

Geneva/Lucerne, 12 December 2012

### **EBU and Highlight Event extend partnership**

Based on their successful marketing co-operation over the past 10 years, the European Broadcasting Union (EBU) and Highlight Event AG have agreed an extension of their partnership.

Highlight Event will support the EBU in building-up a new marketing communication platform around the Eurovision Young Musicians Event, which is organized by the EBU since 30 years and is one of the most reputable international young artist competitions in classical music.

With respect to the Eurovision Song Contest 2013, the EBU and Highlight Event have further decided to take-on the merchandising activities in a joint-venture in order to further develop and promote the Eurovision Song Contest brand.

### ***European Broadcasting Union (EBU) / EUROVISION***

EBU/EUROVISION is the world's foremost alliance of public service media organizations, with Members in 56 countries in Europe and beyond and is - besides many other projects - the organizer of the Eurovision Song Contest as well as the Eurovision Young Musicians event. The Eurovision Young Musicians competition has been running biennially since 1982. It is an international classical music event aiming to offer the widest possible stage to young talented classical musicians, to help them embark on an international career. 14 EBU Members joined the competition in 2012 and the next event is planned for 2014.

### ***Highlight Event AG***

Highlight Event AG is a Lucerne based company specialized in the marketing of international culture and entertainment projects. The company is responsible for the worldwide marketing of the Eurovision Song Contest on behalf of the European Broadcasting Union (EBU) as well as of the Vienna Philharmonic Orchestra. Highlight Event AG emerged from the Music Division of TEAM Marketing AG and has been taken over in February 2012 by the Highlight Event & Entertainment AG group.

### ***For more information:***

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