

28th International Eyes & Ears Awards to Open MEDIENTAGE München for the First Time on October 20



Cologne/Munich, June 3, 2026 – On Tuesday, October 20, 2026, the 28th International Eyes & Ears Awards will be presented at the ASTOR Film Lounge at ARRI in Munich. For the first time, the prestigious awards ceremony will take place on the eve of MEDIENTAGE München, officially opening the media event, which runs from October 21 to 23, and marking the start of one of the largest gatherings of the media and communications industry.

“The continuation of our partnership with MEDIENTAGE München for a second consecutive year demonstrates how perfectly both events complement each other. Together, we are building a bridge between groundbreaking design and the future of the media business. The 28th International Eyes & Ears Awards focus on the point where creativity creates relevance and provide valuable inspiration for the entire industry – something Eyes & Ears of Europe has been committed to for the past 30 years,” says Zeljko Karajica, President of Eyes & Ears of Europe.

With the International Eyes & Ears Awards, Eyes & Ears of Europe honors outstanding, creative, and effective achievements in design, promotion, and brand communication. Following a longer hiatus, the awards ceremony returned to MEDIENTAGE München last year and is now firmly established as part of the event.

MEDIENTAGE München is one of Europe’s leading media conferences, bringing together industry professionals to discuss trends, innovations, and current challenges in the media landscape. In 2026, MEDIENTAGE München will celebrate its 40th anniversary, welcoming the industry to Munich’s House of Communication and the surrounding Werksviertel district.

“The renewed cooperation with Eyes & Ears of Europe is a real enrichment for our program,” says Stefan Sutor, Managing Director of Medien.Bayern GmbH and organizer of MEDIENTAGE München. “We bring together the most important industry insights with award-winning creativity and design. We are delighted to strengthen our collaboration even further in 2026.

This partnership highlights Munich's attractiveness and forward-looking position as a media hub and makes the week beginning on October 20 a must-attend event for everyone passionate about media, marketing, design, communication, and innovation." Further information is available at www.medientage.de.

Following the awards ceremony, guests will once again have the opportunity to network and celebrate during the traditional get-together at the ARRI Bar.

***For 30 years, Eyes & Ears of Europe** has been the leading European association for design, promotion, and marketing in the audiovisual media industry. The association connects professionals and executives from broadcasters, agencies, and production companies, fostering the exchange of trends, innovations, and best practices in creative communication and branding. The International Eyes & Ears Awards are regarded as one of the industry's most prestigious honors for creative excellence in design, promotion, and brand communication.*

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