1_StationSpot_(submission name)	Element as single video clip, 90 sec. max.
2.2.	Best on air or digital programme spot	Single spot for a programme or broadcast format with broadcast information (see subcategories); ONLY ON platform spots (e.g. TV stations or streamers), NO social media		Element as single video clip, 90 sec. max.
2.2.1.	Fiction		2_2_1_ProgrammeSpot_Fiction_(submission name)	
2.2.2.	Sports		2_2_2_ProgrammeSpot_Sports_(submission name)	
2.2.3.	News		2_2_3_ProgrammeSpot_News_(submission name)	
2.2.4.	Kids		2_2_4_ProgrammeSpot_Kids_(submission name)	

2.2.5.	Show, Entertainment & Comedy		2_2_5_ProgrammeSpot_SEC_(submission name)	
2.2.6.	Culture & Documentary		2_2_6_ProgrammeSpot_CD_(submission name)	
2.3.	Best promotion spot for special programming	Single spot promoting special programming ("TV event") like a series marathon or similar	2_3_SpecialSpot_(submission name)	Element as single video clip, 90 seconds max.
2.4.	Best B2B spot	Trailers for B2B presentations such as roadshows, programme presentations, screenings	2_4_B2B_(submission name)	Element as single video clip, 180 seconds max.
2.5.	Best social media spot	Social media spot (Instagram, Facebook, TikTok, YouTube, etc.) that supports the promotion of (media) companies/platforms and/or programmes. The spot must have been explicitly designed and played as such (NO recycled trailers!).	2_5_SocialSpot_(submission name)	Element as single video clip, 180 seconds max.
2.6.	Best experiential and / or special marketing	Creative & innovative marketing measures (guerilla, ambient, etc.) & special ads (split screens, product placement, sponsored content, etc.)	2_6_ESMarketing_(submission name)	Marketing measures or Special Ads compiled into a case film, 90 seconds max.
2.7.	Best radio spot(s)	Radio commercial(s) advertising a media brand or a programme on the radio, as well as radio commercials for radio programmes or radio advertising commercials.	2_7_Radio_(submission name)	Element(s) as video clip; with still image only; max. 90 sec.
2.8.	Best station or platform campaign	At least 3 spots that contribute to the image of a media company or platform (ONLY on-platform spots, NO print, NO social media, NO cut downs, redundancies or repetitions!)	2_8_StationCampaign_(submission name)	No case film; the different approaches of the spots must be recognisable. Max. 180 sec.
2.9.	Best on air or digital programme campaign	At least 3 programme spots for a programme or broadcast format with broadcast information (see subcategories), (ONLY on platform spots, NO print, NO social media, NO cut downs, redundancies or repetitions!)		No case film; the different approaches of the spots must be recognisable. Max. 180 sec.
2.9.1.	Fiction		2_9_1_ProgrCampaign_Fiction_(submission name)	
2.9.2.	Non-Fiction		2_9_2_ProgrCampaign_NonFiction_(submission name)	
2.9.3.	Sports		2_9_3_ProgrCampaign_Sports_(submission name)	
2.10.	Best promotion campaign for special programming	Programme campaign promoting special programming ("TV event") like a series marathon or similar	2_10_SpecialCampaign_(submission name)	No case film; the different approaches of the spots must be recognisable. Max. 180 sec.
2.11.	Best social media campaign	At least 3 social media spots (Instagram, Facebook, TikTok, YouTube, etc.) that support the promotion of (media) companies/platforms and/or programmes. The campaign must have been explicitly designed and played out as such (NO recycled trailers!).	2_11_SocialCampaign_(submission name)	Measures as a video clip, max. 90 sec.
2.12.	Best digital and / or creator activation	All digitally provided content that was created in collaboration with a brand and activates it. This can be, for example, posts, videos, podcasts or articles.	2_12_Activation_(submission name)	Measures as a video clip, max. 90 sec.
2.13.	Best social responsibility and / or awareness activation	Public service announcements and social engagement campaigns)	2_13_SocialResp_(submission name)	Measures as a video clip, max. 90 sec.

3. SPECIALS & CROSS MEDIA				
3.1.	Best live or B2B event	Event for a (media) company/ platform/programme or a campaign promoting the event (festivals, conferences, awards ceremonies, meetings, fan mile campaigns, etc.)	3_1_Event_(submission name)	Case film max. 90 sec.
3.2.	Best integrated campaign for a channel or platform	360° channel campaign that combines at least 3 types of media	3_2_Station_(submission name)	Individual elements from 3 media, additional case film max. 90 seconds optional
3.3.	Best integrated campaign for a programme	360° programme campaign that combines at least 3 types of media (see subcategories)		Individual elements from 3 media, additional case film max. 90 seconds optional
3.3.1.	Fiction		3_3_1_Programme_Fiction_(submission name)	
3.3.2.	Non-Fiction		3_3_2_Programme_NonFiction_(submission name)	
3.3.3.	Sports		3_3_3_Programme_Sports_(submission name)	
4. CRAFT				
4.1.	Best studio design / set design	Studio & set design (real & virtual studio) (NO fiction set/scenic design)	4_1_Studio_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.2.	Best 2D/3D animation	Spots, opening title sequences, explanatory pieces, seasonal idents, labels etc. with a focus on 2D / 3D animation	4_2_2D3D_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.3.	Best typography	Productions with a focus on typography	4_3_Typo_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.4.	Best copywriting or use of language & voice	Spots with specially created copy, creative use of voiceovers or creative use of language	4_4_TextVoice_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.5.	Best humour, satire and / or irony	Spot(s) with humour, satire or irony in storytelling	4_5_Humour_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.6.	Best sound design	Audio creation of design or promotion elements	4_6_Sound_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.7.	Best musical composition	Musical composition of design or promotion elements	4_7_Musical_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.8.	Best use of music	Promotion spots where an existing song is the main focus, heavily supports the moving images, or significantly supports the content	4_8_UseMusic_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.9.	Best editing	Productions focusing on excellent editing	4_9_Editing_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.10.	Best direction and / or camera	Productions focusing on excellent direction & camera	4_10_DirectionCamera_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.11.	Best creative use of technology	Integration of technology in the audiovisual media industry	4_11_Technology_(submission name)	Element as single video clip, case films permitted, max. 90 sec.
4.12.	Best creative use of AI	Innovative AI measures in the audiovisual media industry	4_12_Innovation_(submission name)	Element as single video clip, case films permitted, max. 90 sec.