

The 27th International Eyes & Ears Awards will be hosted by Amiaz Habtu on 20 October at the ASTOR Film Lounge at ARRI in Munich.



©: Tim Bruns

Cologne/Munich, September 25, 2025. This year, the 27th International Eyes & Ears Awards will be presented on October 20 – as part of MEDIENTAGE MÜNCHEN – at the ASTOR Film Lounge at ARRI in Munich. Media professionals from all over Europe will gather to celebrate outstanding creative achievements.

For the first time, the presentation and recognition of the *New Talents* will also take place there. This gives the next generation of creatives their own stage to present innovative ideas and fresh approaches.

Tickets are available here: <https://eveeno.com/529072351>

Following the success of last year's premiere, Amiaz Habtu, the popular presenter, sports commentator and rapper, has once again been confirmed as the host of the awards show. He is known to a wide audience from the hit VOX format *Die Höhle der Löwen*. Thanks to his ability to adapt to any event and audience, he is set to make the 27th International Eyes & Ears Awards an unforgettable experience once again.

The shortlist of all entries nominated for the 27th International Eyes & Ears Awards is now available online at: <https://eeofe.org/de/kalender/eyes-ears/2025/awards/shortlist/shortlist-2025/>

The teams who will take home one or more of the coveted trophies will be announced during the awards ceremony.

For the 27th year running, the International Eyes & Ears Awards will honour the most creative, innovative and effective design, promotional and brand communication initiatives of the year at the ASTOR Hall. The best productions in the Design, Audio, Digital, Promotion, Craft, and Cross-Media categories will be showcased and awarded Bronze, Silver, or Gold

prizes. Additionally, the Eyes & Ears Special Prizes will be presented once again this year, alongside the new Creative Team of the Year and Agency of the Year categories.

To round off the evening, the subsequent Get Together will provide the opportunity to network, exchange ideas and celebrate in a relaxed atmosphere.

You can find more information about the event at: <https://eeofe.org/de/eyes-ears-events/#awards>

DESIGN PARTNER

UMBRUCH kommunikation design

EVENT PARTNERS

MEDIENTAGE MÜNCHEN, Bayerischer Rundfunk, ZDF, BMG, vbw – Vereinigung der Bayerischen Wirtschaft, Universal Production Music, BDA Creative, Granturbo, RTL Deutschland, Deutsche Welle, Thomas Friebe Akademie and ASTOR Film Lounge at ARRI

Eyes & Ears of Europe – Association for Design, Promotion and Marketing of Audiovisual Media e.V.

Mozartstr. 3–5, D-50674 Cologne

Tel.: +49 (221) 6060 57 16

Email: info@eeofe.org

Contact: Miriam Sommer, Mail: miriam.sommer@eeofe.org

For almost 30 years, Eyes & Ears of Europe has been the European network for all creative professionals in audiovisual media communication. The association offers a professional platform that connects, inspires, educates, and honors outstanding work.