

“Best Show Ever“ – EYES & EARS 2024 in a new location 26th International Eyes & Ears Awards with a fantastic presenter Amiaz Habtu



The winners of the 26th International Eyes & Ears Awards 2024 and the trophies

Cologne/Munich, October 24, 2024 - **This year, EYES & EARS took place for the first time in a new setting, the ASTOR Film Lounge at ARRI in Munich. There, in the evening, the “Best of the Best” with the 26th International Eyes & Ears Awards were presented by the fantastic presenter Amiaz Habtu.**

“Unleash your creAltivity” was the motto of the **EYES & EARS 2024**. The annual industry highlight once again provided a day of networking, expertise and pure inspiration in a very personal atmosphere. At the **EYES & EARS 2024**, it was not just media professionals who came together to learn about the use of artificial intelligence (AI) and creativity in the areas of design, promotion and marketing for media and entertainment brands from all over Europe. Young creative talents were also on the scene and presented their exciting study and graduation projects on stage at the Eyes & Ears New Talents.

In the evening, for the 26th time Eyes & Ears of Europe honoured "the Best of the Best" - according to association president Zeljko Karajica - i.e. particularly creative, innovative and effective design, promotion and brand communication campaigns of the year with the International Eyes & Ears Awards. The wide-ranging program was rounded off with a get-together in the Foyer of the ASTOR Film Lounge at ARRI in a relaxed atmosphere.

“I am thrilled that our EYES & EARS in the new location, the ASTOR Film Lounge at ARRI, was so well received,” said Corinna Kamphausen, Managing Director of Eyes & Ears of Europe. *“A big thank you goes to our presenter Amiaz Habtu, who really rocked the 26th International Eyes & Ears Awards. Europe shook hands again at our conference and the show. Creatives from agencies and broadcasters from Austria, Switzerland, France, Italy, Spain, Greece, Belgium, the UK and Sweden took part. I am glad that we can offer this networking opportunity for European creatives.”*

THE EYES & EARS 2024

The event kicked off in the CLUB room with various **MASTERCLASSES** in German on the **topic of AI: Editing workflow next level: AI innovations in Premiere Pro with Wolfgang A. Heß, Adobe Certified Instructor, and Matthias Schulze, Adobe Principal Solutions Consultant Adobe**. In their masterclass, both showed which AI-supported tools have been developed by Adobe in recent months to make editing easier, faster and more efficient. There were also critical approaches, such as from **Michael Zschiesche, AI expert & Managing Director of Klimek Schneider: ‘The AI hype is over!** After the initial enthusiasm, it is now time to consider how AI can really be used productively in the future and how AI can be driven in a more climate-conscious way, as tools such as Midjourney and ChatGPT not only consume huge amounts of CO2, but also water.



Wolfgang A. Heß, Adobe Certified Instructor, Munich and Michael Zschiesche, AI expert & Managing Director Klimek-Schneider.



Audience at the very well attended masterclasses



Zeljko Karajica, President Eyes & Ears of Europe & CEO SEH, Unterföhring

The EYES & EARS 2024 were opened with the conference in the ARRI cinema by **President Zeljko Karajica, Eyes & Ears of Europe**, who was visibly impressed by the new 'setting', the Astor Film Lounge in the ARRI. **Moderator Prof. Michael Schwertel, CBS International Business School**, once again led through the conference day and the programme in a sovereign and sympathetic manner.



Great moderation duo: Moderator Prof Michael Schwertel and social media host Melvin Schwertel



Speaker Michael Zschiesche, Klimek-Schneider, Matthias Schulze, Adobe, and Michael 'Mais' Sundermann, Head of Art & Design Seven.One Entertainment Group and Eyes & Ears Board Member Munich in an interview [from left to right].

Keynote speaker Marie Kilg, Chief AI Officer Programme Management Deutsche Welle, started with 'The AI Revolution in Media: Promise vs. Practice'. She examined the question of whether AI really delivers what it promises in practice. Marie Kilg showed for which practical examples AI tools such as ChatGPT could be used sensibly and for which tasks their use is simply superfluous. In particular, she criticised the fact that AI-supported chatbots often only 'repeat' what they have learnt as language models, meaning that they can only be used for reproducible and simple tasks. The creativity of these tools is still limited.



Keynote speaker Marie Kilg, Deutsche Welle, Berlin

Corinna Kamphausen, CEO Eyes & Ears of Europe, then gave a brief overview of the event. She promised a "true firework of inspiration".



Corinna Kamphausen, CEO Eyes & Ears of Europe and Association President Zeljko Karajica

She then paid tribute to the recently deceased and much appreciated Stephan Riebel, Deutsche Welle and board member of Eyes & Ears, before introducing the **'Eyes & Ears AMBASSADORS'**:

Tim Conrad, mehappy Vienna and ProSiebenSat1.PULS4/joyn as well as Martin Härtlein, ProSieben.Sat1 PULS 4/joyn will represent Eyes & Ears of Europe in Austria from now on. **Klaus Schäfer and Alex Guimet, mehappy Barcelona**, will represent the association in Spain.

Tim Conrad and Martin Härtlein also impressed the audience with their successful presentation: **'Da schau hör! Text-based trailer editing' - 'There you hear! Text-based trailer editing'**.



*The Eyes & Ears 'Ambassadors': Martin Härtlein, ProSiebenSat1.PULS4/joyn, Vienna
Alex Guimet, mehappy, Barcelona and Tim Conrad, mehappy Vienna and ProSiebenSat1.PULS4/joyn [from left to right].*

This was followed by further international contributions, which were moderated by **Steve Brouwers, Creative Director Brandlove**, and attracted a large audience to the cosy club cinema at ARRI:

From **Secret HQ to Spotlight: Our Paris 2024 journey** by **Emmanuelle Lacaze, President of Gédéon** and **'The TV News "HYPERCUBE" and how smart design can solve it'** by **Andy Bryant, Managing Director Red Bee Creative**.

After the networking break, **Matthias Schulze, Adobe Principal Solutions Consultant**, presented **'Breaking new creative ground with Adobe AI'**. He drew particular attention to new functions and apps that have been developed by Adobe primarily to simplify and support creative processes. Among other things, he spoke of AI as a 'new best friend for your imagination'. This was followed by **Matthias Hornschuh, composer / spokesperson for the Copyright Initiative**, with his presentation: **'Defiant Reaction: AI and the Law'**. He pointed out that the discussion about AI and copyright must be preceded by a social discourse. This is because many people still take it for granted that creative people are not paid appropriately for their intellectual property. Very few musicians are able to finance themselves from GEMA payments. He also warned that young people in particular would no longer be able to develop their own creativity if they allowed AI to take over their thinking and experimentation. Furthermore, he doubted that AI could continue to grow so steadily in the future, as more

than 51% of text-based content on the internet is already generated by AI and this data could not be used to train AI.



Matthias Schulze, Adobe Principal Solutions Consultant, Munich and Matthias Hornschuh, composer / spokesman for the Copyright Initiative, Cologne [from left to right].

NEW TALENTS

The presentation and award ceremony for the **Eyes & Ears New Talents - powered by BDA Creative** - took place again this year: Three up-and-coming projects showed their presentations to the live audience. The New Talents were once again presented by Marc Lepetit, Managing Director of UFA Documentary. Here we give an overview:

Metamorphosis

Luca Bass, Zurich University of the Arts

LOUD - Legal equality in Germany through Elisabeth Selbert

Maja Litzke & Jelena Sturm, Münster School of Design / FH Münster

Spitfire - Raging Together

Jessica Baumgartner & Tabea Feuz, Zurich University of the Arts



New Talent presenter Marc Lepetit, Managing Director UFA Documentary, Potsdam with the happy Eyes & Ears New Talent award winner Luca Bass and Eyes & Ears of Europe Managing Director Corinna Kamphausen [from left to right].

The winner of the **Eyes & Ears New Talent Award 2024** powered by BDA was - for the first time during the award show - **'Metamorphosis'** by **Luca Bass, Zurich University of the Arts.** He and his team received **royalty-free music donated by BMG-Music for their next project.** However, all three New Talent finalists were winners, as they each received a free one-year subscription to **Adobe Creative Cloud** in addition to expert recognition from the audience.

The inspiring conclusion to **EYES & EARS 2024** was once again provided by **Barbara Simon, Marketing & PR Director Let's Step Forward**, with her **'Cutting Edge'**, a lovingly hand-picked, high-quality and extraordinary selection of creativity from advertising and marketing collected over the course of a year.

After the **'Countdown to the Awards'** - with food, drinks and lively networking - the event flowed seamlessly into the presentation of **the 26th International Eyes & Ears Awards**.



Emmanuelle Lacaze, President of Gédéon, Paris at "Countdown to the Awards"

26th INTERNATIONAL EYES & EARS AWARDS



Presenter Amiaz Habtu rocked the awards show



Amiaz Habtu with Corinna Kamphausen and Ralph Bühler from SRF [from left to right]



Audience at the awards show

One of the highlights of EYES & EARS 2024 was the presentation of the prestigious 26th International Eyes & Ears Awards. In the ASTOR Film Lounge at ARRI, which was almost packed with around **300 people in front of an international audience from countries including Spain, the UK, Greece, France, Switzerland, Austria and Belgium**, the best productions from the fields of design, audio, digital, promotion and cross-media were presented and their creators honoured with the Gold Trophy. Of course, the silver and bronze award winners also had reason to celebrate. The Eyes & Ears Awards 2024 were hosted by **AMIAZ HABTU** for the first time.

A special feature of the awards show was the presentation of **three special prizes**:

- **NFL bei RTL**
- **CHECK24 EURO 2024 German jersey**
- **BR: Die Rückkehr der Namen**

Michael 'Mais' Sundermann, Head of Art & Design Seven.One Entertainment Group and Eyes & Ears board member, gave the laudatory speech for the first special award with great sensitivity. The trophy was accepted by **Andreas Bönnte, Head of Programme Planning and Development at BR**: *'With "The Return of the Names", BR has created an outstanding project that deals with the crimes of the Nazi regime in an impressive way and raises awareness of democracy and tolerance in today's society. In a society that is increasingly heading for extremes, the challenge of presenting an important topic in a respectful and at the same time forceful way is mastered with great sensitivity. This is achieved through the presentation of names, biographies, photos and biographies of the 1,000 Munich residents who were persecuted and murdered under National Socialism.'*

Uwe Köbbel accepted the second special award on behalf of the **creative team at RTL Germany: Eyes & Ears President Zeljko Karajica** gave the laudatory speech: *'RTL is now the exclusive free TV partner of the NFL in Germany and offers a wide range of programmes on the popular sport across the entire station group and online. RTL can be described in fair conscience as 'the new home of football': The offering ranges from live broadcasts and news to behind-the-scenes documentaries. RTL even offers playlists and podcasts for the full experience. The content even addresses different target groups: With the TOGGGO Touchdown series, RTL manages to present content for young people in an adult and serious style. There is also a series for children: Bella and the Bulldogs.'*

The third special prize was presented by **CEO Corinna Kamphausen to Helmut Huber, Chief Brand Officer CHECK24 and Barbara Sterflinger, Lead Social Media Creative CHECK24**.

'The CHECK24 jersey for the European Football Championship was a unique marketing coup. CHECK24 decided to take a different approach to avoid spending horrendous sums on an official sponsorship package. The campaign was packaged as a European Championship prediction game, for which all you had to do was download the CHECK24 app and register: all participants were entered into a prize draw to win a travel voucher - and a free jersey on top. A double incentive. The online community also realised this and word spread like wildfire via social media that CHECK24 was offering jerseys for free. Reactions to the campaign in videos on social platforms cost CHECK24 nothing, but at the same time act as an ideal advertising measure. CHECK24

had ordered 1.5 million jerseys from Puma in advance, although anything over 1 million jerseys given away would have been a success. In the end, a further 3.5 million jerseys had to be ordered, which were then sent out in quantities of up to 400,000 per day.'

The '**Best Use of Music**' category was sponsored by **BMG Production Music** this year. **Dan Eckardt** presented the Gold Trophy to **Tommy Dettinger** for the production '**high five cgn: RTL - INNOVATION NOW 2024**'.



Best Use of Music' category with Dan Eckardt on behalf of the sponsor BMG Production Music

Following the entertaining and amusing award ceremony - **with a break by Universal Production Music** - a successful, informative and intensive day came to an end. Afterwards, there was plenty of dancing and partying at the after-show party in the ARRI Bar & Foyer with a live DJ.

[Winners and jury statements](#) of the 26th International Eyes & Ears Awards

[Photo galleries](#) of EYES & EARS 2024:

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EYES & EARS OF EUROPE WOULD LIKE TO THANK:

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UMBRUCH kommunikation design

Event partners

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Media partner

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Eyes & Ears of Europe – Association for Design, Promotion and Marketing of Audiovisual Media e.V.
Mozartstr. 3-5, D-50674 Cologne
Tel.: +49 (221) 606057-16
Contact person Miriam Sommer
Mail: miriam.sommer@eeofe.org

Eyes & Ears of Europe ... has been the European network for all creative forces in audiovisual communication in the media industry for almost 30 years and offers a professional platform for all industry members that connects, inspires, educates and honours outstanding work.