eyes&ears europe

Blocking period: October 20, 2026, 10 PM

CREATION, INNOVATION & EFFECTIVENESS – 28. Internationale Eyes & Ears Awards 2026

Award Winners

Category Design

Best design in print or poster advertising

Gold

BDA Creative: APV - Der Tiger

BDA's posters for the anti-war drama *The Tiger* translate the harshness of war into a powerful, immediately graspable visual language – strikingly staged while also visibly marked by the traces of what has been experienced. A consistently crafted poster concept that impressively brings together the film's atmosphere, character and dramatic tone.

Creative Team: Anna Kosareva, Marketing Amazon; **Verena Schilling**, Head of Movies Amazon MGM Studios; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Volker Schmidt**, Senior Art Director BDA Creative; **Markus Eckl-Jordan**, Dir. Client Services & Finance BDA Creative; **Elena Klinger,** Account Manager BDA Creative; **Bildergu**t, Postproduction

Silver

Kabel Eins: Roadtrip Australien - Kopfüber ins Abenteuer!

Creative Team: Seven.One Entertainment Group

Bronze

ZDF: Olympische Winterspiele 2026

Creative Team: Simone Rödig, PO Marke & Design ZDF; **Christian Kohl**, PO Marke & Design ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm**, Leitung Markenmanagement ZDF; **Kim Schwaner**, Creative Director Brandnew; **Michael Kruse**, Head of Design Brandnew; **Florian Becker**, Head of Production Brandnew; **Linda Küttner**, Producer Brandnew

Best digital visual / keyart

Gold

SWR: Staatsfeinde

The key art for SWR Staatsfeinde translates political persecution into a striking, immediately comprehensible visual. The design conveys the central message: one wrong sentence can cost you your freedom – and it can happen to anyone. Reduced, attention-grabbing and emotional, the key visual creates a strong visual framework for the subject matter.

Creative Team: Adrian Saile, Head of Promotion SWR Südwestrundfunk; **Jonas Denzel**, Creative Direction SWR Südwestrundfunk; **Mirjam Dolderer**, Redaktion SWR Südwestrundfunk; **Olga Galicka**, Redaktion SWR Südwestrundfunk; **Matthias Schuster**, Executive Creative Director BDA Creative; **Antonia Kirchberg**, Senior Accountmanagerin BDA Creative; **Volker Schmidt**, Art Direction

Silver

ProSieben: Wer stiehlt mir die Show?

Creative Team: Seven.One Entertainment Group

Bronze

HR: 10 Augenblicke

Creative Team: Cordula Huth, Redaktion HR Hessischer Rundfunk; **Inga Reichert**, Illustration & Design HR Hessischer Rundfunk; **Saskia Schmidt**, Motiondesign HR Hessischer Rundfunk; **Cornelia Birk**, Design HR Hessischer Rundfunk; **Sybille Ring**, Design HR Hessischer Rundfunk; **Judith Mehrmann**, Kommunikation/Marketing HR Hessischer Rundfunk

Best new design package for a channel or platform

Gold

Feedmee: Redesign Bibel TV

With the redesign of Bibel TV, Feedmee makes a convincing transition from TV channel to modern media platform. The three-dimensional cross becomes the central design element, connecting on-air, social media, app and print within a consistent, recognizable design world. The system combines the brand's established identity with a contemporary, flexible design approach – making Bibel TV fit for different audiences and platforms.

Creative Team: Andreas Schletter, Technical Management Bibel TV; **Dominik Steinbesser**, COO Bibel TV; **Matthias Brender**, CEO Bibel TV; **Rebekka Schürmann**, Editor Bibel TV; **Käthe Höfer**, Art Director and Concept FEEDMEE Design; **Jörn Westhoff**, Creative Director & Motion Design FEEDMEE Design; **André Decoupigny**, Creative Project Manager FEEDMEE Design; **Sebastian Schubert**, Sounddesign

Silver

Joyn: Redesign

Creative Team: Seven.One Entertainment Group

Bronze

BDA Creative: ARD Sounds

Creative Team: Werner Pastula, Ltg. Markenführung & Design SWR Südwestrundfunk; **Filomena Weidner**, Projektmanagement SWR SWR Südwestrundfunk; **Meritxell Monso**, Senior Art Director BDA Creative; **Ronja Schröck,** Senior Motion Designer BDA Creative; **Paula Gomez**, Senior Art Director BDA Creative; **Tim Finnamore**, Managing Director BDA Creative; **Mona Baldanza**, Senior Account Manager BDA Creative; **Antonia Kirchberg**, Senior Account Manager BDA Creative

Best bumper or station-idents

Gold

3sat: Dokfilmzeit

The channel idents for 3sat's Dokfilmzeit deliberately set a counterpoint to the omnipresent speed and perfection of media staging. With unfiltered, authentic imagery, they place real people and their stories at the center. The pared-back design creates a sense of intimacy, openness and respect – giving the documentary content exactly the space it deserves.

Creative Team: Anna Saup, PO, Teamlead Paid: Kultur, Wissenschaft & Partner 3sat ZDF; **Simone Walther**, Mediaplanung 3sat ZDF; **Anja Strnischa**, PO Marke & Design 3sat ZDF; **Astrid Kämmerer**, Leitung Kommunikations- & Mediasteuerung ZDF; **Nina von dem Bussche**, Creative Director Then We Take Berlin; **Elmar Krick**, Editor Then We Take Berlin

Silver

RTP2: Bumper ID | Sara Mealha

Creative Team: Nicolau Tudela, Art Director RTP - Rádio e Televisão de Portugal; **Sofia Sousa**, Direction / Camera RTP - Rádio e Televisão de Portugal; **Doina Rotaru**, Graphics & Editing RTP - Rádio e Televisão de Portugal; **Inês Sanches**, Director of Photography RTP - Rádio e Televisão de Portugal; **César Veríssimo**, Original Score RTP - Rádio e Televisão de Portugal; **Luis Limão**, Production RTP - Rádio e Televisão de Portugal

Bronze

Nickelodeon: Teenage Mutant Ninja Turtles Idents

Creative Team: Jon Preston, VP Creative Director Paramount; **Maxim Prokhorov**, SR Creative Director K&F EMEAA Paramount; **Friederike Schwind**, Project Manager Paramount; **Sven Henrichs**, Managing Director Dyrdee Media; **Ole Keune**, Creative Director Dyrdee Media; **Ljubisa Djukic**, Creative Director Dyrdee Media; **Gala Pawl**, Executive Producer EyeShow Pictures; **Shyan Pawl**, Executive Producer EyeShow Pictures

Best seasonal design elements

Gold

ZDF: Weihnachten 2025

The ZDF Christmas campaign lovingly and consistently evolves the established "knitted Lerchenberg" concept, making it more emotional, colorful and vibrant. Particularly compelling is the way ZDF's brand world is combined with its premium brands, which are seamlessly integrated into the festive visual. Across TV, digital, print and even the ZDF elevator, this creates a holistic Christmas world that brings together tradition, togetherness and modern brand communication.

Creative Team: Irena Pavor, Projektleitung Marke & Design ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm,** Leitung Markenmanagement ZDF; **Stephanie Baumgarte**, Producer Sehsucht Hamburg, **Christoph Schröpfer**, Producer Sehsucht Hamburg; **Sebastian Rätsch**, Creative Director Sehsucht Hamburg; **Saskia Kretzschmann**, Art Direction Sehsucht Hamburg; **Ben Karrasch**, Art Director Sehsucht Hamburg

Silver

ARTE: Christmas Idents 2025

Creative Team: Cécile Chavepayre, Creative Direction ARTE; **Pauline Bugeon**, Production ARTE; **Géraldine Károlyi**, Creative Direction 17 mars; **Margaux Botton**, Creative Direction 17 mars; **Méline Carlotti,** Art Direction 17 mars; **Yu Hu**, Art Direction 17 mars; **Justine Soulié**, Character Design 17 mars; **Elie Massip**, 3D Animation 17 mars

Bronze

ZDFneo: Seasonal Promodents

Creative Team: Christian Kohl, Creative Lead ZDFneo Marke & Design ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm**, Leitung Markenmanagement ZDF; **Anton Riedl,** Creative Director FEEDMEE; **Tina Haffke**, Producer FEEDMEE; **Acky Hamacher**, Animation FEEDMEE; **Moritz Rudick**, Animation FEEDMEE

Best lead-in / opening title sequence: Fiction & Non-Fiction

Gold

ARTE: Europiano

In the opener for *Europiano*, ARTE translates the idea of a united Europe into a clear, poetic image: a piano becomes a connecting symbol for eleven concerts in eleven European cities. Set against a shared blue sky, a reduced, universal visual world emerges, directly linking music, diversity and European unity. An elegant opening that tells a big idea with just a few visual elements.

Creative Team: Cécile Chavepayre, Creative Direction ARTE; **Pauline Bugeon**, Production ARTE; **Claire Chabenes**, Production ARTE; **Juliette Nioré**, Creative Direction Magasin N; **Julien Tandé**, Art Direction / Animation Magasin N; **Camille Matinal**, Production Magasin N

Silver

ARTE: Reportage

Creative Team: Cécile Chavepayre, Creative Direction ARTE; **Pauline Bugeon**, Production ARTE; **Anne Seymour**, Production ARTE; **Célia Jacob**, Creative Direction Sharp & Cheesy; **Carla Minosio**, Creative Direction Sharp & Cheesy; **Philippe Deshaies**, Music Composer Trampoline Tracks

Bronze

3sat: NANO Doku & Talk

Creative Team: Anja Strnischa, Projektleitung / Lead, Marke & Design 3sat ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm**, Leitung Markenmanagement ZDF; **Jonas Zinnel**, Soundesign ZDF; **Konrad Wielandt**, Design & Kreation Wielandt

Best lead-in / opening title sequence: Sports

Gold

ZDF: Sportstudio Presenter

The opening sequence for ZDF Sportstudio creates a distinctive and recognizable introduction to the show. Dynamic 3D animation combines with an emotional collage of original sound, generating energy, excitement and a strong sense of sport. A short, self-contained sequence that establishes the brand effectively while building anticipation for the sporting events to come.

Creative Team: Felix Weitekamp, Projektleitung Marke & Design ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm,** Leitung Markenmanagement ZDF; **Martina Seuss**, Produktion ZDF; **Hannes Geiger**, Creative Director Sehsucht Hamburg; **Stephanie Baumgarte**, Senior Producer Sehsucht Hamburg; **Volker Jensen**, Creativlead MOTOR Kommunikation; **Peter Hayo**, Komponist Perkypark

Silver

DFL: Franz Beckenbauer Supercup 2025

Creative Team: Thomas Markert, Head of Brand Design/VP DFL Deutsche Fußball Liga; **Blazenka Ceh**, Leiterin Markenmanagement DFL Deutsche Fußball Liga; **Juan Pablo Kessler**, Director Design Branding DFL Digital Sports; **Bianca Hanfeld**, Graphic Designer DFL Digital Sports; **Vera Wichard**, Senior Project Manager DFL Digital Sports; **Patricio Verdi**, Designer, founder Princess Victoria

Best information or news design

Gold

Atresmedia / Gédéon: ANTENA 3 NOTICIAS

With its news design for Antena 3 Noticias, Gédéon deliberately breaks with conventional news aesthetics and develops a distinctive, contemporary visual language. The combination of custom-designed typography, flexible graphics and immersive augmented reality elements provides both clarity and visual dynamism. The design stands out, structures complex information and consistently remains in service of journalism.

Creative Team: Concha Gonzalo Velasco, Deputy Director Of Image & Creativity Atresmedia; **Juan Ramon Martin Muñoz**, Director Of Image & Creativity Atresmedia; **David Rodríguez Sánchez**, Image & Creativity Manager Atresmedia; **Francisco de Paula Caballero Carmona**, Image & Creativity Manager Atresmedia; **Margarita Rodriguez**, Creative Atresmedia; **Emmanuelle Lacaze**, Producer Gédéon; **Nicolas Famery**, Creative Director Gédéon; **Lazare Bessière**, Art Director Gédéon; **Karem Pirela**, Project Manager Gédéon

Silver

DW Deutsche Welle: ECO

Creative Team: Dann Smit, Creative Director Cape Rock; **Jord Veerman**, Sr. Motion Designer Cape Rock; **Eduard Grob**, Motion Designer Cape Rock; **Nola Smit**, Designer Cape Rock; **Larry Burns**, Audio Composer Cape Rock; **Lars Jandel**, Art Director DW Deutsche Welle; **Maria Regenspurger**, Head of Motion Design DW Deutsche Welle; **Holger Zeh**, Chief Creative Officer

Bronze

RTP notícias: Broadcast Design

Creative Team: Gonçalo Madaíl, Project Coordinator Rádio e Televisão de Portugal; **Jorge Peres**, Creative Project Coordinator Rádio e Televisão de Portugal; **Ruben De Sousa**, Creative & Animation Direction Itsanashow Creative Studio; **Ana F. Borges**, Art Direction & Management Itsanashow Creative Studio; **Raquel Reis Silva**, Head Of Design Itsanashow Creative Studio

Best sports design

Gold

DFL: Brand Refresh 2025

The DFL Brand Refresh 2025 consistently evolves the visual identity of the Bundesliga and Bundesliga 2, making it fit for the next generation. Current visual trends meet the familiar brand world of Germany's football leagues. The result is a fresh, dynamic and contemporary identity that preserves the brand's established character while introducing new impulses. Particularly compelling is the consistent evolution of the on-air elements into a unified and future-ready brand experience.

Creative Team: Thomas Markert, Head of Brand Design/VP DFL Deutsche Fußball Liga; **Blazenka Ceh**, Leiterin Markenmanagement DFL Deutsche Fußball Liga; **Juan Pablo Kessler**, Director Design Branding DFL Digital Sports; **Jonas Paar**, Senior Art Director DFL Digital Sports; **Bianca Hanfeld**, Graphic Designer DFL Digital Sports; **Sheelan Tewolde**, Production Manager DFL Digital Sports; **Simon Hallmann**, Senior Motion Designer DFL Digital Sports; **Aggelos Skortas**, Head of Campaigns & Project DFL Digital Sports

Silver

ZDF & BRAND NEW: Olympische Winterspiele 2026

Creative Team: Simone Rödig, PO Marke & Design ZDF; **Christian Kohl**, PO Marke & Design ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm**, Leitung Markenmanagement ZDF; **Kim Schwaner**, Managing Creative Director BRAND NEW Media Production; **Michael Kruse**, Head of Design BRAND NEW Media Production; **Florian Becker**, Head of Production BRAND NEW Media Production; **Linda Küttner**, Producer BRAND NEW Media Production

Bronze

Gédéon: LIGUE 1+

Creative Team: Emmanuelle Lacaze, Producer Gédéon; **Nicolas Lhomme**, Art Director Gédéon; **Nicolas Famery**, Creative Director Gédéon; **Karem Pirela**, Project Manager Gédéon; **Thibault van der Schooten**, Consulting Director Leroy Tremblot; **Christoph Stolberg**, Creative Director Leroy Tremblot; **Dominique Jubert**, General Manager Leroy Tremblot; **Sylvain Chapuis**, Marketing Director LFP MEDIA; **Laurent Cochini**, Global Managing Director Sixième Son

Best programme-related design package

Gold

Deutsche Welle: ECO

For the documentary series *ECO*, Deutsche Welle has created a distinctive visual identity that explores global climate issues through the lens of urban life. Each episode takes viewers to a different city, highlights a specific challenge and introduces local people and initiatives driving change. The design elements translate this international diversity into a modern, distinctive visual language that works seamlessly across different cities, cultures and stories.

Creative Team: Dann Smit, Creative Director Cape Rock; **Jord Veerman**, Sr. Motion Designer Cape Rock; **Eduard Grob**, Motion Designer Cape Rock; **Nola Smit**, Designer Cape Rock; **Larry Burns**, Audio Composer Cape Rock; **Lars Jandel**, Art Director DW Deutsche Welle; **Maria Regenspurger**, Head of Motion Design DW Deutsche Welle; **Holger Zeh**, Chief Creative Officer DW Deutsche Welle

Silver

Deutsche Welle: Jafaar Talk

Creative Team: Gabi Trojan-Madračević, Managing Director/ Creative Director Luxlotusliner; **Jan Rinkens**, Creative Director / Animation Luxlotusliner; **Tatjana Živanović-Wegele**, Producer / Project Manager Luxlotusliner; **Lars Jandel**, Art Direktion DW Deutsche Welle; **Maria Regenspurger**, Head of Motion Design DW Deutsche Welle; **Holger Zeh**, Chief Creative Officer DW Deutsche Welle

Bronze

Deutsche Welle: Hooked

Creative Team: Barbara Orth, Art Director Deutsche Welle; **David Jacobi**, Video Editor Deutsche Welle **Holger Zeh**, Chief Creative Officer Deutsche Welle; **Kaypin,** Musician

Category PROMOTION & CAMPAIGNS

Best spot for a TV station or streaming/media platform

Gold

Then We Take Berlin: ZDFneo – DAS

For the "ZDFneo: DAS" spot, Then We Take Berlin playfully takes on one of the most familiar clichés about the German language: its supposed complexity. With a simple, clever idea, just three letters become the basis for an entertaining and surprising spot. Confident, humorous and straight to the point!

Creative Team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; **Zep van Hoof**, Concept & Edit Then We Take Berlin; **Anette Breuker**, Creative Production Then We Take Berlin; **Nenad Simsic**, Sounddesign & Mix Then We Take Berlin; **Motion Graphics,** FEEDMEE Design; **Norbert Menkel**, Projektleitung ZDFneo ZDF; **Sonja Wagener**, Promotion Management ZDFneo ZDF

Silver

high five cgn: RTL+ Portfolio 2026

Creative Team: Nadine Küchler, Producerin high five cgn; **Jan Poerschke**, SFX-Designer high five cgn; **Benni Benson**, VFX-Designer high five cgn; **Zoe Marie Kehnen**, Projektleitung high five cgn; **Tommy Dettinger**, Creative Director high five cgn; **Michael Arends**, Creative Lead RTL Deutschland; **Patrick Laukemper**, VFX-Designer RTL Deutschland; **Maria Finster**, MMC RTL Deutschland

Bronze

Joyn: Joko & Klaas

Creative Team: Seven.One Entertainment Group

Best on air or digital programme spot: Fiction

Gold

Joyn: Filme ohne Ende

The Title "Filme ohne Ende" translates to movies non-stop – that really says it all. The spot translates Joyn's core message into a simple yet powerful visual experience: a never-ending stream of movies, scenes and stories. The relentless pace, sheer variety and playful interplay of content turn the message into a format that is instantly understood and stays with you. A spot that not only delivers on its category, but takes the idea of movies non-stop all the way to the very last frame.

Creative Team: Seven.One Entertainment Group

Silver

Disney +: American Horror Story

Creative Team: Philipp Taffel, Supervisor Performance Marketing The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA; **Florian Ruhdorfer**, Editor

Bronze

SAT.1: Kommissar Rex - Wiener Walzer

Creative Team: Seven.One Entertainment Group

Best on air or digital programme spot: Sports

Gold

DFL: Bundesliga Saisoneröffnungstrailer 2025/26

The 2025/26 season launch trailer sets the tone for the new Bundesliga season – powerful, emotional and universally accessible. Carefully curated imagery, precise transitions and a specially composed Bundesliga anthem come together to create a clear, multi-layered narrative. Particularly compelling is the fact that the trailer's idea goes beyond the season opener, becoming a narrative leitmotif for the entire season. A defining opening for the Bundesliga!

Creative Team: Thomas Markert, Head of Brand Design/VP DFL Deutsche Fußball Liga; **Kristina Siebert**, Leiterin Live-Kommunikation & Events DFL Deutsche Fußball Liga; **Martin Jäger**, Leiter Digitales Marketing & Kampagnen DFL Deutsche Fußball Liga; **Maike Märtterer**, Senior Managerin Digitales & Kampagnen DFL Deutsche Fußball Liga; **Peer Naubert**, Chief Executive Producer Bundesliga International; **Juan Pablo Kessler**, Director Design & Branding DFL Digital Sports; **Aggelos Skortas**, Head of Campaigns & Project DFL Digital Sports; **Tino Israel**, Senior Manager Campaigns DFL Digital Sports

Silver

SRF: Kiss me at Wimbledon

Creative Team: Sandro Müntener, Creative Producer Promotion SRF Schweizer Radio & Fernsehen; **Christoph Grünig**, Audio Editor Spezialist SRF Schweizer Radio & Fernsehen; **Isabel Paris**, Sprecherin SRF Schweizer Radio & Fernsehen; **Jürg Krebs**, Video Editor Spezialist SRF Schweizer Radio & Fernsehen; **Dennis Gnoni Visconti**, Video Editor Spezialist SRF Schweizer Radio & Fernsehen; **Thomas Schümperli**, Co-Leiter Marketingkreation SRF Schweizer Radio & Fernsehen; **Claudia Zellerhoff**, Leiterin Marketing SRF Schweizer Radio & Fernsehen

Bronze

RTL+: Oktagon

Creative Team: Dustin Zöller, KI & Producing RTL Deutschland; **Joel Ney**, KI & Producing RTL Deutschland; **Vera Papies**, Head of Producing RTL Deutschland; **Christian Steuler**, KI RTL Deutschland; **Patrick Laukemper**, VFX Design RTL Deutschland; **Andi Stephan**, Sounddesign RTL Deutschland, **Michael Arends**, Brand Manager RTL Deutschland

Best on air or digital programme spot: News

Gold

NTV: Für alle, die Fragen haben.

“Für alle, die Fragen haben” (“For Everyone Who Has Questions”) gets straight to the point about the complexity of today’s news. Using Trump as an example, the spot deliberately poses contradictory questions: Protector or provocateur? Dealmaker or blackmailer? Democrat or despot? A clear, pointed idea that sparks curiosity while also conveying ntv’s journalistic mission: asking questions, providing context and delivering answers.

Creative Team: Alessandro Taschetta, Creative Director RTL Deutschland, **Panajiota Franken**, Producerin Golden Claim; **Thomas Meurer**, Conceptioner

Silver

Golden Claim: ntv - Monathighlights April

Creative Team: Panajiota Franken, Producerin Golden Claim; **Joel Schneider**, Sounddesigner Golden Claim; **Samrand Naveh**, Motion Designer Golden Claim; **Rüdiger Braun**, CEO Golden Claim, **Tatjana Scholtz**, Teamleiterin Golden Claim, **Alessandro Taschetta**, Creative Lead RTL Deutschland; **Phillip Pauls**, Creative Lead RTL Deutschland

Bronze

Deutsche Welle: Berlin Briefing Podcast

Creative Team: Patricia Fehlberg, Head of Program Promotion and Broadcast Mgmt DW Deutsche Welle; **Sebastian Katzer**, Senior Editor DW Deutsche Welle; **Mark Wegner**, Sound-Designer DW Deutsche Welle

Best on air or digital programme spot: Kids

Gold

Disney Channel: Iron Man & seine fantastischen Freunde Launch

The trailer for “Marvel Iron Man & seine fantastischen Freunde” (“Marvel Iron Man & His Fantastic Friends”) combines superhero action with the playful energy of a preschool series. Disney particularly succeeds in bringing together dynamic staging with the title song by “Deine

Freunde", specially recorded for the German market. The result is a distinctive, audience-focused spot that immediately conveys the series' characters, humor and sense of adventure.

Creative Team: Martina Proff, Senior Marketing & Creative Manager The Walt Disney Company GSA; **Michael Zobel**, Manager TV Marketing The Walt Disney Company GSA; **Sofia Zuleta**, Creative Manager The Walt Disney Company GSA; **Isabel Baase**, Writer Producer The Walt Disney Company GSA; **Sophia Spitz**, Production Coordinator TV Marketing The Walt Disney Company GSA; **David Aufdembrinke**, Regisseur EasyDoesIt

Silver

Disney +: Bunnies

Creative Team: Anja Winhart, Coordinator Creative Production On Air & Disney+ The Walt Disney Company GSA; **Jennifer Lemm**, Coordinator Creative The Walt Disney Company GSA; **Isabel Baase**, Writer Producer The Walt Disney Company GSA; **Bryan Waack**, Junior Motion Designer The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA

Best on air or digital programme spot: Show, Entertainment & Comedy

Gold

RTL+: ShitShow

RTL's trailer for "Shit Show" confidently plays with the big promises of reality TV: flirting, drama, sex – and the inevitable escalation. With sharp humor and deliberately over-the-top staging, the spot perfectly captures the tone of the format – precise, provocative and entertaining!

Creative Team: Thorsten Kaufmann, Producing RTL Deutschland; **Andreas Stephan,** Sound Design RTL Deutschland; **Niklas Weidmann,** Motion Design RTL Deutschland; **Alexander Render,** Design RTL Deutschland

Silver

ProSieben: Wer stiehlt mir die Show?

Creative Team: Seven.One Entertainment Group

Bronze

ProSieben: TV Total

Creative Team: Seven.One Entertainment Group

Best on air or digital programme spot: Culture & Documentary

Gold

Deutsche Welle: Dear Beautiful Beloved

The DW trailer for "Dear Beautiful Beloved" finds a restrained yet powerful language for life in wartime. Rather than relying on pathos, it focuses on intimacy and humanity, showing how people preserve a sense of protection, safety and dignity under the most difficult circumstances. Particularly compelling is the tension between the ever-present threat and the unwavering humanity of the protagonists. A sensitive spot that makes tangible what sets this documentary apart!

Creative Team: Patricia Fehlberg, Head of Program Promotion & Broadcast Mgmt DW Deutsche Welle; **Sebastian Katzer**, Senior Editor DW Deutsche Welle; **Sarah Weber**, Producer DW Deutsche Welle; **Max Spona**, Sound-Designer DW Deutsche Welle

Silver

SWR: HOLT - Der Windkraft-Schwindler

Creative Team: Adrian Saile, Head of Promotion SWR Südwestrundfunk; **Nikola Rüb**, Editor SWR Südwestrundfunk; **Nadine Lambertz**, Producer

Bronze

ZDF: Aspekte

Creative Team: Anna Saup, PO, Teamlead Paid: Kultur, Wissenschaft & Partner in Audience ZDF; **Verena Vogt**, Mediaplanung ZDF; **Astrid Kämmerer**, Leitung Kommunikations- & Mediasteuerung ZDF; **Therese Stüssel**, Executive Creative Director Serviceplan München; **Sarah Coßmann**, Copywriter Serviceplan München; **Dominik Blex**, Senior Account Manager Serviceplan München; **Claus Kuhlmann,** Regie, Drehbuch & Executive Producer Boheifilm; **André Neske**, Executive Producer Boheifilm

Best promotion spot for special programming

Gold

high five cgn: RTL+ - Die Eberhofer-Krimis

How do you sum up an entire cult universe in just 60 seconds? The trailer by high five cgn does exactly that with precise timing and a fast-paced montage of nine films. It distills dark humor, quirky characters and a distinctly Bavarian sense of place into a cohesive visual identity. The spot works just as well for fans as it does for newcomers – pointed, atmospheric and with a keen sense of the series' unique DNA.

Creative Team: Jan Poerschke, Producer & SFX-Designer high five cgn; **Rina Warkus**, VFX-Designerin high five cgn; **Benni Benson**, VFX-Designer high five cgn; **Zoe Marie Kehnen**, Projektleitung high five cgn; **Mark Fleig**, Creative Director high five cgn; **Sören Meyer**, Creative Lead RTL Deutschland; **Maria Finster**, MMC RTL Deutschland; **Marco Sven Reinbold**, Sprecher

Silver

Then We Take Berlin: ZDFneo - Tom Cruise Nacht

Creative Team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; **Zep van Hoof**, Concept, Text & Edit Then We Take Berlin; **Anette Breuker**, Creative Production Then We Take Berlin; **Sounddesign & Mix** Fiftyfour Audio; **Norbert Menkel**, Projektleitung ZDFneo ZDF; **Sonja Wagener**, Promotion Management ZDFneo ZDF

Bronze

France Télévisions: Cannes Film Festival 2026

Creative Team: Corinne Alexia, Artistic Director France Télévisions; **Aleksandra Brajeux**, Designer, Editor, Director Demoiselles; **Sabrina Chesneau**, Designer, Editor, Director Demoiselles; **Franck Lascombes**, Music Composer Demoiselles

Best B2B spot

Gold

Deutsche Welle: Documentary Roundup

Deutsche Welle's "Documentary Roundup" turns a program overview into a clear statement: great documentaries are not only about powerful images, but also about having a point of view. The trailer brings together relevant topics, diverse perspectives and high-quality content in a concise B2B showcase. It conveys depth, relevance and DW's commitment to quality, while making a compelling case for why these stories deserve to reach an international audience.

Creative Team: Patricia Fehlberg, Head of Program Promotion & Broadcast Mgmt DW Deutsche Welle; **Sebastian Katzer**, Senior Editor DW Deutsche Welle; **Sarah Weber**, Producer DW Deutsche Welle; **Marcus Waibel**, Sound-Designer DW Deutsche Welle

Silver

high five cgn: RTL - NFL CASEFILM 2025

Creative Team: Nadine Küchler, Producing high five cgn; **Tommy Dettinger**, Producing high five cgn; **Jan Poerschke**, Sounddesign high five cgn; **Zoe Marie Kehnen**, Projektleitung high five cgn; **Rina Warkus**, VFX-Designerin high five cgn; **Benni Benson**, VFX-Designer high five cgn; **Stephan Hoffmann,** Creative Lead RTL Deutschland; **Eva Frings**, MMC RTL Deutschland

Bronze

SRF: Sport – Where the hell is my husband

Creative Team: Ralf Bühler, Creative Producer Promotion SRF Schweizer Radio und Fernsehen; **Thomas Schümperli**, Co-Leitung Marketingkeration SRF Schweizer Radio und Fernsehen; **Claudia Zellerhoff**, Leiterin Marketing SRF Schweizer Radio und Fernsehen; **Jonas Bucher**, Creative Producer Promotion (Buchermedia) SRF Schweizer Radio und Fernsehen

Best social media spot

Gold

SAT.1: Der letzte Bulle – Swipen

The spot turns a simple contrast into a strong social media concept: a detective who has absolutely nothing to do with social media is thrown into the fast-paced world of swiping. It is precisely this clash that creates humor and grabs attention. The spot not only uses the unique characteristics of the medium as a platform, but makes them part of the story itself – pointed, surprising and closely tied to the character.

Creative Team: Seven.One Entertainment Group

Silver

ORF: ORF Eurovision Song Contest "No Bag Policy Song"

Creative Team: Michael Krön, Executive Producer Eurovision Song Contest ORF Österreichischer Rundfunk; **Roman Horacek**, Head of Communication Eurovision Song Contest ORF Österreichischer Rundfunk; **Daniel Hack**, Head of Production Eurovision Song Contest ORF Österreichischer Rundfunk; **Tarek Adamski**, Social Media Lead ORF Österreichischer Rundfunk; **Paul Pongratz**, Social Media Host & Creator ORF Österreichischer Rundfunk; **Josefine Palla**, Social Media Host & Creator ORF Österreichischer Rundfunk; **Felicia Lu Kürbiß**, Social Media Host & Creator ORF Österreichischer Rundfunk; **Kathrin Liebminger**, Social Media Manager ORF Österreichischer Rundfunk

Bronze

SAT.1: Promi Taste - The Sound of Taste

Creative Team: Seven.One Entertainment Group

Best experiential and/or special marketing

Gold

BDA Creative: RTL+ - Kanu des Manitu

A small play on words becomes a big marketing idea: for the streaming premiere of "Das Kanu des Manitu", BDA brought the canoe from the Wild West to the Rhine. The unusual staging works as a real-life experience as well as attention-grabbing content for TV and social media. A simple, charming idea that takes the title literally – and turns it into maximum attention.

Creative Team: Tobias Fleck, Creative Director Copy BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative, **Marc Strotmann**, Managing Director BDA Creative, **Anja Schröger**, Account Director BDA Creative, **Michael Arends**, Brand & Campaign Manager RTL+ RTL Deutschland; **Katja Dohmganz**, Brand & Campaign Managerin RTL+ RTL Deutschland

Silver

Joyn: Joko & Klaas

Creative Team: Seven.One Entertainment Group

Best radio spot(s)

Gold

HR: 10 Augenblicke

HR's radio spot picks up on the themes of the sex-positive audio drama series with a direct, sensual and curiosity-sparking approach. Rather than explaining too much, it draws attention to stories about relationships, desire and self-determination. In just a few seconds, it creates anticipation for the listening experience and gives the second season a voice of its own.

Creative Team: Cordula Huth, Redaktion HR Hessischer Rundfunk, **Silke Hildebrandt**, Regie HR Hessischer Rundfunk, **Simone Buchholz**, Text HR Hessischer Rundfunk, **Berit Glanz**, Text HR

Hessischer Rundfunk, **Mareike Fallwickl**, Text HR Hessischer Rundfunk, **Karen Köhler**, Text HR Hessischer Rundfunk, **Ursula Potyra**, Ton & Technik HR Hessischer Rundfunk, **Melanie Inden**, Ton & Technik HR Hessischer Rundfunk

Silver

ProSieben & SAT.1: The Voice of Germany

Creative Team: Seven.One Entertainment Group

Bronze

SAT.1: Promis unter Palmen

Creative Team: Seven.One Entertainment Group

Best station or platform campaign

Gold

Joyn: Joko & Klaas

Joyn's campaign with Joko & Klaas combines authenticity and innovation in a distinctive way: the traditional boundary between entertainment and advertising is deliberately blurred. The message emerges directly from the show itself. The campaign harnesses the energy, humor and personalities of Joko & Klaas to create a highly engaging connection with the audience.

Creative Team: Seven.One Entertainment Group

Silver

WDR: Public Value Kampagne

Creative Team: Claudia Kynast, Redaktion WDR Westdeutscher Rundfunk; **Katrin Heinz**, Autorin WDR Westdeutscher Rundfunk; **Matthias Rohde-Quindeau**, Visuelles Konzept, Kamera & Schnitt WDR Westdeutscher Rundfunk; **Steffen Kress**, Kamera WDR Westdeutscher Rundfunk; **Nicole Virnich-Biniek**, Aufnahmeleitung WDR Westdeutscher Rundfunk; **Petra Lohmeier**, On Air Design/Grafik WDR Westdeutscher Rundfunk; **Michael Fröhlich**, On Air Design/Grafik, **Simon Schmitz**, Sound Design WDR Westdeutscher Rundfunk

Bronze

BDA Creative: RTL+ Multi Fiction Highlightkampagne - Filme und Serien

Creative Team: Alexander Mahoney, Creative Lead Content BDA Creative, **Maria Leenders**, Creative Producer BDA Creative, **Jana Offermann**, Creative Producer BDA Creative, **Lisa Cojocaru**, Senior Copy, HR Assistant BDA Creative; **Sophie Bahr**, Junior Account Manager BDA Creative; **Anja Schröger**, Account Director BDA Creative; **Jana Franke**, Brand & Campaign Managerin RTL+ RTL Deutschland; **Sören Meyer**, Creative Manager RTL+ RTL Deutschland

Best on air or digital programme campaign: Fiction

Gold

Joyn: Filme ohne Ende

A campaign that consistently brings its idea to life across multiple spots, while continuing to surprise. "Filme ohne Ende"(Movies non-stop) is not simply communicated, but brought to life in a wide variety of ways – with high energy, great variety and a clear, recognizable idea. Each spot works on its own while also contributing to a strong overall campaign. The result is a good idea turned into a campaign with real impact.

Creative Team: Seven.One Entertainment Group

Silver

Disney Channel: Iron Man & seine fantastischen Freunde Launch

Creative Team: Martina Proff, Senior Marketing & Creative Manager The Walt Disney Company GSA; **Michael Zobel**, Manager TV Marketing The Walt Disney Company GSA; **Sofia Zuleta**, Creative Manager The Walt Disney Company GSA; **Isabel Baase**, Writer Producer The Walt Disney Company GSA; **Sophia Spitz**, Production Coordinator TV Marketing The Walt Disney Company GSA

Bronze

Zwei Freunde: ZDF neo - Der Herr der Ringe: Die Ringe der Macht

Creative Team: Olivia Hantmann, Editorin - Konzeption/Idee/Schnitt ZWEI FREUNDE; **Martin Schlicht**, Projektmanagement ZWEI FREUNDE; **Christopher Czarnetzki**, Künstlerischer Tonmeister ZWEI FREUNDE; **Norbert Menkel**, Projektleitung ZDF neo ZDF; **Sonja Wagener**, Projektmanagement ZDF neo ZDF

Best on air or digital programme campaign: Non-Fiction

Gold

SRF: SRF DOK - Inside Gstaad Palace

The campaign for "Inside Gstaad Palace" opens the doors to a world that is otherwise closed to the public. Through the eyes of the hotel's employees, it offers a fascinating and surprising look behind the scenes of the legendary hotel. Personal anecdotes, from the hotel director to the head chef, make this exclusive world feel approachable – and, with a subtle sense of humor, reveal that the guests of Gstaad Palace are not simply wealthy.

Creative Team: Shobana Bircher, Creative Producerin Promotion SRF Schweizer Radio & Fernsehen; **Ralph Bühler**, Creative Producer Promotion SRF Schweizer Radio & Fernsehen; **Saara Gerber**, Marketing Spezialistin SRF Schweizer Radio & Fernsehen; **Jürg Krebs**, Video Editor Spezialist SRF Schweizer Radio & Fernsehen; **Oliver Treml**, Co-Leiter Marketingkreation SRF Schweizer Radio & Fernsehen; **Claudia Zellerhoff**, Leiterin Marketing SRF Schweizer Radio & Fernsehen

Silver

RTL+: Ich bin ein Star…

Creative Team: RTL Deutschland

Silver

ProSieben: Ein sehr gutes Quiz (mit hoher Gewinnsumme)

Creative Team: Seven.One Entertainment Group

Best on air or digital programme campaign: Sports

Gold

BDA Creative: ARD – Wintersport

The third season of BDA's winter sports campaign consistently builds on its successful concept, introducing two new roommates to the shared apartment. Their new dynamic provides the common thread throughout the trailers. With plenty of humor and lovingly crafted, nerdy sketches, the campaign creates a distinctive world of its own that works seamlessly across all assets and presents winter sports in an entertaining way.

Creative Team: Stefan Ladwig, Leiter Gesamtkommunikation ARD PD ARD; **Henriette Edle von Hoessle**, Creative Director, Leitung ARD Design, Image & Brand Experience ARD PD ARD; **Monika Kandlbinder**, Projektleitung ARD Design, Image & Brand Experience ARD PD ARD; **Marc Strotmann**, Managing Director BDA Creative; **Tobias Fleck**, Creative Director Copy BDA Creative; **Katharina Reinhardt**, Junior Copy BDA Creative; **Simon Holzinger**, Senior Creative Producer BDA Creative; **Frank Siegmund**, Produktionsleiter BDA Creative

Silver

RTL: NFL

Creative Team: RTL Deutschland

Bronze

Dyn: Home of Handball

Creative Team: Victoria Weber, Senior Marketing Manager Dyn Sport; **Patrick Peters**, Head of Marketing Dyn Sport; **Andreas Rapp**, CEO THE BRAND ORCHESTRA; **Lars Oehlschlaeger**, Creative Direction THE BRAND ORCHESTRA

Best promotion campaign for special programming

Gold

BDA Creative: RTL+ - Kanu des Manitu

For the streaming premiere of "Das Kanu des Manitu" ("The Manitou's Canoe"), BDA turns the title itself into the starting point for an attention-grabbing promotional idea. The canoe is brought from the Wild West to the Rhine, literally turning it into an advertising medium. The unusual activation creates a striking visual moment that stages the premiere in a surprising and entertaining way – while going far beyond conventional program promotion.

Creative Team: Matthias Schuster, Executive Creative Director BDA Creative; **Marc Strotmann**, Managing Director BDA Creative; **Linea Zientz,** Senior Creative Producer BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Anja Schröger**, Account Director BDA Creative; **Michael Arends**, Brand & Campaign Manager RTL+ RTL Deutschland

Best social media campaign

Gold

SAT.1: Promis unter Palmen

"Hirn aus, Palmen an" ("Brain off, palms on") is already quite a statement as a TV tagline. On social media, Seven.One takes the idea all the way into entertainment: sharp, cheeky, fast-paced and highly shareable. The campaign doesn't simply extend the show online – it turns social media into its own palm-filled universe. Brain off? Absolutely. Palms on? More than ever.

Creative Team: Seven.One Entertainment Group

Silver

HR: Elon Musk Uncovered – Das Tesla-Experiment

Creative Team: Julia Klüssendorf, Redaktion HR Hessischer Rundfunk; **Anne-Katharina Lauf**, Distribution HR Hessischer Rundfunk; **André Stefan,** Media Design & Distribution HR Hessischer Rundfunk; **Markus Tharreau**, Keyart Design HR Hessischer Rundfunk; **Katja Schnackenburg**, Distribution SWR Südwestrundfunk; **Christian Beetz**, Produzent Beetz Brothers; **Yara Hueck Costa**, Producerin Beetz Brothers; **Andreas Pichler**, Regie

Bronze

HR: WELCOME TO FRANKFURT - Neu in der Stadt

Creative Team: Antonia Troschke, Buch & Regie HR Hessischer Rundfunk; **Carla Reitter**, Redaktion HR Hessischer Rundfunk; **Guido Holz**, Produzent HR Hessischer Rundfunk; **Max Sternkopf**, Schnitt HR Hessischer Rundfunk; **Johannes Helm**, Design HR Hessischer Rundfunk; **Inga Reichert**, Design HR Hessischer Rundfunk; **Rik Oppermann**, Distribution HR Hessischer Rundfunk; **Alexander Kunkel**, Digital Marketing HR Hessischer Rundfunk

Best social responsibility and/or awareness activation

Gold

ZDF: Orange Day

Violence against women is pervasive – and that is precisely why it must not remain hidden. ZDF turns Orange Day into a cross-media moment of awareness, consistently bringing the issue into focus across TV, streaming, web, apps, news and magazines. Through documentaries, reporting and a dedicated evening of programming, the campaign informs, raises awareness and encourages engagement with the issue. In this way, a single day of action becomes a powerful social impulse with lasting visibility. A strong statement of social responsibility – relevant, visible and reaching a wide audience.

Creative Team: Sabine Ramseger-Kurz, Projektleitung Audience Development Paid Media IGS ZDF; **Tamara Pitz**, Audience Development Shared Media FEY ZDF; **Nicole Hauptmann**, Audience Development Paid Media Event IGS ZDF; **Anja Sotscheck**, Redakteurin Publikation/Promotion ZDF; **Astrid Kämmerer**, Leitung Kommunikations- & Mediasteuerung ZDF; **Marian Schuett**, Creative Director Art Jung von Matt; **Simeona Schuetz**, Senior Account Manager Jung von Matt**; Sebastian Stephani**, Senior Editor & Motion Producer ZDF Digital

Silver

BDA Creative: ARD - Dialog vor Acht / Aktion "Was Deutschland verbindet"

Creative Team: Henriette Edle von Hoessle, Creative Director, Leitung ARD Design, Image & Brand Experience ARD PD ARD; **Monika Kandlbinder**, Projektleitung ARD Design Image & Brand Experience ARD PD ARD; **Lisa Lang**, Marketingleiterin ARD Vorabend ARD; **Marc Strotmann**, Managing Director BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Niko Kleinhammer**, Senior Texter BDA Creative; **Amiera Harithas**, Junior Art Director BDA Creative; **Astrid Nowak**, Senior Art Director BDA Creative

Bronze

Golden Claim: Noel goes Uganda

Creative Team: Max Siegmund, Producer Golden Claim; **Rüdiger Braun**, CEO Golden Claim; **Micha Fritz**, Gründer & Aktivist Viva con Agua; **Björn Reichard**, Creative Director Keck & Frech; **Bastian Scheffer**, Sounddesigner

Category Specials & Cross-Media

Best live or B2B event

Gold

FC Bayern Basketball: BBL Playoffs 2026

Two minutes. Maximum impact. “MUNICH ALL IN” transforms the moments before tip-off into a highly emotional live experience. Blackout, lighting, sound, pyro and a cinematic intro come together seamlessly, making full use of the arena’s technological capabilities. Munich’s identity and an uncompromising will to win are woven into a shared dramaturgy that electrifies both fans and players. Precise, technically impressive and highly emotional – a pre-game show moment that truly goes ALL IN.

Creative Team: Marko Anocic, Motion Designer FC Bayern München Basketball; **Armen Botzikian**, Videographer / Editor FC Bayern München Basketball; **Johannes Ninow**, Team Lead Content Strategy & FCBBtv FC Bayern München Basketball; **Dennis Nagel**, Junior Videographer & Editor FC Bayern München Basketball; **Bastian Ott**, Head of Brand Experience FC Bayern München Basketball; **Denzel Florian**, Team Lead Event FC Bayern München Basketball; **Markus Neubauer**, Sound Design FC Bayern München Basketball

Silver

Deutsche Welle: Global Media Forum Panel Opening

Creative Team: Patricia Fehlberg, Head of Program Promotion & Broadcast Mgmt DW Deutsche Welle; **Sebastian Katzer**, Senior Editor DW Deutsche Welle; **Patrick Ruch**, Senior Editor DW Deutsche Welle; **Marna Huebner**, Producer DW Deutsche Welle; **Martin Reinhold**, Producer DW Deutsche Welle; **Sophia Harke**, Cutter DW Deutsche Welle; **Ute Schmidt**, Sound-Designer DW Deutsche Welle; **Tim Tabellion**, Sound-Designer DW Deutsche Welle

Best integrated campaign for a channel or platform

Gold

Joyn: Joko & Klaas

This campaign shows how entertainment can be conceived beyond individual channels. What begins in the show is consistently developed further across social, content and other touchpoints, with each channel given its own distinct role and relevance. Rather than simply extending a message, the idea is intelligently translated into different formats and contexts. And,

of course, Joko & Klaas' subtle, unmistakable sense of humor helps the idea retain its distinctive tone wherever it appears. The result is an integrated campaign that grows organically from a single show moment, works seamlessly across channels and reaches its audience exactly where they are.

Creative Team: Seven.One Entertainment Group

Silver

ZDF: Stream-Team

Creative Team: Nadja Kronemeyer, Projektleitung Kommunikation & Mediasteuerung ZDF; **Simone Walther**, Mediaplanung ZDF; **Astrid Kämmerer**, Leitung Kommunikation & Mediasteuerung ZDF; **Franziska Grötz**, Paid Social Media ZDF; **Claus Kuhlmann**, Regie, Drehbuch & Executive Producer Boheifilm; **Miriam Pirner**, Senior Art Director Serviceplan München; **Sina Raich**, Senior Media Consultant Mediaplus International; **Tobias Schult**, Fotograf Emeis Deubel

Bronze

BDA Creative: ARD Mediathek – Kampagne

Creative Team: Stefan Ladwig, Leitung Gesamtkommunikation ARD-PD ARD; **Georgette van Beek**, Leitung Marketing ARD-PD ARD; **Blerina Kelmendi**, Junior Redakteurin Marketing ARD-PD ARD; **Linea Zientz**, Senior Creative Producer BDA Creative; **Lisa Cojocaru**, Senior Copy, HR Assistant BDA Creative; **Alexander Mahoney**, Creative Lead Content BDA Creative; **Marc Strotmann**, Managing Director BDA Creative; **Matthias Schuster**, Executive Creative Director BDA Creative

Best integrated campaign for a programme: Fiction

Gold

BDA Creative: RTL+ - Kanu des Manitu

A campaign that takes its title literally: BDA brings the canoe from the Wild West to the Rhine, turning it into the central element of an integrated promotional idea. A live activation, social, TV and content work seamlessly together, complemented by a competition centered around the canoe and an RTL+ subscription. Add the unmistakable Bully humor, sharpened into a playful take on the claim "Diese Ostern: großer Western" ("This Easter: Big Western"). A charming idea that brings programming, brand and promotion together across all channels.

Creative Team: Matthias Schuster, Executive Creative Director BDA Creative; **Marc Strotmann**, Managing Director BDA Creative; **Linea Zient**z, Senior Creative Producer BDA Creative; **Moritz Nixdorf**, Senior Art Director BDA Creative; **Anja Schröger**, Account Director BDA Creative; **Michael Arends**, Brand & Campaign Manager RTL+ RTL Deutschland

Silver

SAT.1: Kommissar Rex

Creative Team: Seven.One Entertainment Group

Bronze

RTL+: Euphorie

Creative Team: Georgios Melikidis, On-Air Producer & Konzeptioner RTL Deutschland; **Sören Meyer**, Creative Lead RTL+ RTL Deutschland; **Thomas Disch**, Redakteur RTL Deutschland; **Annika Mai-Messerschmidt**, Head of Brand & Campaigning RTL+ RTL Deutschland; **Dawid Malaka**, Managing Director Zum goldenen Hirschen Valley; **Salomon Hörler**, Director Social Media Zum goldenen Hirschen Valley; **Luna Böker**, Art Director Zum goldenen Hirschen Valley

Best integrated campaign for a programme: Non-Fiction

Gold

ProSieben: The Masked Singer

The guessing game begins before the first note is even played: clues about the stars behind the masks become the connecting element across the entire 360° communication, turning the audience into participants from the very start. Regional OOH headlines and spectacular 3D activations bring the world of "The Masked Singer" into public spaces, creating additional

attention and intrigue. In this way, program promotion becomes part of the show itself – and advertising becomes a game played with the audience.

Creative Team: Seven.One Entertainment Group

Silver

ProSieben: Wer stiehlt mir die Show?
Creative Team: Seven.One Entertainment Group

Bronze

RTL: Spendenmarathon
Creative Team: RTL Deutschland

Best integrated campaign for a programme: Sports

Gold

FC Bayern Basketball: BBL Playoffs 2026
Social, paid media, OOH and the arena come together to create a seamless playoff campaign that connects the team, the fans and the city. A strong visual identity ensures high recognition and creates a cohesive campaign world across all touchpoints. Particularly successful is the campaign's flexible evolution from the start of the playoffs through to the final, without losing its visual or communicative identity. A consistently conceived cross-channel campaign that extends the excitement of the sporting moment beyond the arena and brings the entire city into the playoff spirit.

Creative Team: Bastian Ott, Head of Brand Experience FC Bayern München Basketball; **Andrea Künzner**, Leading Expert Brand Development FC Bayern München Basketball; **Antonia Angermair**, Teamlead Brand Activation FC Bayern München Basketball; **Johannes Ninow**, Team Lead Content Strategy & FCBBtv FC Bayern München Basketball; **Marvin Tramp**, Art Director FC Bayern München Basketball; **Marko Anocic**, Motion Designer FC Bayern München Basketball; **Miriam Rein**, Art Director FC Bayern München Basketball; **Moritz Auer**, Art Director FC Bayern München Basketball

CRAFT

Best studio design/set design

Gold

ORF: Eurovision Song Contest Stage – from event venue to fully-fledged broadcast studio
An event hall becomes a fully equipped TV studio – and, at the same time, an arena for 11,000 people. ORF's set design for the Eurovision Song Contest brings these two worlds together in an impressive way, combining Vienna's design heritage with a contemporary Eurovision aesthetic. Light becomes choreography, the Green Room becomes a second stage, and each of the 35 acts is given its own visual world. Technical precision and design consistency seamlessly complement one another. A set that does more than shape a space – it rethinks television itself.

Creative Team: Michael Krön, Executive Producer Eurovision Song Contest ORF Österreichischer Rundfunk; **Claudio Bortoli**, Technical Supervisor Eurovision Song Contest ORF Österreichischer Rundfunk; **Daniel Hack**, Head of Production Eurovision Song Contest ORF Österreichischer Rundfunk; **Florian Wieder**, Creative Producer Design LLC; **Tim Routledge**, Lighting Designer Tim Routledge Design

Silver

ZDF: heute live

Creative Team: Simone Rödig, Projektleitung Marke & Design ZDF; Stavros Amoutzias, Leitung Marke & Design ZDF; **Thomas Grimm**, Leitung Markenmanagement ZDF; **Martina Seuss**, Produktion ZDF; **Jürgen Bieling**, Set-Design Billionpoints; **Tim Finnamore**, Creative Director BDA Creative; **Meritxell Monso** , Senior Art Director BDA Creative; **Christoph Lohr**, Art Director BDA Creative

Bronze

Dyn: Home of Handball

Creative Team: Marcel Wontorra, Chief Operating Officer Dyn Media; **Jan Willers**, Head of Live & Content Dyn Media; **Michael Stock**, Teamlead Handball Dyn Media; **Maximilian Lais**, Geschäftsführer Chinzilla Studio, Studiodesign & Regie Chinzilla Films; **Jan Kühne**, Geschäftsführer Chinzilla Studio, Studiodesign & Regie Chinzilla Films

Best 2D/3D animation

Gold

Weihnachten und Frühling im ZDF

A fantastical world in which ZDF brands, familiar characters and lovingly crafted details come to life. Particularly impressive is the craftsmanship and precision with which this world is brought to life – from the smallest movement to the overall picture. Animation that is not only visually beautiful, but also invites viewers to explore, combining the brand world with a genuine love of storytelling and attention to detail.

Creative Team: Irena Pavor, Projektleitung Marke & Design ZDF; **Stavros Amoutzias**, Leitung Marke & Design ZDF; **Thomas Grimm**, Leitung Markenmanagement ZDF; Stephanie Baumgarte, Producer Sehsucht Hamburg; **Christoph Schröpfer**, Producer Sehsucht Hamburg; **Sebastian Rätsch**; Creative Director Sehsucht Hamburg; **Saskia Kretzschmann**, Art Direction Sehsucht Hamburg; **Ben Karrasch**, Art Director Sehsucht Hamburg

Silver

move 121: Sky Austria - Alles, was du liebst, an einem Ort

Creative Team: Christian Ertl, Creative Director move121 Werbeagentur; **Artur Blievert**, Creative Director move121 Werbeagentur; **Michael Wimmer-Lamquet**, Managing Director move121 Werbeagentur; **Derek Picken**, Regie againstallodds; **Niklas Rissler**, Regie againstallodds; **Melanie Pfaffstaller,** Producerin mel p productions; **Walter Fink**, Director Brand & Marcoms Sky Österreich; **Annkatrin Piskernik**, Brand Management Sky Österreich

Bronze

mehappy: RTLZWEI - Weihnachten & Winter 2025/2026

Creative Team: Klaus Schäfer, CEO mehappy; **Tobias Laufer**, Art & Design mehappy; **Marina Fischer**, Art & Design mehappy; **André Gronwald**, Art & Design mehappy

Best typography

Gold

Deutsche Welle: Hooked

In *HOOKED*, typography becomes part of the storytelling: expressive, dynamic and deliberately unconventional, it seamlessly integrates into the visual language of the series. The type design does more than convey information – it reinforces the emotional and psychological dimension of the subject matter and gives the series a distinctive visual identity. Typography that doesn't just design, but tells a story.

Creative Team: Barbara Orth, Art Director DW Deutsche Welle; **David Jacobi**, Video Editor DW Deutsche Welle; **Holger Zeh**, Chief Creative Officer DW Deutsche Welle; **Kaypin**, Musician

Silver

ZDF: Wetten, dass..?

Creative Team: Doris Biagioni, Redakteurin Trailer Creation ZDF; **Alexandra Schulte**, Leitung Team Trailer Creation ZDF; **Aiman Woldu**, Leitung Promotion ZDF; **Thorsten Schüler**, Audiodesign ZDF; **Kim Schwaner**, Creative Director BRANDNEW; **Michael Kruse**, Head of Design BRANDNEW; **Florian Becker**, Head of Production BRANDNEW

Bronze

ARTE: Made in Europe

Creative Team: Ralf Legroux, Marketing Director ARTE; **Maartje Slijpen & Rens de Jonge**, Creative Director Communications agency KesselsKramer; **Stef Van Der Heijden**, Strategy Director Communications agency KesselsKramer; **Bob Dijkshoor & Ismay Schaduw**, Creatives Communications agency KesselsKramer; **Anthony Burrill**, Typographer Communications agency KesselsKramer

Best copywriting or use of language & voice

Gold

SAT.1: Promi Taste - The Sound of Taste

When cooking becomes a beat, the language has to keep up. "The Sound of Taste" combines wordplay, rhythm and timing in a surprising rap performance. Individual cooking moments come together in a precisely timed verbal mix that perfectly captures the character of *Promi Taste*. An idea you don't just see – you hear it above all.

Creative Team: Seven.One Entertainment Group

Silver

Then We Take Berlin: ZDFneo - Was wäre wenn...

Creative Team: Nina Freifrau von dem Bussche, Creative Director Then We Take Berlin; **Zep van Hoof**, Concept, Text & Edit Then We Take Berlin; **Anette Breuker**, Creative Production Then We Take Berlin; **Sounddesign & Mix** Fiftyfour Audio; **Norbert Menkel**, Projektleitung ZDFneo ZDF; **Sonja Wagener**, Promotion Management ZDFneo ZDF

Bronze

Sixx: Kostenlos auf Joyn Sixx

Creative Team: Seven.One Entertainment Group

Best humour, satire and/or irony

Gold

NITRO: Die schlechtesten Filme aller Zeiten

The title says it all: "Die schlechtesten Filme aller Zeiten" ("The Worst Movies of All Time") celebrates bad cinema with so much attention to detail that it turns into great entertainment. With sharp humor, perfect timing and merciless commentary, NITRO transforms movie trash into a trailer for everyone who enjoys laughing at bad movies – as well as at why they are so bad in the first place. Rarely has bad been this good.

Creative Team: Olaf Stecken, Creative Lead& Producing RTL Deutschland; **Gregor Wagner**, Sounddesign RTL Deutschland; **Jochen Langner**, Sprecher RTL Deutschland

Silver

Joyn: Joko & Klaas

Creative Team: Seven.One Entertainment Group

Bronze

ARD & BDA Creative: Winter. Genau Unser Sport

Creative Team: Stefan Ladwig, Leiter Gesamtkommunikation ARD PD ARD; **Henriette Edle von Hoessle**, Creative Director, Leitung ARD Design, Image & Brand Experience ARD PD ARD; **Monika Kandlbinder**, Projektleitung ARD Design, Image & Brand Experience ARD PD ARD; **Marc Strotmann**,

Managing Director BDA Creative; **Tobias Fleck**, Creative Director Copy BDA Creative; **Katharina Reinhardt**, Junior Copy BDA Creative; **Simon Holzinger**, Senior Creative Producer BDA Creative; **Frank Siegmund**, Produktionsleiter BDA Creative

Best sound design

Gold

Joyn: Filme ohne Ende

When images collide at breakneck speed, the sound has to keep up – and here, it does exactly that. The sound design gives the rapid-fire editing its rhythm, adds precise accents and amplifies the energy of every single scene. Every sound is perfectly placed, with nothing feeling excessive. The result is an audiovisual interplay that doesn't merely support the energy of the spot, but drives it.

Creative Team: Seven.One Entertainment Group

Silver

SAT.1: Kommissar Rex - Wiener Walzer

Creative Team: Seven.One Entertainment Group

Bronze

Disney Channel: Fishy Friday

Creative Team: Martina Proff, Senior Marketing & Creative Manager The Walt Disney Company GSA; **Anja Simon**, Supervisor Marketing Factual The Walt Disney Company GSA; **Sofia Zuleta**, Creative Manager The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA; **Sophia Spitz**, Production Coordinator TV Marketing The Walt Disney Company GSA

Best musical composition

Gold

ORF: Eurovision Song Contest 2026 – "When Mozart Meets Eurovision"

What could connect the Eurovision Song Contest with Vienna more musically than Mozart? The composition turns this connection into more than a mere quotation: it translates motifs from The Magic Flute into a contemporary sound, creating a musical identity for the entire contest. Papageno's playful motif and the dramatic energy of the Queen of the Night reflect the two sides of the Eurovision Song Contest: joyful, spectacular and full of big emotions. A musical bridge between Mozart and Eurovision – surprisingly cohesive and unmistakably its own.

Creative Team: Michael Krön, Executive Producer Eurovision Song Contest ORF Österreichischer Rundfunk; **Daniel Hack**, Head of Production Eurovision Song Contest ORF Österreichischer Rundfunk; **Dorothee Freiberger**, Music Producer; **Martin Gellner**, Composer

Silver

Disney Channel: Phineas und Ferb

Creative Team: Martina Proff, Senior Marketing & Creative Manager The Walt Disney Company GSA; **Eva Spiessl**, Supervisor TV Marketing The Walt Disney Company GSA; **Sofia Zuleta**, Creative Manager The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA; **Bernd Mayershofer**, Graphic Designer The Walt Disney Company GSA; **Stina Wenzl**, Supervisor Production & Asset Organization The Walt Disney Company GSA; **Tommy Krappweis**, Composer Bumm Film; **Michael Schröder**, Editor

Bronze

redbatcat: ZDFinfo - Blutsbande - Clans in NRW

Creative Team: Florian Brückl, Creative Producer redbatcat; **Susanne Hassepaß**, Creative Director redbatcat; **Lutz Korndörfer**, Sound Designer redbatcat; **Barbara Struif**, Redakteurin Promotion / Trailer Creation ZDF; **Carolin Baldauf**, Promotion / Trailer Creation ZDF; **Liesa Rademacher**, Projektmanagerin feinfilm

Bronze

ProSieben: We Love
Creative Team: Seven.One Entertainment Group

Best use of music

Gold

SRF: Kiss me at Wimbledon
From tennis to emotion: "Kiss Me" gives Wimbledon's biggest moments an unexpectedly personal dimension. The song brings victory, tension and passion together in an emotional story that goes far beyond conventional sports imagery. A music choice that makes familiar images feel new – and leaves a lasting impression.

Creative Team: Sandro Müntener, Creative Producer Promotion SRF Schweizer Radio & Fernsehen; **Christoph Grünig**, Audio Editor Spezialist SRF Schweizer Radio & Fernsehen; **Isabel Paris**, Sprecherin SRF Schweizer Radio & Fernsehen; **Jürg Krebs**, Video Editor Spezialist SRF Schweizer Radio & Fernsehen; **Dennis Gnoni Visconti**, Video Editor Spezialist SRF Schweizer Radio & Fernsehen; **Thomas Schümperli**, Co-Leiter Marketingkreation SRF Schweizer Radio & Fernsehen, **Claudia Zellerhoff**, Leiterin Marketing SRF Schweizer Radio & Fernsehen

Silver

The Screeners: Das Verschwinden des Josef Mengele
Creative Team: Arnd von Rabenau, Creative Director/Editor THE SCREENERS; **Sascha Crone**, Senior Writer Producer THE SCREENERS; **Ansgar Frerich**, Audio Designer BASIS BERLIN

Bronze

Disney +: American Horror Story
Creative Team: Philipp Taffel, Supervisor Performance Marketing The Walt Disney Company GSA; **Andreas Wein**, Sound Engineer The Walt Disney Company GSA; **Florian Ruhdorfer**, Editor

Best editing

Gold

Joyn: Filme ohne Ende
Movies non-stop – and seemingly no limits when it comes to editing. At breakneck speed, the spot cuts from one image to the next, making its message immediately tangible through a true editing tour de force. Despite the sheer variety of visuals and transitions, nothing feels arbitrary; everything follows a precise visual dramaturgy. Timing, rhythm and punchlines land down to the very last frame. Editing that doesn't just create momentum, but becomes a central part of the idea itself.

Creative Team: Seven.One Entertainment Group

Silver

high five cgn: RTL+ Portfolio 2026
Creative Team: Nadine Küchler, Producerin high five cgn; **Jan Poerschke**, SFX-Designer high five cgn; **Benni Benson**, VFX-Designer high five cgn; **Zoe Marie Kehnen**, Projektleitung high five cgn; **Tommy Dettinger**, Creative Director high five cgn; **Michael Arends**, Creative Lead RTL Deutschland; **Patrick Laukemper**, VFX-Designer RTL Deutschland; **Maria Finster**, MMC RTL Deutschland

Bronze

Golden Claim: RTL Crime Plattformtrailer
Creative Team: Max Siegmund, Producer Golden Claim; **Joel Schneider**, Sounddesigner Golden Claim; **Samrand Naveh**, Motion Designer Golden Claim; **Rüdiger Braun**, CEO Golden Claim; **Tatjana Scholtz**, Teamleiterin Golden Claim; **Alexander Marchet**, Creative Lead RTL Deutschland; **Patrick Laber**, Project Lead RTL Deutschland

Best direction and/or camera

Gold

BDA Creative: ARD – Wintersport

Turning athletes into advertising characters is a fine line to walk – and here, it works surprisingly well. The direction strikes exactly the right balance between personality, timing and comedy. The camera supports the sketches with a precise sense of timing and perspective, turning the winter sports stars into convincing protagonists of their own little world. Relaxed, sharp and expertly executed – strong direction meets strong cinematography.

Creative Team: Stefan Ladwig, Leiter Gesamtkommunikation ARD PD ARD;
Henriette Edle von Hoessle, Creative Director, Leitung ARD Design, Image & Brand Experience ARD PD ARD; **Monika Kandlbinder**, Projektleitung ARD Design, Image & Brand Experience ARD PD ARD; **Marc Strotmann**, Managing Director BDA Creative; **Tobias Flec**k, Creative Director Copy BDA Creative; **Katharina Reinhardt**, Junior Copy BDA Creative; **Justin Izumi**, Director; **Moritz Dehler**, DoP

Silver

BDA Creative: HBO Max – Olympia

Creative Team: Raf Gasak, Creative Director & Head of Creative Services GSA Warner Bros. Discovery; **Lukas Moormann-Flemmer**, Brand & Content Marketing Manager Warner Bros. Discovery; **Marc Strotmann**, Managing Director BDA Creative; **Tobias Fleck**, Creative Director Copy BDA Creative; **Alexander Mahoney**, Creative Lead Content BDA Creative; **Frank Siegmund**, Produktionsleiter BDA Creative; **Lars Timmermann**, Director; **Kaspar Hornikel**, DoP

Best creative use of technology

Gold

Design Bridge & Partners: Lenovo Legion - Always Get Back Up

The challenge was ambitious: to reach Gen Z and establish "Reach Your Impossible" as a cultural reference point. Design Bridge's response is a story built around a universal truth of gaming: losing is not the end, but the beginning of the next attempt. Real gamers, physical sets, virtual characters and complex VFX merge into a shared world. Here, technology is not an end in itself, but a creative tool that brings a strong idea to life.

Creative Team: Marta Swannie, Creative Partner Design Bridge & Partners; **Erik Brattested**, Design Director Design Bridge & Partners; **Callum Mickleson**, Design Director Design Bridge & Partners; **Dan Cramer**, Senior Designer Design Bridge & Partners; **Jon Sloneem**, Client Partner Design Bridge & Partners; **Adam Sefton**, Strategy Partner Design Bridge & Partners; **Christine Richter**, Executive Producer Design Bridge & Partners; **Monica Yogaretnam**, Client Director Design Bridge & Partners

Silver

France Télévisions: Milano Cortina 2026

Creative Team: Eric Rinaldi, Creative Director France Télévisions; **Jérôme Denis**, CEO LA\PAC; **Marick Delaunay Hermet**, Producer LA\PAC; **Quentin Deronzier**, Director LA\PAC; **Françoise Hernandez**, Post Production LA\PAC; **Julien** Lascar, DOP KINOU; **Guillaume Marien**, CEO MATHEMATIC STUDIO; **Yann Aldabe**, VFX Supervisor MATHEMATIC STUDIO

Bronze

ORF: Cinematic Live - How the Eurovision Song Contest 2026 Redefines Live Broadcasting

Creative Team: Michael Krön, Executive Producer Eurovision Song Contest ORF Österreichischer Rundfunk; **Claudio Bortoli**, Technical Supervisor Eurovision Song Contest ORF Österreichischer Rundfunk; **Daniel Hack**, Head of Production Eurovision Song Contest ORF Österreichischer Rundfunk; **David Bermbach**, Managing Director Camera Systems ARRI; **Thomas Stoscheck**, Technical Product Specialist CS EMEAI ARRI; **Jeffrey Strößner**, Managed Technology - Chief of Staff Riedel; **Nikolaus Sagmeister**, Technical Manager Broadcast Eurovision Song Contest IKONEMEDIA

Best creative use of AI

Gold

Big Idea Farm: Das RTLZWEI WM-Orakel mit Paul 2.0
A legend returns – fully AI-generated and with a new mission: type instead of know. *Paul 2.0* combines the emotional power of the original with a consistently AI-driven production pipeline. From concept and script to voiceover, visuals and motion, the format is created in a matter of hours rather than weeks, while remaining under human creative and editorial control. A smart use of AI that transforms a familiar character into a fast, scalable and cross-media format.

Creative Team: Lars Wagner, Geschäftsführer Big Idea Farm¸ **Konrad Wielandt**, Creative Director Wunderlandt Studio; **Michael Schillack**, AI Artist Wunderlandt Studio; **Freddy Wagner-Zeitz**, Executive Producer RTLZWEI; **Adriana Puglisi**, Teamleiterin Daily Factual RTLZWEI; **Thanh Do**, Channel Lead RTLZWEI; **Stefan Missy**, CvD Digitales Formatmanagement RTLZWEI; **Reinhold Binder**, Sound Designer

Silver

Screenworks: RTL+ - Bad Boyfriends Opener
Creative Team: Aaron Rositzka, Motion Design / Art Direction Screenworks; **Tobias Varola,** Creative Direction Screenworks; **Klaus Schwab**, Creative Lead RTL Deutschland; **Monty Kreisköther**, Art Direction RTL Deutschland; **Lea Christin Siefert**, Marketing Management RTL Deutschland; **Peter Schröde**r, Sound Engineer Art Effect

Bronze

RTL: Oktagon
Creative Team: Dustin Zöller, KI & Producing RTL Deutschland; **Joel Ney**, KI & Producing RTL Deutschland; **Vera Papies**, Head of Producing RTL Deutschland; **Christian Steuler**, KI RTL Deutschland; **Patrick Laukemper**, VFX Design RTL Deutschland; **Andi Stephan**, Sounddesign RTL Deutschland¸**Michael Arends**, Brand Manager RTL Deutschland

Eyes & Ears Spezialpreise 2026

Golden Claim: Soziales Engagement - Noel goes Uganda
Social media meets social work: this project combines the reach and world of a social media star with tangible social engagement. Together with Viva con Agua, Noel Robinson travels through Uganda, confronting not only the reality of limited access to clean drinking water, but also his own lifestyle and the question of what each individual can contribute. Using the resulting material, Golden Claim independently produced a documentary at its own expense, adding interviews, further developing the narrative and creating a B2B pitch to give the story a relevant platform. What is particularly compelling is the attitude behind the project: social responsibility is not simply the subject – it is actively taken on. Golden Claim invests its time, creativity and own resources to make an important story visible and reach as many people as possible. An extraordinary commitment in challenging times, demonstrating how media expertise, personal reach and genuine social responsibility can come together to create meaningful impact – and highlighting where the strengths of our industry truly lie.

Creative Team: Golden Claim; Viva con Agua; Keck & Frech; Roger Rekless, Musik; **Leo Drenker**, **Davis Esch & Christopher Dürkop**, Kamera; **Michael Schmidt**, Ton; **Jan *JayTwo* Windauer**, Kalligrafie

HBO Max Launch
Big in ambition, locally translated and consistently developed from the perspective of each target audience: the HBO Max launch in 2026 is far more than the launch of a streaming service – it is a Europe-wide marketing offensive.
What makes the launch particularly compelling is the interplay between international brand power and local relevance. The major HBO Max universes are not simply rolled out in the same way everywhere, but culturally and creatively adapted to each individual market. The result is a global brand transformed into a local experience.
Rather than limiting itself to traditional media communication, the campaign embraces experiential marketing and spectacular activations in public spaces. Landmarks become media stages, familiar locations are infused with HBO Max worlds, and brand moments are created that

can be experienced first-hand on site and then amplified through social media. In this way, the launch brings together OOH, social, PR, content and live experiences in one large, integrated brand activation.
The brand is not simply announced – it becomes visible, surprising and physically tangible. A European launch with global impact, local relevance and a clear understanding of how to turn an entertainment brand into a talking point today.

Creative Team: Barry Smyth, GSVP Streaming Marketing EMEA HBO Max; **Malgosia Chapman**, SVP Marketing GSE HBO Max; **Anna Batorowski**, Director Brand & Content Marketing Streaming HBO Max; **Cagri Saka**, Creative Director DOJO Advertising; **Tolga Ulkumen**, Sr. Art Director DOJO Advertising; **Markus Hensgen**, Executive Creative Director DOJO Advertising; **Tony Ziebetzki**, Sr. Creative Director DOJO Advertising; **Pia Westhus**, Sr. Copy & Concept DOJO Advertising

Agency of the Year 2026

BDA Creative

Kreative Team of the Year 2026

Seven.One Entertainment Group

Eyes & Ears Inspiration Award 2026

Marcel Barsotti, Filmkomponist & KI-Filmvisionär

Film composer and AI filmmaking visionary Marcel Barsotti embodies the connection between outstanding artistic achievement and technological innovation like few others. For decades, Barsotti has shaped the German-speaking film and media landscape through his music. His iconic soundtracks for films such as "The Miracle of Bern", "The Pope Joan" and "Germany. A Summer's Fairy Tale" have created emotional milestones and demonstrated the power of music to tell stories.
Today, Barsotti is taking this perspective into a new dimension. As a pioneer of AI-assisted filmmaking, he combines technological innovation with a clear artistic vision. He takes a holistic approach to filmmaking, bringing directing, screenwriting, production, composition, editing, sound design and mixing together in a single creative practice. At the heart of his work is not the technology itself, but his ability to use it as a creative tool for stories with depth and emotional impact.
This is precisely what makes his work so relevant to this year's Eyes & Ears Awards motto, "The Human Touch – Create & innovate, as only you can do". Barsotti's work demonstrates impressively that the true power of technological possibilities only emerges through human creativity, empathy and a distinctive artistic voice. His international recognition underscores the relevance of his work: Barsotti has already received around 90 international awards for his projects. With BAI Pictures, the AI film production company he founded in 2025, he is consistently continuing this journey.
With the INSPIRATION Award, the jury recognizes not only an outstanding artistic career, but also the courage to explore new paths and combine technological developments with artistic vision. Marcel Barsotti exemplifies what "The Human Touch" can mean in the age of AI: technology as a tool – and the human as the creative force behind it.

The Jury of the 28th International Eyes & Ears Awards 2026

Rüdiger Braun, Golden Claim; **Ralf Bühler,** SRF; **Tommy Dettinger,** high five cgn; **Katrin Fischer,** ZDF; **Tilo Fischer,** Director; **Silke Frick,** Norddeutscher Rundfunk; **Susanne Hassepaß,** redbatcat; **Johannes Helm,** Hessischer Rundfunk; **Bart Hendrikx,** Intermission Film**; Stephan Hoffmann,** RTL Deutschland; **Marc Isken,** Seven.One Entertainment Group; **Sebastian Katzer,** Deutsche Welle; **Ben Kerneck,** BDA Creative; **Gabi Kirchherr,** 3sat; **Elmar Krick,** Director; **Michael Kruse,** Brand New Media; **Paolo Mainini,** Seven.One Entertainment Group; **Alexander Marchet,** RTL Deutschland; **Käthe Mauer,** FEEDMEE: **Niels Müller,** Seven.One Entertainment Group; **Pia Ohnheiser,** The Walt Disney

Company; **Roger Petit,** RTL Deutschland; **Sebastian Pforr,** ZWEI FREUNDE; **Sybille Ring,** Hessischer Rundfunk; **Oliver Rojschl,** Seven.One Entertainment Group; **Patrick Ruch,** Deutsche Welle; **Martijn Schimmer,** Schimmer Music; **Kim Schwaner,** BRAND NEW; **André Stefan,** Hessischer Rundfunk; **Markus Strate,** RTL Deutschland; **Anja Strnischa,** 3sat; **Marc Strotmann,** BDA Creative; **Alessandro Taschetta,** RTL Deutschland; **Nina von dem Bussche,** Then We Take Berlin; **Arnd von Rabenau,** The Screeners; **Thomas Wecker,** Hessischer Rundfunk; **Felix Weitekamp,** ZDF; **Tino Windisch,** ZDF; **Stephan Winkler,** Seven.One Entertainment Group; **Kristina Wolz,** ZDF; **Michael Zschiesche,** 2know.agency; **Sofia Zuleta,** The Walt Disney Company

Eyes & Ears New Talents 2026

Echo 1971 – A Generation speaks
Alexa Weiss, Graduate Zurich University of the Arts, Cast / Audiovisual Media

No One's Light
Julia Zenk & Christoph Schmidt, Students University of Television and Film Munich (HFF München)

Cancel Me Softly
Julius Bitter & Neda Hofer, Graduates Zurich University of the Arts, Cast / Audiovisual Media

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