

Lucerne, 6 August 2013

## **Renewal of EBU Agency Agreement**

With the successful conclusion of the Eurovision Song Contest project 2013 in Malmö/Sweden, the partnership between the European Broadcasting Union (EBU) and Highlight Event has been renewed through to 2018.

As for the past 10 years, Highlight Event will also in the future act as EBU's exclusive marketing partner with respect to the exploitation of the Eurovision Song Contest sponsorship, televoting, merchandising and outside-European broadcast rights. The mandate continues to include full service support to the EBU in the conceptual development and sales of the ESC marketing programme as well as its implementation and delivery.

### ***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 (ESC). The ESC, which has a rich tradition and heritage, going back to 1956, is one of the very few pan-European TV programmes. The ESC Final event is transmitted during prime-time in over 40 countries and the annual broadcasts of the Events consistently generate high audience rates with over 100 million viewers in total.

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

Highlight Event AG - a subsidiary of Highlight Event & Entertainment AG and part of the Highlight Communications AG group of companies - is a Lucerne-based company which specialises in the marketing of international music, culture and entertainment projects. Highlight Event is responsible for the worldwide exploitation and delivery of marketing rights for the Vienna Philharmonic Orchestra and the EBU (Eurovision Song Contest and Eurovision Young Musicians).

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

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