

## About Us

The PRIX JEUNESSE Foundation was established in 1964 by the Free State of Bavaria, the City of Munich and BayerischerRundfunk (BR). Zweites Deutsches Fernsehen (ZDF) joined the Foundation in 1971, as well as the Bayerische Landeszentrale für neue Medien (BLM) in 1992 and SuperRTL (2005-2013). The PRIX JEUNESSE Governing Board also includes representatives of the European Broadcasting Union and the UNESCO (German Chapter).

The aim of the PRIX JEUNESSE Foundation is to promote quality in television for the young worldwide. It wants to bring forward television that enables children to see, hear and express themselves and their culture, and that enhances an awareness and appreciation of other cultures.

The bi-annual festival, the PRIX JEUNESSE INTERNATIONAL is the Foundation's main activity. Further activities like the PRIX JEUNESSE Suitcase, training and global networking make PRIX JEUNESSE a world-embracing lobby organisation for quality children's media.

Both the PRIX JEUNESSE Foundation and its sister organization, the International Central Institute for Youth and Educational Television (IZI) are supported by the Society for the Promotion of Quality in International Children's, Youth and Educational TV (SCTV), headed by Mrs Bettina Reitz, director of Television of BayerischerRundfunk (BR). While the PRIX JEUNESSE Foundation focuses on the active exchange with producers, IZI is dedicated to research in the field of children's media.

The PRIX JEUNESSE Foundation is guided by an International Advisory Board.