

Press Release

European Podcast Award 2.0 underway

Hamburg, December 2009 — The second European Podcast Award, the only Europe-wide award honouring the most popular and professional audio podcasts, has now begun. The award enables producers and podcast fans alike to nominate their choice of candidates and also rate them at www.european-podcast-award.eu. Nominations can be submitted via the portal up until 15 March 2010. In 2010, Olympus Audio Systems will once again be supporting the "Initiative European Podcast Award" as its exclusive sponsor.

Last year, over 750 audio podcasts were nominated from across Europe. A total of eleven European countries (Germany, Austria, Switzerland, UK, France, Spain, Italy, Holland, Czech Republic, Denmark and Poland) are taking part in the second European Podcast Award, which will be overseen by a specialist editorial jury in each country. For lots more info on the award, visit the EPA blog at: <http://blog.european-podcast-award.eu/>

In May 2010, a total of 44 national winners will be selected in the categories "Personality", "Non Profit", "Business" and "Professional". Four of these will then go on to receive the title of "European Podcasts of the Year" and one will be awarded the "European Podcast Excellence Award".

This year's coveted top prize will once again be the brand-new Olympus LS-11 mobile audio recorder including the Cubase 4 LE production software from Steinberg.

About audio podcasting

A top tip from insiders in the digital-audio world, podcasting is rapidly becoming a lifestyle trend. And here's why: Whether you're on the tube, jogging, in the gym, on the road or on a plane — a podcast keeps you informed and entertained wherever you are. Millions of PCs and mobile MP3 players are used to play these audio magazines every day and the number of programmes available on the Internet is exploding. Throughout Europe there are thousands of podcasts from a broad variety of providers, covering a plethora of specialist genres and catering for a wide range of target groups.

About the Initiative European Podcast Award

The "Initiative European Podcast Award" is a European project that promotes a European mindset and cultural diversity. The Initiative EPA was founded in December 2007 in Hamburg, Germany.

<http://european-podcast-award.eu/>

For more information, please contact:

Michel Mertens
Initiative European Podcast Award
Tel.: +49 (0) 700 929 63638
E-mail: 1stmail@podcast-award.eu

Myriam Held
Olympus Europa GmbH
Tel.: +49 (0) 40 237 73 5867
E-mail: myriam.held@olympus-europa.com