

EUROVISION
SONG CONTEST
MOSCOW 2009

**MEDIA
HANDBOOK**

Eurovision Song Contest
Communications & Public Relations



A
M O D E R N
C L A S S I C

It was all so different when I took part. But this is the trend of life! Young people come in, many new countries take part. Who knew it would go this way, back then. As long as we stick to the idea of having open frontiers, and that we have to get to know each other, the Eurovision Song Contest will go on. I am sure!

Ms. Lys Assia

Winner of the first Eurovision Song Contest



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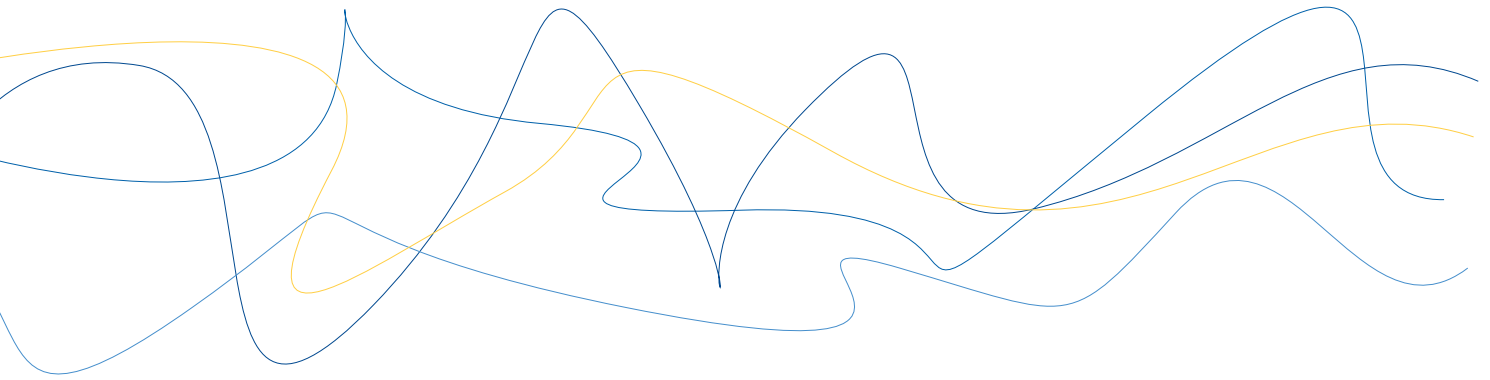
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SVANTE STOCKSELIUS

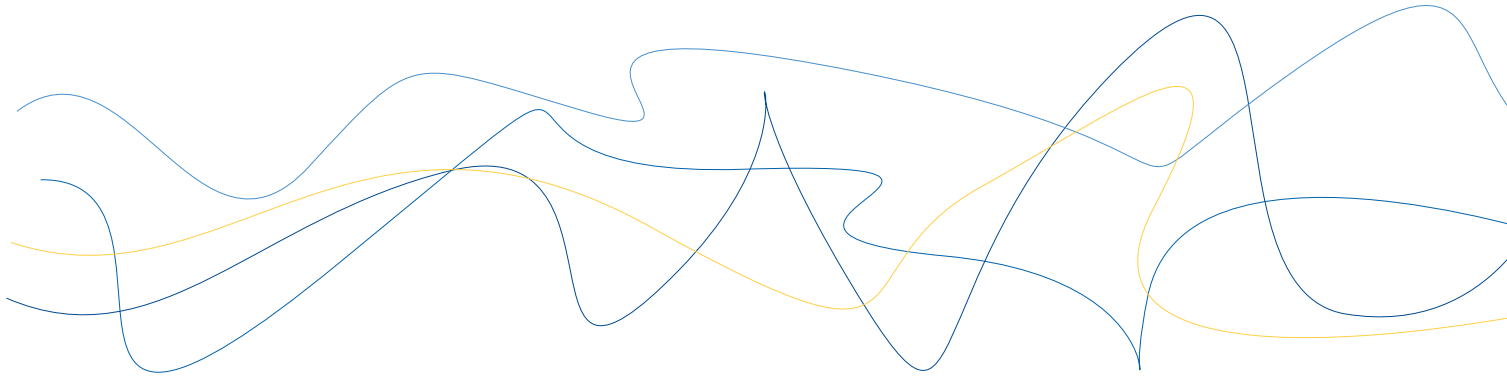


Founded in 1956, the Eurovision Song Contest is one of the longest running television formats in the world. What started as an experiment, mainly followed through radio in the early days, grew to become the biggest music event of the year in Europe. Ever since the first edition of the competition, the European Broadcasting Union and its Member Broadcasters work closely together to produce a spectacular, overwhelming and memorable Eurovision Song Contest. Every year, wherever hosted.

Over the past 53 years, Europe has overcome many challenges. As borders fell, and nations claimed and reclaimed their independence, barriers to peace and understanding had to be dissolved as well. One of the strengths of the Eurovision Song Contest is its ability to adapt to the latest trends and developments in music, popular culture, television and the world. But one thing has not changed: The Eurovision Song Contest still brings people from different countries, cultures, religions and backgrounds together through music and entertainment! Each year, over one hundred million people unite by watching the world's largest televised music competition. As founders, we are tremendously proud of that.



Svante Stockselius
EBU Executive Supervisor
Eurovision Song Contest



SIETSE BAKKER

There is news every day, every hour and in these modern times, even every minute. Every second, even as you read this, countless press releases are sent out to tens of thousands of media outlets across the globe. A part of the news is the news we do not expect to happen. It is the news that comes by surprise, either pleasant or unpleasant. The other news, you can see coming. It is news about planned events. The benefit of the latter is that it gives media professionals the opportunity to prepare themselves to provide their audience with excellent coverage.

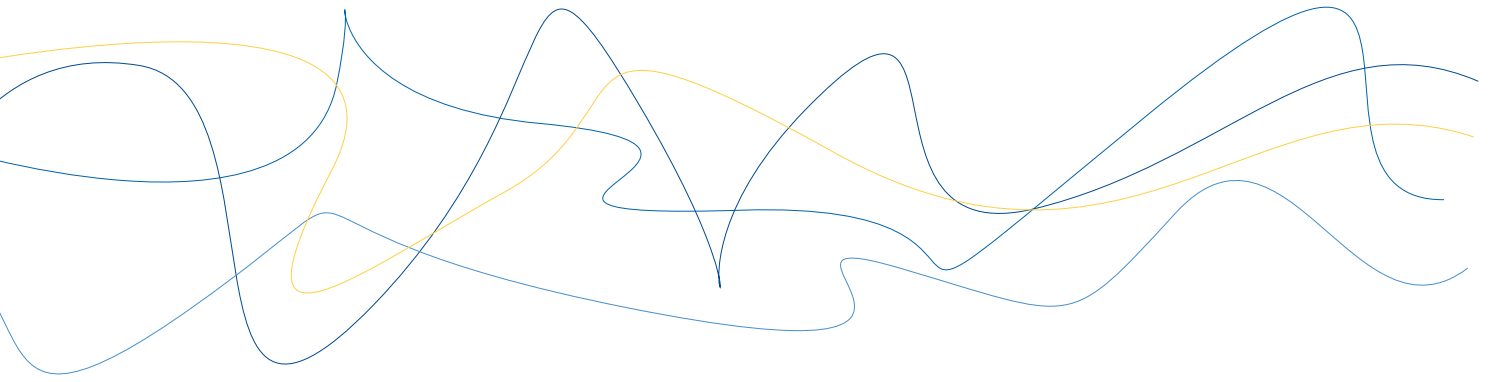
Just like the Olympic Games, the Champions League and a transfer of the EU presidency, the Eurovision Song Contest is such a planned event. Hundreds of media outlets from participating and non-participating countries provide extensive coverage of the lead up to the contest. It's needless to say that for us as organizers, this coverage is priceless. We value your support, and decided to produce this Media Handbook to facilitate your work as media professionals.

We hope that you will find it interesting and useful, and that it will be the beginning of your conversation with us. Finally, we wish you an excellent event in Moscow!



Sietse Bakker

Manager Communications & Public Relations
Eurovision Family of Events



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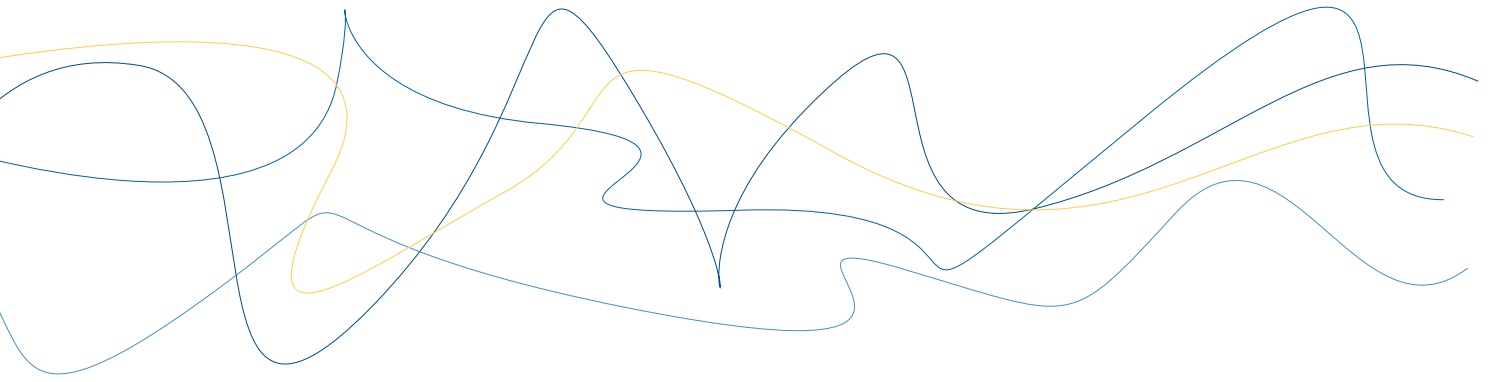
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The official Eurovision Song Contest press site
press.eurovision.tv

PART A

THE BASICS

The European Broadcasting Union
The Eurovision Family of Events
The Eurovision Song Contest
Organization of the Eurovision Song Contest



ABOUT THE EBU



The European Broadcasting Union is the most active and influential association of national broadcasters in the world (125 broadcasters, 56 countries). We promote public service broadcasting, foster cooperation among Members, deliver broadcast services and facilitate development and exchange of audiovisual content.

Promoting public service media

Europe's public service broadcasters are different to other market players; they are committed to public service values. The EBU represents its Members on European Union and international audiovisual policy matters, ensuring that these values are well understood and taken into account by decision-makers.

Working for the future – media technology and innovation

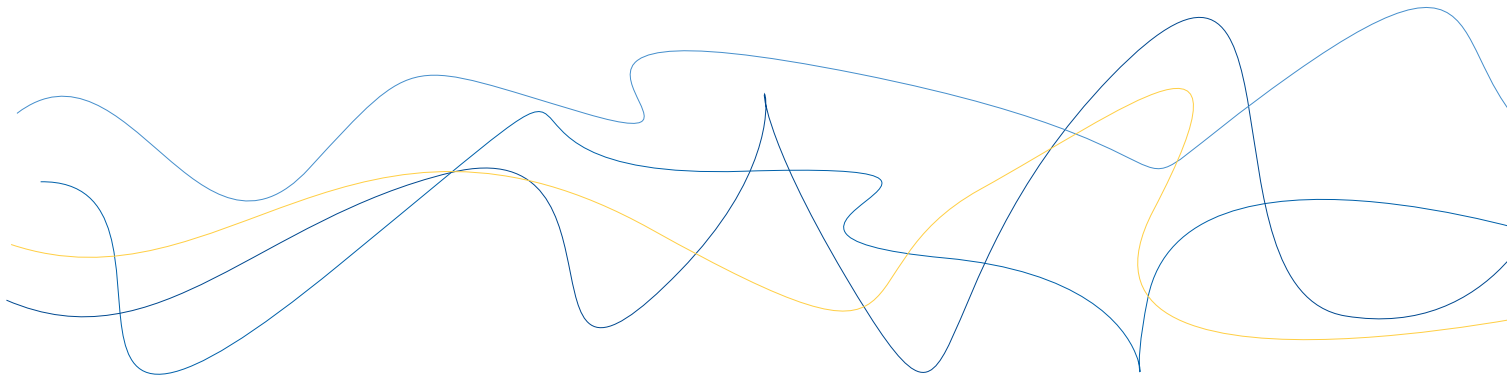
In 1950 Europe's public service broadcasters embarked on an adventure. We decided to invest in the future, in a new technology – television. We used a fragile infrastructure to bring pictures to audiences all over Europe. The Eurovision Song contest was one of these early experiments. Today, the EBU continues to play a leading role in media technology. We are at the forefront of research and development of new media. We have worked to help develop many new radio and TV systems, including: digital audio broadcasting (DAB), digital video broadcasting (DVB), high-definition TV (HDTV). The Eurovision Song Contest continues to be an event to test new technology, such as high definition production equipment.

Bringing the event to your home – Transmission networks

The Eurovision and Euroradio networks, operated by the EBU, carry daily exchanges of programmes, music, sports events and news between Members, and other media players. Much of the foreign news featured on national news bulletins is managed by the control centre at the EBU in Geneva. Unparalleled know-how ensures reliable, on-air delivery of any event, from Skiing World Championships, to concerts such as the Eurosonic rock and pop festival and of course the Eurovision Song Contest. The EBU's special events experts ensure production and transmission facilities for news and current affairs events, wherever they happen.

Diverse programmes across all media

The EBU helps its Members to access high quality programming for radio and television, and works with them to develop content for new platforms. Radio activities are wide-ranging, from news and sport, to drama and classical music. Our television co-productions include, animation: Tom, drama: Henry Dunant – Red on the Cross and of course the Eurovision Song Contest. The EBU acquires sports rights on behalf of its Members, including the Football World Cup, the Alpine ski world championships and the World Championships in Athletics.



THE “FAMILY”

The Eurovision Song Contest is part of the so-called Eurovision Family of Events. This “family” comprises the three main, flagship events of Eurovision TV, the television department of the European Broadcasting Union. The other two events are the Junior Eurovision Song Contest and the Eurovision Dance Contest.

The Eurovision Family of Events was established in 2007, when the Eurovision Dance Contest was introduced. “Together with our Members, we have some 75 coproductions running, some big, some small. We are dealing with drama, animation, concerts and documentaries,” says Bjørn Erichsen, Director of Eurovision TV. “By bringing the three biggest projects closer together under one umbrella in branding, promotion and on the internet, we hope to bring each event to a broader audience,” Erichsen continues.



JUNIOR EUROVISION SONG CONTEST

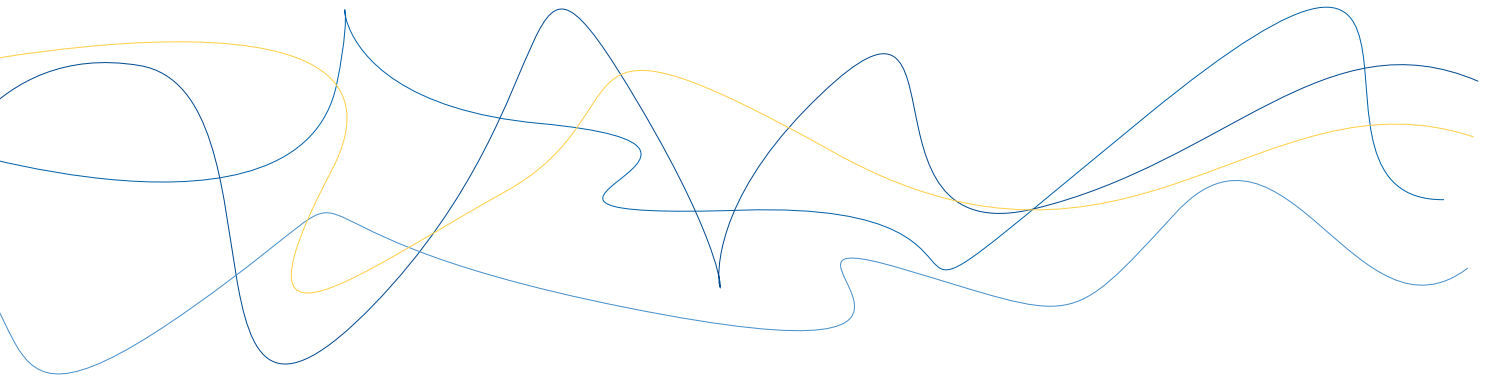
The first ever Junior Eurovision Song Contest took place in 2003, in Copenhagen, Denmark. After almost 50 years, the Eurovision Song Contest saw the birth of a healthy son!

Currently, children between 10 and 15 years old can take part in the competition, with self-written songs. Help from adults is allowed, but the child or children should always be the main rightsholder(s). The children perform their song live on stage during a live transmission. The 2009 edition takes place on the 21st of November in Kyiv, Ukraine. For more information, visit www.junioreurovision.tv.

EUROVISION DANCE CONTEST

In 2007, the first ever Eurovision Dance Contest took place. London had the honour of hosting the show, in which dance couples from across Europe compete for the *grand prix*. Traditional ballroom- and latin dances, as well as freestyle performances are allowed. Finland won the first edition.

At the second running of the Dance Contest, which took place in Glasgow, a jury of professionals of the International DanceSport Federation was invited to the show. The 2009 edition takes place on the 26th of September in Baku, Azerbaijan. For more information, visit www.eurovisiondance.tv.



THE SONG CONTEST

During a meeting in Monaco in 1955, EBU Director Marcel Bezençon (1907-1980) launched the idea of bringing Europe together in a televised, pan-European music competition in the style of the Italian Sanremo Festival. At the same time, the *Eurovision Grand Prix* (as it was named back then) would be an ambitious experiment to broadcast live to several countries at the same time. That's how it all started...

The idea was approved during an EBU General Assembly meeting in Rome's Palazzo Corsini, on the 19th of October, 1955. The Swiss national public broadcaster proposed organize the first *Grand Prix*, which took place on the 24th of May, 1956, in the city of Lugano. Seven countries were represented with two songs each - something that only happened in the contest's first running.

The Eurovision Song Contest is produced each May under the auspices of the European Broadcasting Union, and is a state-of-the-art, world-class television production of a music competition between songs representing the respective countries of the participating EBU Members. Only Active Members of the EBU are eligible to participate in the Eurovision Song Contest and are authorized to apply.

In 2004, the format of the Eurovision Song Contest was amended and a Semi-Final was introduced in the lead up to the Grand Final.

In 2008, a second Semi-Final was added to the format. According to the Rules, up to 20 participants can compete in each Semi-Final. The Host Country, as well as France, Germany, Spain and the United Kingdom are automatically qualified to the Grand Final. They can vote for any country, apart from the country where he or she is voting from.

25 countries are represented in a spectacular Grand Final. The winner is chosen by televoters and professional juries in the 42 participating countries. Traditionally, the winning country hosts the next running of the event.

The Eurovision Song Contest is the world's biggest non-sporting live TV event in Europe and a strong household name amongst hundreds of millions of people. Every year, some 100 million people in over 45 countries watch the televised competition. Famous former participants include Julio Iglesias, Olivia Newton-John, Céline Dion, ABBA, Johnny Logan, Alla Pugacheva, Secret Garden, Philip Kirkorov, t.A.T.u. and Lordi.



THE ORGANIZATION

As with any large-scale event, the organization of the Eurovision Song Contest is complicated. Every year, hundreds of people are involved with the television production, event management and marketing, as well as financial, legal and communication matters. Without going into the many organizational details that are connected to the Eurovision Song Contest, this Media Handbook provides a general overview of the organizational force behind this event.

The Eurovision Song Contest is co-produced by the Participating Broadcasters and the Host Broadcaster under the auspices of the EBU. The EBU Executive Supervisor is directly responsible for overseeing and guiding all aspects of the financial, organizational, and creative planning and execution of the Eurovision Song Contest. The Executive Supervisor works in close cooperation with the Host Broadcaster to support all aspects of the national planning and production, and shall also work as a member of the Reference Group.

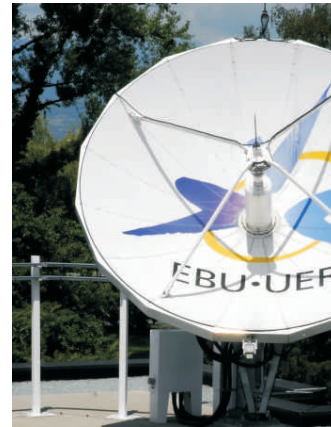
The Reference Group is a group of representatives of participating EBU Members that liaises directly with the EBU to guide and approve the major elements of the concept, development and preparation of the Eurovision Song Contest.

The Host Broadcaster is responsible for all rights and duties whatsoever connected with organizing, producing and transmitting the Eurovision Song Contest, under the guidance of the EBU Executive Supervisor.

As sole rights holder, the EBU is responsible for the centralized marketing of all commercial exploitation rights, exclusively owned and managed by the EBU. The EBU appointed T.E.A.M. Marketing AG for the marketing of these rights. External communication, Public Relations and new media activities are centrally coordinated by the EBU. The voting is centrally coordinated as well, in cooperation with televoting partner Digame and under auspices of an independent auditor.

Each Participating Broadcaster appoints a Head of Delegation, who is the point of contact between the EBU and/or the Host Broadcaster and the other Participating Broadcasters and, as such, is fully responsible for all aspects of its organization's participation.

More information about the EBU's Executive Supervisor, the Reference Group and the Heads of Delegation can be found elsewhere in this Media Handbook.





THE PEOPLE

THE EXECUTIVE SUPERVISOR

Swedish-born Svante Stockselius (52) is the Executive Supervisor of the Eurovision Song Contest and Junior Eurovision Song Contest on behalf of the EBU.

After a 16-year career at the Swedish newspaper Expressen, he moved to the national broadcaster SVT. In 2000, he was Executive Producer of the Eurovision Song Contest. Stockselius was also one of the architects of the current Swedish national selection format. He took office as EBU Executive Supervisor in late 2003. The 2009 Eurovision Song Contest is the sixth edition under his supervision.

THE REFERENCE GROUP (UNTIL MOSCOW 2009)

The Reference Group consists of eight members. The group liaises directly with the EBU to guide and approve the major elements of the concept, development and preparation of the Eurovision Song Contest.

MEMBER	ROLE	FROM
Ruurd Bierman (NED)	Chairman	NPB
Svante Stockselius (SWE)	Executive Supervisor	EBU
Federico Llano (ESP)	Member (elected)	RTVE
Kjell Ekholm (FIN)	Member* (2007)	YLE
Sandra Šušca (SER)	Member* (2008)	RTS
Yuri Aksyuta (RUS)	Member* (2009)	C1R
Miša Molč (SLO)	Member (until ESC 2009)	RTVSLO
Julian Vignoles (IRE)	Member (elected)	RTÉ
Christer Björkman (SWE)	Member (as from ESC 2009)	SVT

* Representatives of the two last and current Host Broadcasters

PART B

THE CONTEST

Brand values
Visual identity
The Official Trophy
The voting



1

IT IS ABOUT UNITING

Every year, hundreds of television professionals, artists, song writers and composers **unite** at the Eurovision Song Contest to jointly make state-of-the-art entertainment television. Thousands of journalists and fans **unite** to report on the event and to enjoy the international atmosphere, and eventually over 100,000,000 television viewers **unite** in watching the biggest entertainment event of the year in Europe, together with their friends and family. But most of all, it is musical styles, cultures and languages that **unite!**

2

IT IS ABOUT EXCITEMENT

Will “we” qualify for the Grand Final? How will “our” song do this year? Who is going to win this year’s Eurovision Song Contest? It is the **excitement** that leads to an extraordinary climax during the voting!

3

IT IS ABOUT EMOTIONS

From the rising tension in the lead up to the contest and the goosebumps as the famous introduction theme tune plays, to the disappointment of nearly missing out on victory and, on the other side, the tears that flow as the winner holds up the trophy. Or what about that beautiful song? The Eurovision Song Contest is full of emotions.

4

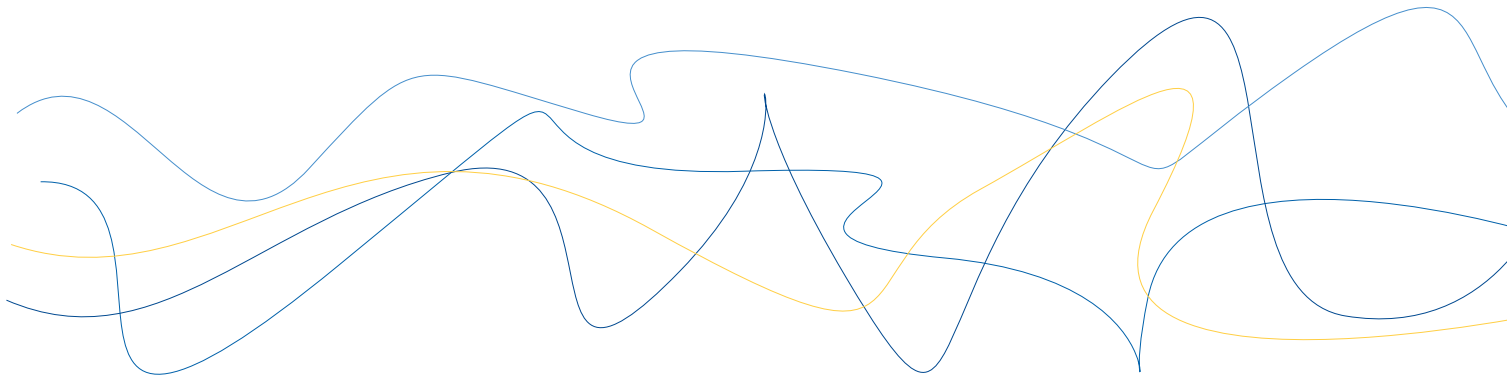
IT IS ABOUT DECIDING

It is up to the viewers across Europe to **decide** upon the winner of the Eurovision Song Contest. In all participating countries, viewers get the opportunity to cast their opinion by calling in and/or sending an SMS. In 2008, over 8 million votes were counted, ultimately bringing victory to Dima Bilan from Russia.

5

IT IS ABOUT CELEBRATING

The Eurovision Song Contest is a big **celebration** of music, unity and diversity. **Celebrate** the Eurovision Song Contest with us!



BRAND VALUES

The Eurovision Song Contest is a common brand in the minds of hundreds of millions around the world. This section describes the Eurovision Song Contest brand as a strong and clearly defined brand that appeals at an emotional level to millions of Europeans.



BRAND VISION

Bring Europeans together by creating the ultimate musical event of the year.

BRAND VALUES

EUROPEAN Classic, cultured, linked
SURPRISING Magical, distinctive, fun
HUMAN Emotions, excitement, in-touch
COMPETITION Flag waving, songs, interactive

BRAND PERSONALITY

A modern classic.

BRAND ESSENCE

A positive cultural and emotional experience.



VISUAL IDENTITY

Until 2004, a new logo was designed for each running of the Eurovision Song Contest. After their designs were showcased to a worldwide audience, their creations disappeared in the history books. In 2004, the European Broadcasting Union revealed a generic logo for the Eurovision Song Contest, to be accompanied by unique theme art for each running of the contest.

The Eurovision Song Contest generic logo, as revealed on the 24th of January, 2004, has been created by the London-based JM Enternational for T.E.A.M. Marketing AG and the European Broadcasting Union.

BRAND IDENTITY SUMMARY



Event logo: Used to present each year's event



National logo: Used to add national flavour to the logo



Generic logo: Used to concept of the show



Flag heart symbol: Used for creative brand application



THE BRAND: Q&A

CAN WE USE THE OFFICIAL LOGO IN OUR PUBLICATION?

The logo of the Eurovision Song Contest can only be used in media publications, for the purpose of promoting the Eurovision Song Contest and covering it as a news item. It is not permitted to use the logo for commercial purposes without explicit written permission of the EBU.

CAN WE USE THE OFFICIAL LOGO IN PROMOTIONAL ACTIONS?

It is not permitted to use the logo of the Eurovision Song Contest in promotional actions and competitions, unless explicit written permission is given by the EBU.

CAN WE PRODUCE MERCHANDISE WITH THE OFFICIAL LOGO?

The EBU has licensed The Badge Company from the Netherlands to exclusively produce all official Eurovision Song Contest merchandising. As such, it is not permitted to produce products carrying the Eurovision Song Contest logo. You can purchase merchandising items at www.eurovisionshop.tv

IS IT ALLOWED TO MAKE MODIFIED VERSIONS OF THE OFFICIAL LOGO?

It is not allowed to modify the logo of the Eurovision Song Contest. Should you wish to use the logo and hesitate whether the application is permitted, please contact T.E.A.M. Marketing. You can find their contact details on page 5 of this handbook.



SHOULD WE ASK FOR PERMISSION TO USE THE OFFICIAL LOGO?

Yes. Permission to use the official logo of the Eurovision Song Contest can be requested from T.E.A.M. Marketing. You can find their contact details on page 5 of this handbook.

WHERE CAN I DOWNLOAD THE OFFICIAL LOGO OF THE EUROVISION SONG CONTEST?

The logo of the Eurovision Song Contest can be downloaded through press.eurovision.tv, where you can also find the Brand Guidelines. It is strongly recommended to read those guidelines before using the logo.

T H E O F F I C I A L T R O P H Y

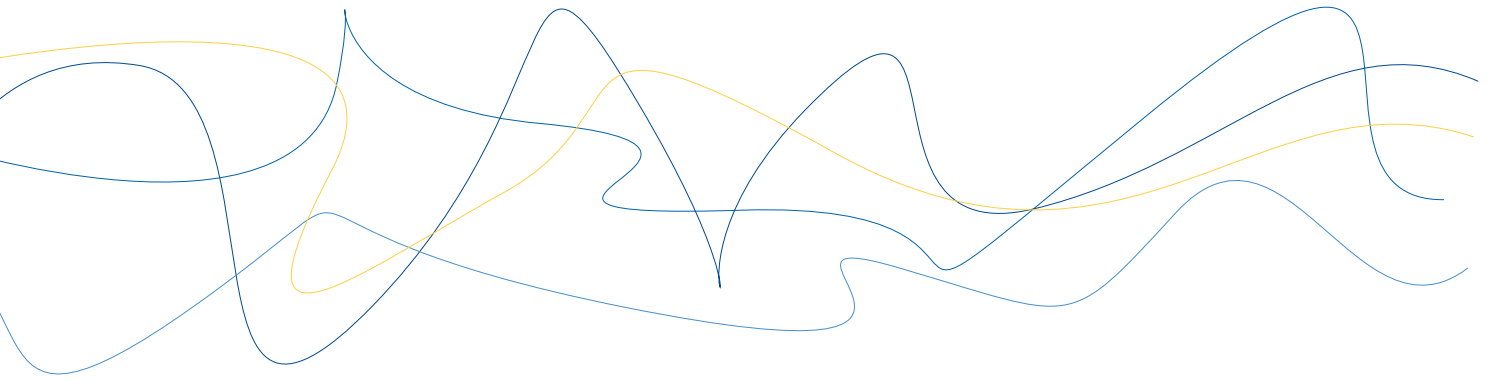
In 2008, the European Broadcasting Union revealed a new, permanent official trophy for the winner of the Eurovision Song Contest. The hand-made piece of art has the shape of a classic microphone with a wonderful sense of nostalgia. It is made from solid transparent glass with sand-blasted and painted detailing.

Designer Kjell Engman (1946) of Kosta Boda has worked as a glass artist for thirty years. Recently, he has focused on art glass and his creations can be found in exhibitions around the world.

**KOSTA
BODA**
SWEDEN 1742



Mr. Kjell Engman
Trophy designer



SEMI-FINAL VOTING

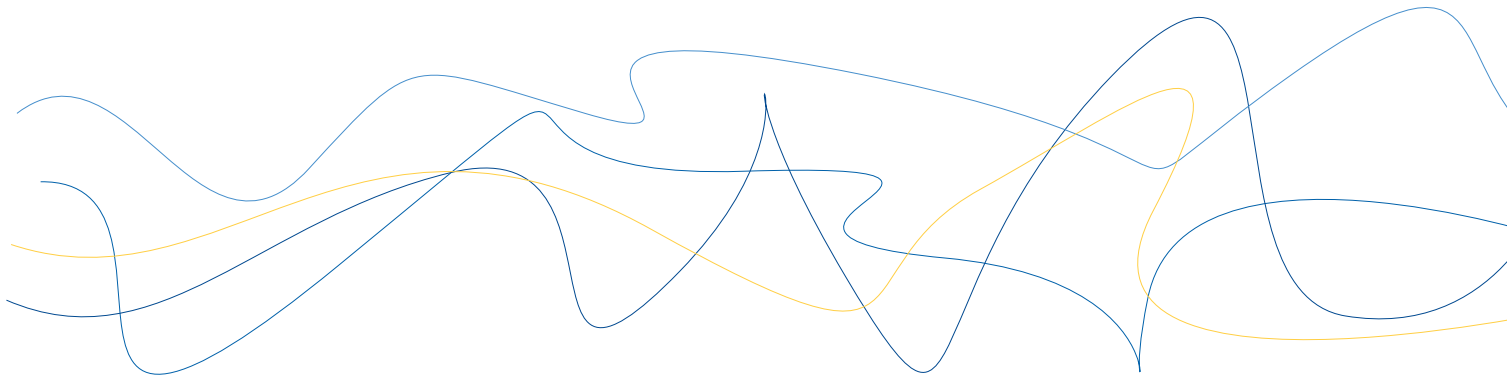
- Viewers in all countries that compete in the respective Semi-Final can vote by phone and/or SMS. An on-screen clock shows the 15-minute voting window, after all songs have been performed
- A professional jury in each voting country also votes by means of back-up, should technical problems disrupt the televoting. The jury is the same jury that will vote in the Final
- In the first Semi-Final, Germany, Spain and the United Kingdom will also vote (as determined by draw)
- In the second Semi-Final, France and Russia will also vote (as determined by draw)
- Televoting in each country determines which country receives 12, 10, 8-1 points
- The nine highest ranked songs from the televoting qualify for the Final
- The highest ranked country from the back-up jury voting that didn't qualify yet through televoting also qualifies for the Final, bringing the total number of participants that qualifies in each Semi-Final to 10
- The qualified countries will be announced at the end of each Semi-Final in random order. Their place in the running order of the Final will be determined by draw during a press conference right after each Semi-Final
- The actual voting results will be made available shortly after the Final through www.eurovision.tv

FINAL VOTING

The Final of the 2009 Eurovision Song Contest sees a new voting system, involving professional juries in all 42 participating countries. Television viewers and juries will each have a 50 percent stake in the outcome of the Final. It is the first time since 1997 that juries will vote in all participating countries. Voting during the Semi-Final will remain unchanged compared to last year (see www.eurovision.tv/page/moscow2009/voting for more details).

Ruurd Bierman, Chairman of the Reference Group, explained the decision: "We strongly believe in televoting as a way of measuring the opinion of our millions of viewers across Europe. After the public debate about neighbour- and diaspora voting, we decided to give national juries a say in the outcome of the 2009 Eurovision Song Contest Final."

A survey amongst representatives of the participating broadcasters revealed that a majority is in favour of such mixed model. Such system also has great support amongst the fans of the Eurovision Song Contest.



“Nothing is more democratic than the vote of the public. But a jury takes the opportunity to listen to the songs several times, before they make up their minds. In Belgrade, last year, we saw a difference in judgment of the public and the back-up juries, and we believe a combination will make the show more interesting,” said Svante Stockselius, Executive Supervisor of the Eurovision Song Contest on behalf of the EBU.

- In each of the 42 participating countries, a jury of five music industry professionals (including one jury chairperson) will judge the entries taking part in the Final. Their decision will be based on the second Dress Rehearsal

- Viewers can vote by phone and/or SMS. An on-screen clock shows the 15-minute voting window, after all songs have been performed

- Jury voting and televoting each count for 50 percent. The combined results will be presented on-air during the Final by spokespersons in all participating countries

- The jury voting will be monitored by an independent auditor in each country

- The jury should consist of a variety of members in terms of age, gender, background

- All jury members must be citizens of the country they are representing

- None of the jury members must be connected with any of the participating songs/artists in such a way that they cannot vote independently. The participating broadcasters must send a letter of compliance with the voting instructions together with signed declarations by each jury member stating that they will vote independently

- The names of the jury members must be revealed by the respective participating broadcasters before or during the Final

- The national juries will rank the songs after the Second Dress Rehearsal. The jury should convene on the day of the Final live show

- Each jury member of each national jury will make a ranking of his ten favourite songs and award points from 1 to 8, 10 and 12 points

- The chairperson will allocate 12 points to the song having obtained the highest number of votes from all jury members, 10 points to the song having obtained the second highest number of votes, 8 points to the song having obtained the third highest number of votes, 7 points to the next, and so on down to 1 point for the song having obtained the tenth highest number of votes from all jury members

- In the event of a tie for any of the above positions, the order of the tying songs shall be ascertained by a show of hands by the jury members (abstentions are not allowed)

- The jury voting will be monitored by an independent notary in each country

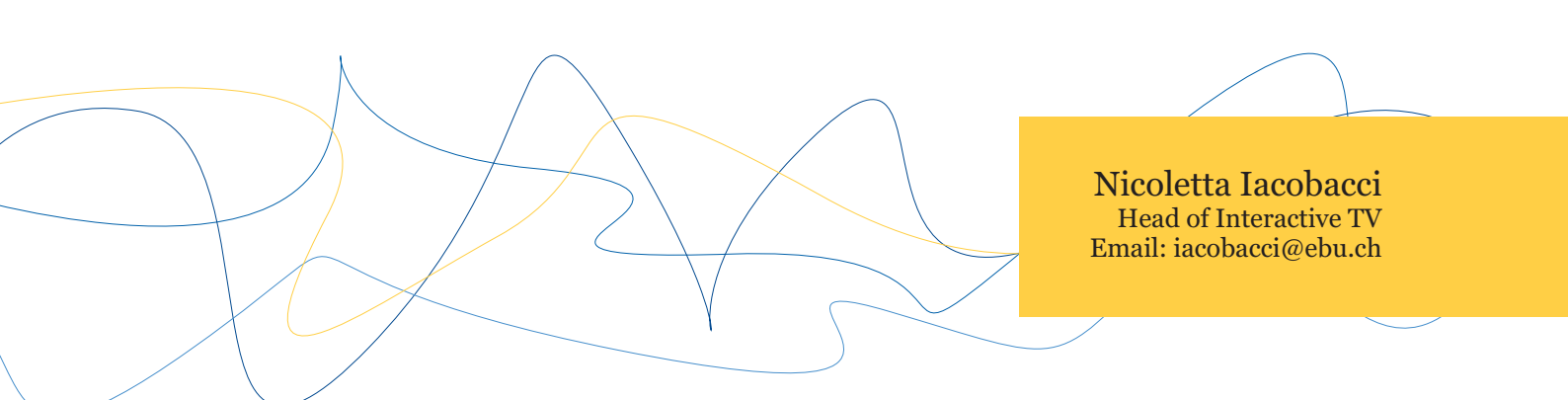
- The results of the national juries will be published by the EBU’s Executive Supervisor of the Eurovision Song Contest through www.eurovision.tv

- As usual, the televoting winner receives 12 points, the runners-up 10 points, then 8 points, and so on to 1 point

- The EBU’s televoting partner Digame will merge the points given by televoters (1 to 8, 10 and 12) with the points given by the jury (1 to 8, 10 and 12) per individual country. Based on the combined points, the country with the highest points receives 12 points, then 10, etc.

- If there is a tie between two or more songs when the combined calculation between televotes and the jury votes is used to determine the final ranking of the songs in the Final, the song(s) which obtained the most votes from the televotes shall be ranked highest

- The spokesperson will read out only this combined result of each country. As usual, the points 1 to 7 will appear on screen. The spokesperson will then reveal 8, 10 and 12 points



Nicoletta Iacobacci
Head of Interactive TV
Email: iacobacci@ebu.ch

NEW MEDIA

All international new media activities related to the Eurovision Song Contest are being produced by the Eurovision TV Interactive Unit. The unit initiates, produces and maintains all new media assets, and aims at creating a year-round cross-medial experience for its users.

The official website of the Eurovision Song Contest can be found at www.eurovision.tv, and is one of Europe's most popular entertainment portals. The site features daily updates featuring event news, all you need to know about the participants, a detailed archive of the contest's rich history and much more.

In April 2009, the website was selected as Official Honouree at the 13th Annual Webby Awards in the category Event Websites.

A special version of the website is also available through most mobile phones by visiting m.eurovision.tv, making the Eurovision Song Contest available on the go.

The Eurovision Song Contest has its own official channel on YouTube.com, the largest and most popular online video community. Hundreds of videos featuring historic clips, interviews, backstage reports and the music videos of this year's contestants make up a compelling collection of video material that can be viewed and embedded by EBU Members, media websites and bloggers.

In the lead up to the 2008 Eurovision Song Contest in Belgrade, the official Eurovision Song Contest channel on YouTube.com was the sixth most popular channel worldwide.

For those on Facebook and MySpace, the official Eurovision Song Contest pages provide a great place for discussion and entertainment. More information about the cooperation between the Eurovision Song Contest and two of the world's most popular social networks can be found on press.eurovision.tv.

Stay updated on the latest Eurovision Song Contest news and behind-the-scenes information through the short message service at twitter.com/eurovisionteam.

sMeet is the next-generation 3D-environment on the internet, where fans of the Eurovision Song Contest can virtually gather. Exclusively for the Eurovision Song Contest, sMeet developed several 'rooms' where fans, represented by their avatars, can discuss the participants of this year's Eurovision Song Contest, as well as their passion for the contest itself.

PART C

MEDIA SUPPORT

Accreditation rules & procedure
Archive material
Dates & deadlines
Facilities for accredited media
Glossary of Eurovision vocabulary
Photography
Tickets
Website



FEEL THE BUZZ!

Every year, some 1,700 accredited media representatives are working at the Eurovision Song Contest. This photo was taken in Helsinki (2007), when the Swedish group The Ark gave an improvised press conference.



ACCREDITATION

The European Broadcasting Union (EBU) considers a Eurovision Song Contest Press Accreditation to be a working tool, to be used by bona fide media professionals. At the same time, the EBU acknowledges the importance of Eurovision Song Contest fan outlets, such as fan websites, blogs and fan club magazines. The Fan Media Accreditation is only to be awarded to fan media representatives with a proven track record.

The accreditation procedure is centrally coordinated by the EBU. Applications are evaluated by the delegation through which each journalist applies. Each delegation can accept a limited number of applications, and it is recommended to apply for accreditation as early as possible. Accreditation takes place online through press.eurovision.tv.

PROCEDURE

- STEP 1** Read the Accreditation Guidelines to assure that you meet the requirements (available at the accreditation website)
- STEP 2** Go to the website press.eurovision.tv within the application time frame and fill out the complete form.
- STEP 3** Await the review of your request by the respective Head of Delegation or Head of Press.
- STEP 4** Print out the confirmation email stating that your application has been approved.
- STEP 5** With the printed confirmation email and your ID-card/passport you can pick up your card at the Accreditation Centre.



Detailed information on accreditation can be found on a special website. We strongly recommend you to read this handbook before applying. The latest version of the handbook is available for download on

press.eurovision.tv

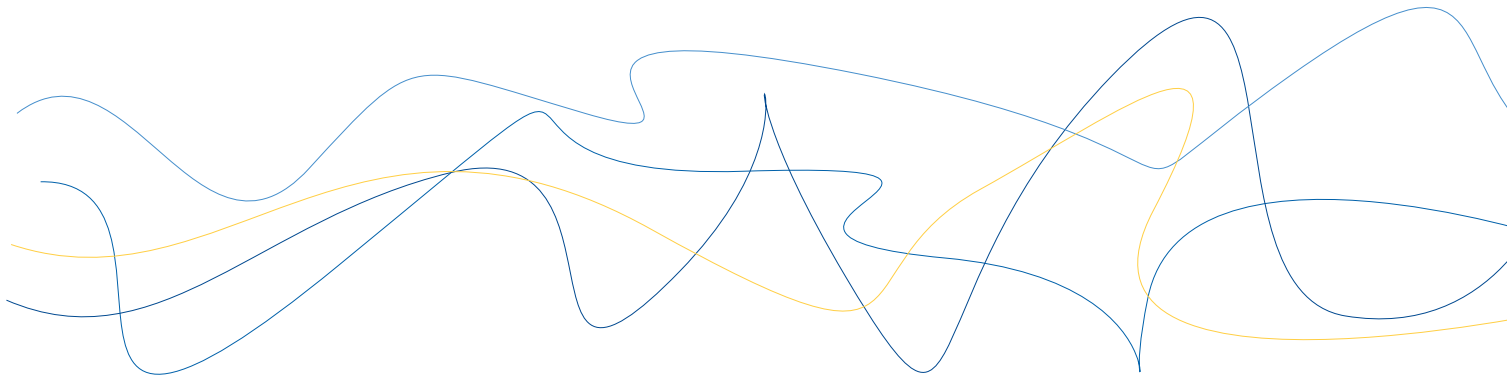


ARCHIVE MATERIAL

The EBU receives requests for archive material of the Eurovision Song Contest, to be used in news reports, documentaries and print media, on a regular basis.

Generally, the EBU's archives are not open to the public and access to material is only being given in extraordinarily rare circumstances.

For archive material of a specific running of the Eurovision Song Contest we recommend you to contact the archive department of the respective Host Broadcaster.



DATES & DEADLINES

Entry deadline **Monday, 16th of March, 2009**

The entry deadline is the day that Participating Broadcasters have to officially hand in the details about their song and performer(s) to the EBU. This happens at the annual Heads of Delegation Meeting in the Host City.

Opening of accreditation system **Thursday, 12th of February, 2009**

Accreditation deadline **Monday, 20th of April, 2009**

Rehearsal start date **Sunday, 3rd of May, 2009**

First Semi-Final **Tuesday, 12th of May, 2009**

The First Semi-Final is followed by a press conference of the representatives of the 10 qualified countries.

EBU & Eurovision TV press conf. **Wednesday, 13th of May, 2009**

Mr Jean-Paul Philippot (EBU President) and Mr Bjorn Erichsen (Eurovision TV Director) Starting at 11:00 local time at the Press Conference Area.

EBU ESC Press Conference **Wednesday, 13th of May, 2009**

Mr Svante Stocksélius (Executive Supervisor at the EBU) and Mr Yuri Aksyuta (Executive Producer at Channel One). Starting time TBA at the Press Conference Area.

Second Semi-Final **Thursday, 14th of May, 2009**

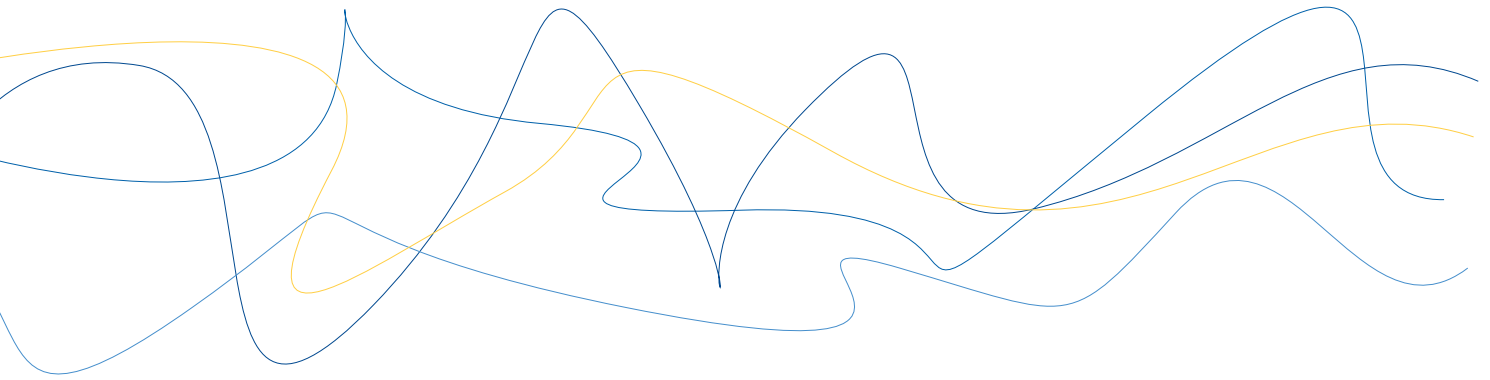
The Second Semi-Final is followed by a press conference of the representatives of the 10 qualified countries.

The Grand Final **Saturday, 16th of May, 2009**

The Grand Final is followed by a press conference of the winner.

Second winner's press conference **Sunday, 17th of May, 2009**

The exact time of the second winner's press conference will be communicated through the official communication channels at the Press Centre.



FACILITIES



The EBU and the Host Broadcaster provide accredited media representatives with a variety of facilities, aiming at creating an efficient, productive and pleasant working environment.

The following services and facilities are available at the Eurovision Song Contest. Note that additional services will be made available by the Host Broadcaster.

- Accreditation Centre
- Catering facilities
- Fan club desk
- Fax and copying service
- First aid post
- Information desk
- Interview area
- Lost & found
- Luggage and wardrobe facility
- Message boards
- Pigeonholes (mailboxes)
- Photo backdrops
- Press Conference hall
- Relaxing zone
- SIDN spots

Through a closed-circuit television network, images of rehearsals and press conferences will be distributed throughout the Press Centre. The press conference audio signal is available through a multibox.

Working area(s) are equipped with desks, tables, power sockets, LAN (cable) and wireless internet. Pay-phones for international calls are available. For your own convenience, it is highly recommended to bring your own laptop.

UNILATERALS

Unilateral, playout, editing and live stand up facilities will be made available by the Host Broadcaster and the EBU. Detailed information about these facilities will be made available through the information package provided to all accredited journalists upon arrival at the Press Centre.



GLOSSARY

Barbara Dex Award

An online fan initiative to pick the worst looking outfit at the contest.

Dress rehearsal

During such rehearsal, the entire show is being rehearsed. Each live show is preceded by three dress rehearsals. The second dress rehearsal is taped for backup purposes.

EuroClub

The night club where accredited journalists, fans and participants meet to relax and enjoy after a day of hard work. Often, participants give official parties there as well.

ESC

A commonly used abbreviation for Eurovision Song Contest. We prefer, however, to stick to the full name.

Eurovision weeks

An easy reference to the final two weeks in the lead up to the Final.

Eurovision.tv

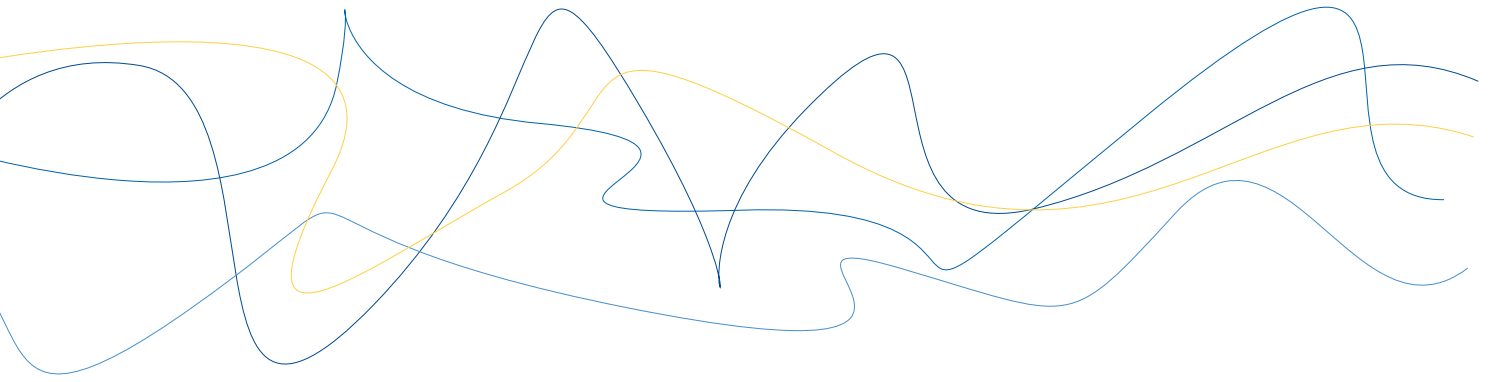
The official website of the Eurovision Song Contest. Not to mix up with Eurovision TV, the television department of the EBU.

Head of Delegation

The leader of each country's delegation is a representative of the Participating Broadcaster.

OGAE

OGAE stands for Organisation Générale des Amateurs de l'Eurovision, and is the largest international Eurovision Song Contest fan organization. OGAE has local affiliates in nearly all participating countries. OGAE is a fan initiative, not officially tied to the EBU.



Pigeonhole

Mail boxes for the accredited journalists, fans, commentators and Heads of Press. The pigeonholes are situated at the Press Centre.

Spokesperson

The person who reads out the points from a country during the Grand Final.

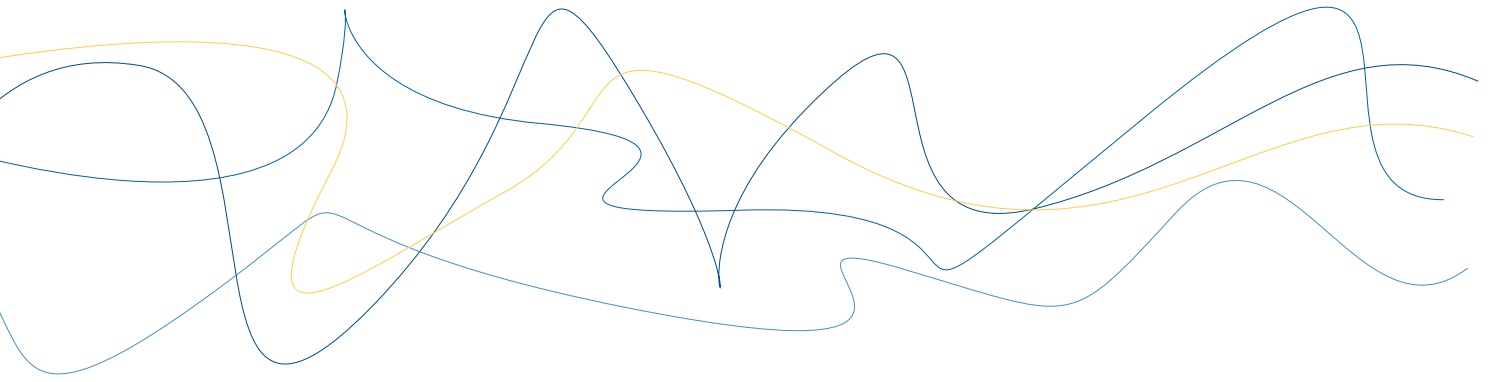


TICKETS

Tickets are sold for the three dress rehearsals of each event and the three live shows. In total, tickets for 12 events are being put on the market. Traditionally, a part of the tickets is reserved for foreign visitors, delegations, fan clubs, hospitality guests and VIPs.

Accredited media representatives can pick up one free ticket for a dress rehearsal of each event. Note that only one dress rehearsal per event is open to accredited media. Tickets will be distributed through the Information Desk. More information about ticket distribution will be made available through the information package provided by the Host Broadcaster, upon your arrival at the Accreditation Centre.

Media representatives who wish to attend the live shows are advised to purchase tickets through the official ticket organization. Only pool photographers (see p.31 for more information) can access the arena without ticket during the live show.



PHOTOGRAPHY

The organizers of the Eurovision Song Contest believe that a good picture says more than a thousand words. Therefore, one of the key elements in our media strategy is to provide the best working conditions for photographers to take the best photos.

There are numerous opportunities for photographers to take great photos that capture the spirit of the event and the emotion of its contestants and their fans.

PRESS CONFERENCES & PHOTO SHOTS

Each contestant gives two press conferences in the days leading up to the live shows. At the beginning of these press conferences, photographers are invited to take pictures. As soon as the press conference starts, photographers are kindly asked to return to their seats. After each press conference, there is a photo opportunity at a special backdrop.

OPEN REHEARSALS

During the open rehearsals, a designated area close to the stage is available for photographers and film crews. Flash and camera lights are not allowed.

DRESS REHEARSALS

One of the three dress rehearsals of each live show is open to journalists, photographers and film crews. For photographers and film crews, a designated area close to the stage is available. A ticket, distributed through the Information Desk, is required. Flash and camera lights are not allowed.

PHOTO POOL 1 International press/photo agencies can apply for a position in the photo pool of the live shows. A designated area close to the stage, equipped with high-speed internet and power sockets, is available. Applications have to be submitted before 30th of April to sietse.bakker@eurovision.tv.

PHOTO POOL 2 Photographers in a second photo pool are granted access to the arena as soon as the qualifiers or winners are on stage. Access to this pool is limited to one photographer per participating country, on the invitation of the respective Head of Delegation or Head of Press of the country's representing broadcaster.

PART D

HISTORY GUIDE

History in a nutshell
Information and winners per decade
Congratulations - 50th anniversary
Time line of key events

*Eurovision, a simple idea
that has succeeded*

Marcel Bezençon (1907-1981)
Director of the EBU (1950-1970)



...IN A NUTSHELL

The history of the Eurovision Song Contest began as the brainchild of Marcel Bezencon of the EBU. The contest was based on the Italian Sanremo Music Festival and was designed to test the limits of live television broadcast technology.

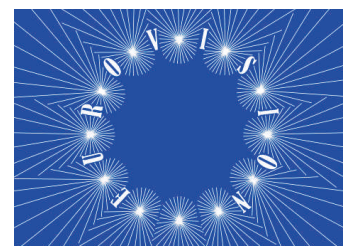
The first contest took place on 24 May 1956, when seven nations participated. With a live orchestra the norm in the early years, and simple sing-a-long songs on every radio station, the Contest grew into a favourite amongst almost all age groups across the continent.

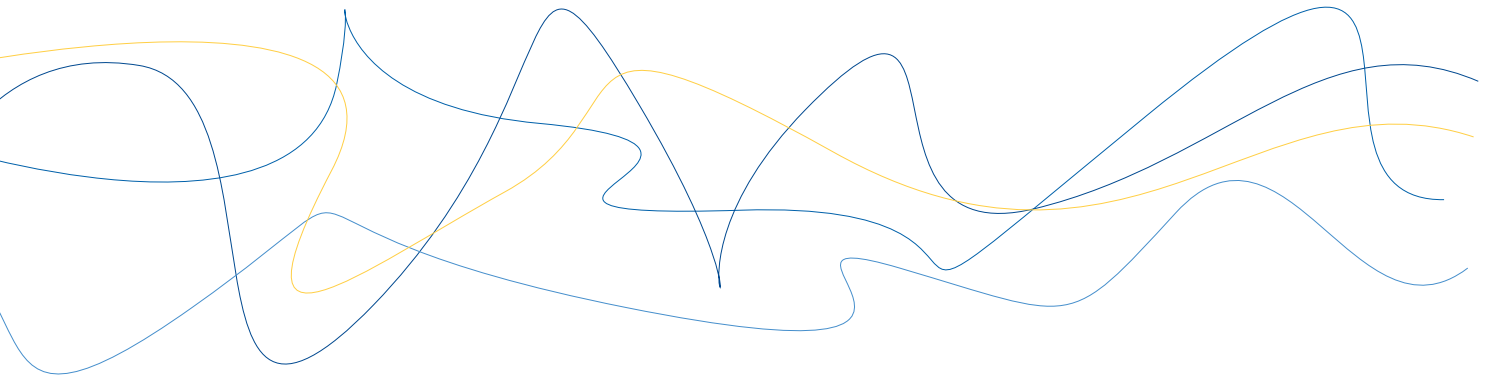
In the beginning, it was obvious for the participants that they should sing in their country's national language. However, as the Swedish entry in 1965, *Absent Friend* was sung in English, the EBU set very strict rules on the language in which the songs could be performed. National languages had to be used in all lyrics. Song writers across Europe soon tagged onto the notion that success would only come if the judges could understand the content, resulting in such entries as *Boom-Bang-A-Bang* and *La La La*. In 1973, the rules on language use was relaxed, and in the following year ABBA would win with *Waterloo*. Those freedom of language rules would be soon reversed in 1977, to return with apparent permanent status in the 1999 contest.

The voting systems used in the Contest have changed throughout the years. The modern system has been in place since 1975. Countries award a set of points from 1 to 8, then 10 and finally 12 to other songs in the competition – with the favourite song being awarded 12 points, the famous *douze*.

Historically, a country's set of votes was decided by an internal jury, but in 1997 five countries experimented with televoting, giving members of the public in those countries the opportunity to vote en-masse for their favourite songs. The experiment was a success and from 1998 onwards all countries were encouraged to use televoting wherever possible. Nowadays members of the public may also vote by SMS. Whichever method of voting is used—jury, telephone or SMS—countries may not cast votes for their own songs.

The end of the Cold War in the early 1990s led to a sudden increase in numbers, with many former Eastern Bloc countries queuing up to compete for the first time. This process has continued to this day as more and more countries have been joining. Due to that in 2004 the semi-final format was introduced by the EBU which turned into two semi-finals for the Eurovision Song Contest in 2008. Now all countries, except the Big Four – Germany, the United Kingdom, Spain and France – and the host country, have to go through a semi-final to qualify for the Big Final where the favourite song of the European TV-viewers is selected, for the 54th time in 2009.





THE 1950s

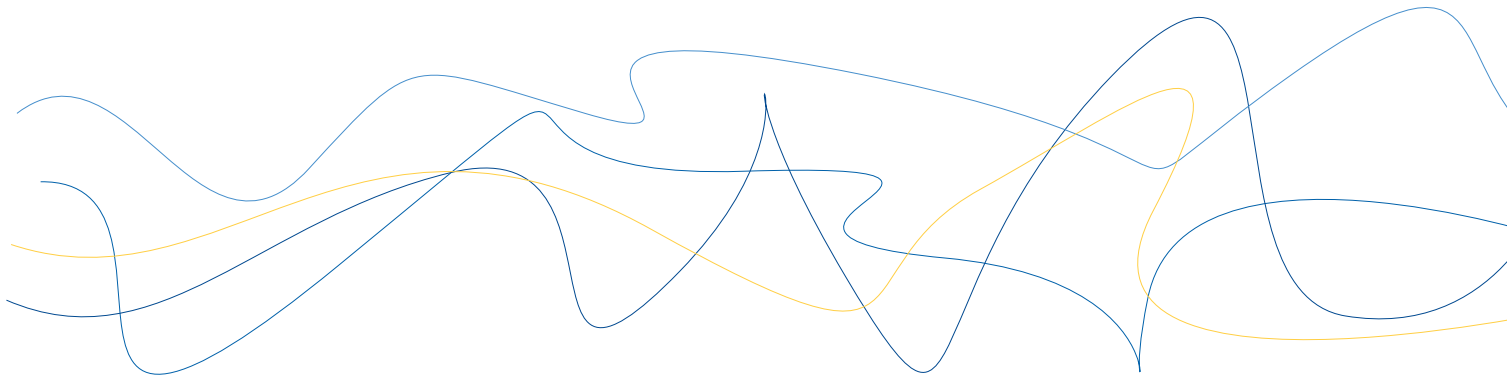
Inspired by the Italian Sanremo Festival, the idea to organise a pan-European competition for light music was born at a meeting of the European Broadcasting Union in 1955. It was decided that the first ever Eurovision Song Contest would be hosted the following year in the Swiss resort of Lugano.

Due to that historical decision Refrain by Lys Assia became the first ever winning song of the Eurovision Song Contest in 1956. It was chosen by a jury but the scores of the voting have never been made public, leaving room for lots of speculation throughout the history of the contest.

In the first years the Eurovision Song Contest was mostly a radio show due to the fact not many European families had a television set at that time. The first show lasted 1 hour and 40 minutes and it remained about the same length till the end of the decade.

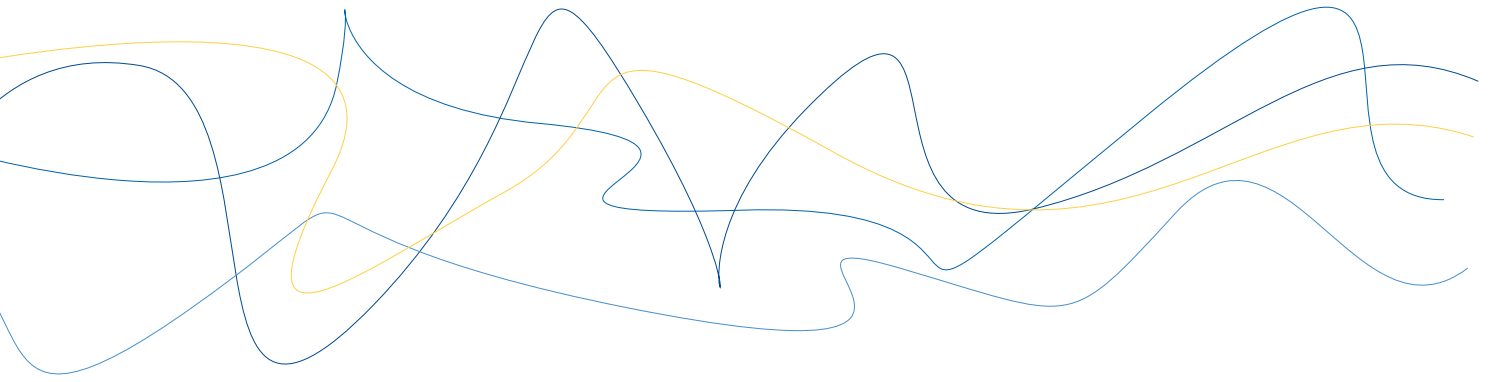
Also, there was no rule about the length of the songs but it was decided upon in 1957 - now the songs could be a maximum of 3 minutes in length. Another rule back then was that only solo artist or duets could take part, a rule that was practised until 1971.

The next years brought more participants - from the 7 different countries to 11 countries - and thus more excitement and of course, new winners. Although some of the songs did not win, they became worldwide hits instead - the Italian entries Nel Blu Dipinto Di Blu (more known as Volare) by Domenico Modugno and Domenico Modugno's Piove (famous as Ciao Ciao Bambina) to name a few from the this decade.



Detailed information about each entry, including all winners, such as names of song writers and composers, as well as full scoreboards, can be found on the official website of the Eurovision Song Contest, www.eurovision.tv. Click on HISTORY in the site's navigation.

Year	Winning country	Winning artist	Winning song
1956	Switzerland	Lys Assia	<i>Refrain</i>
1957	The Netherlands	Corry Brokken	<i>Net Als Toen</i>
1958	France	André Claveau	<i>Dors Mon Amour</i>
1959	The Netherlands	Teddy Scholten	<i>Een Beetje</i>



THE 1960s

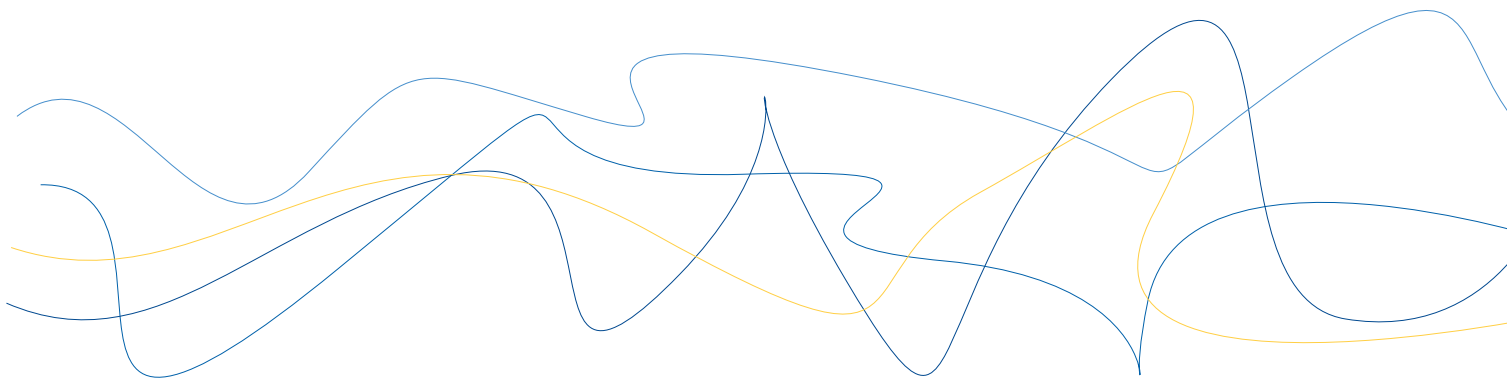
The Eurovision Song Contest grew more glamorous and exciting in the 1960s as more countries got involved in it and European superstars, including Cliff Richard and Nana Mouskouri, took the stage. The list of participating countries grew to 16 by the end of the decade, peaking with 18 in 1966. This also resulted in more popular hits, like Congratulations and the barefoot-sung Puppet on a string, both representing the United Kingdom. The latter winning song by Sandie Shaw won with the largest margin ever witnessed in the history of the Eurovision Song Contest. The song gathered more than twice as many votes as the runner-up, Ireland. But not only the juries were charmed by Sandie Shaw's song, it became a huge success all over Europe and is nowadays remembered as one of the big successes that arose from the Eurovision Song Contest.

Starting from 1962 one Saturday every year became the day where families sit down to cheer for their own country, watch and finally see which song is voted to win the Grand Prix. The growing competition between participants led to the record-breaking four winners in 1969 when France, the Netherlands, Spain and the United Kingdom all got 18 points. Since there was no solution for this situation, all four countries were declared winners. Luckily, there were enough medals available to the winning singers - the medals were intended for the winning singer and three winning songwriters.

However, having four winners caused lots of criticism from the media and several TV-stations re-considered participating in the following Eurovision Song Contest. Had the 1969 Eurovision Song Contest still attracted 16 countries, the number went down to only 12 in the 1970 edition of the contest.

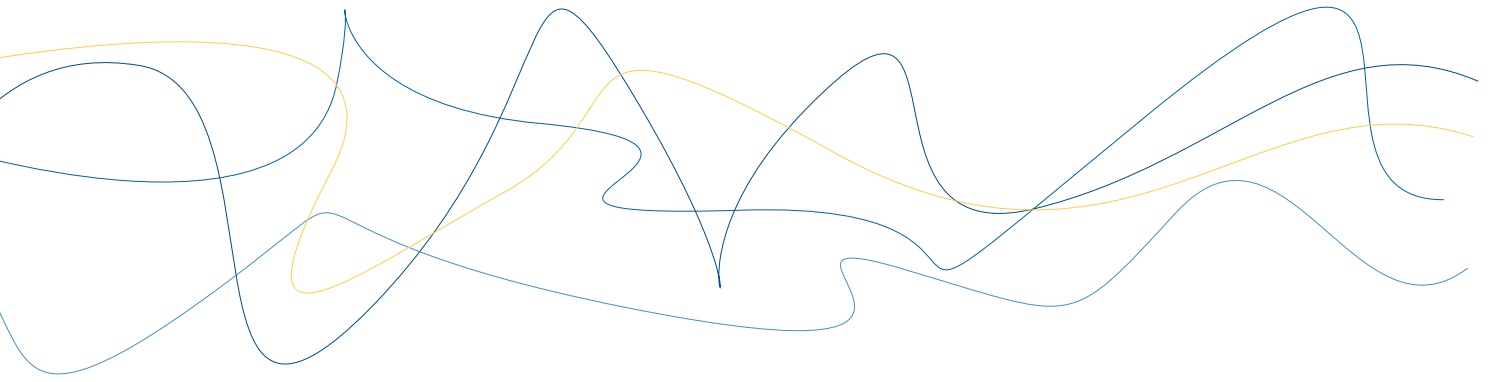
For the first time in history, the Eurovision Song Contest was broadcast not only by the European Broadcasting Union, but also by Intervision, its Eastern European counterpart in 1965 which led to the great popularity of the contest in these countries.

The Eurovision Song Contest also got technical improvements this decade. France, Germany, the Netherlands, Norway, Sweden, Switzerland and the United Kingdom broadcast the 1968 contest in colour, despite the fact that very few TV-viewers at home owned a colour TV set. However, colour was here to stay and all song contests since then have been broadcast primarily in colour.



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Year	Winning country	Winning artist	Winning song
1960	France	Jacqueline Boyer	<i>Tom Pillibi</i>
1961	Luxembourg	Jean-Claude Pascal	<i>Nous Les Amoureux</i>
1962	France	Isabelle Aubret	<i>Un Premier Amour</i>
1963	Denmark	Grethe & Jørgen Ingmann	<i>Dansevisé</i>
1964	Italy	Gigliola Cinquetti	<i>Non Ho L'età</i>
1965	Luxembourg	France Gall	<i>Poupée De Cire, Poupée De Son</i>
1966	Austria	Udo Jürgens	<i>Merci Chérie</i>
1967	United Kingdom	Sandie Shaw	<i>Puppet On A String</i>
1968	Spain	Massiel	<i>La, La, La</i>
1969	Spain	Salomé	<i>Vivo Cantando</i>
	United Kingdom	Lulu	<i>Boom Bang-A-Bang</i>
	The Netherlands	Lenny Kuhr	<i>De Troubadour</i>
	France	Frida Boccara	<i>Un Jour, Un Enfant</i>



THE 1970s

The 1970s started with a great fall in the participants list - only 12 delegations decided to take part in the Eurovision Song Contest in 1970 due to the "voting scandal" from the previous year which led to four winners. Due to that a new rule was made: if two or more songs gained the same number of points, each song had to be performed once more. After these re-performances, the jury had to select their favorite song (except for the juries of the concerned countries). This had to be done by the showing of hands. If entries still were to tie, both of them would share the first position.

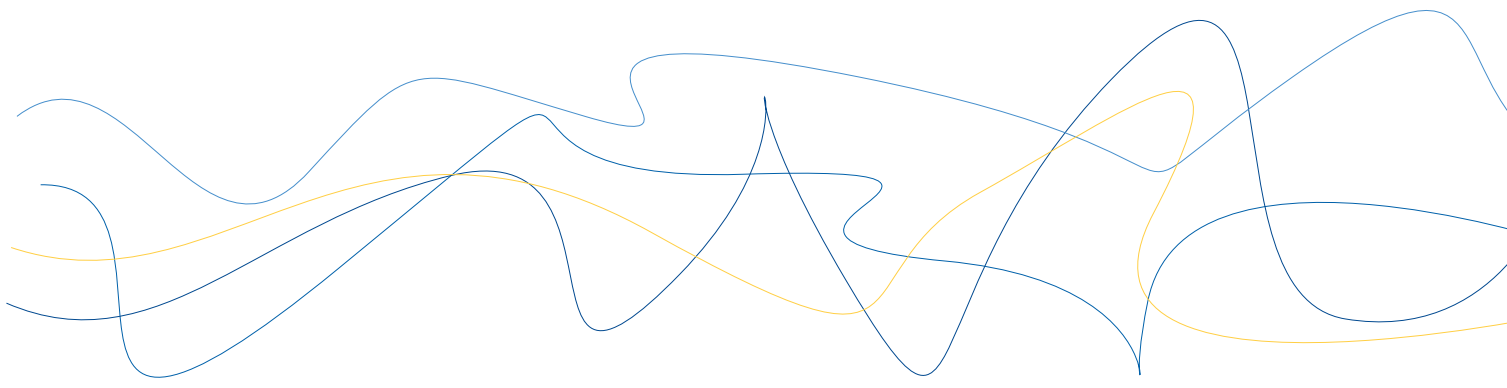
More changes were in the air: in 1975 another voting system was implemented which is very similar to the one in use today. Juries in every country would give 1 - 12 points to their 10 favourite songs, starting with the famous 12 (douze) points to their top favourite, then 10 to the second favourite, 8 to their third favourite, 7 to their fourth favorite and ending with 1 point for their tenth favourite. The votes were cast in the order the songs were performed.

Another important rule change for the 1973 Eurovision Song Contest was that the participants could choose the language in which they wanted to sing their songs. This rule remained valid till 1976, and has been put in effect from 1999 onwards again.

The rule of performing either as single or duet was abolished in 1971: now groups of up to six persons were allowed to perform at the Eurovision Song Contest which led to many groups winning the contest in the upcoming years.

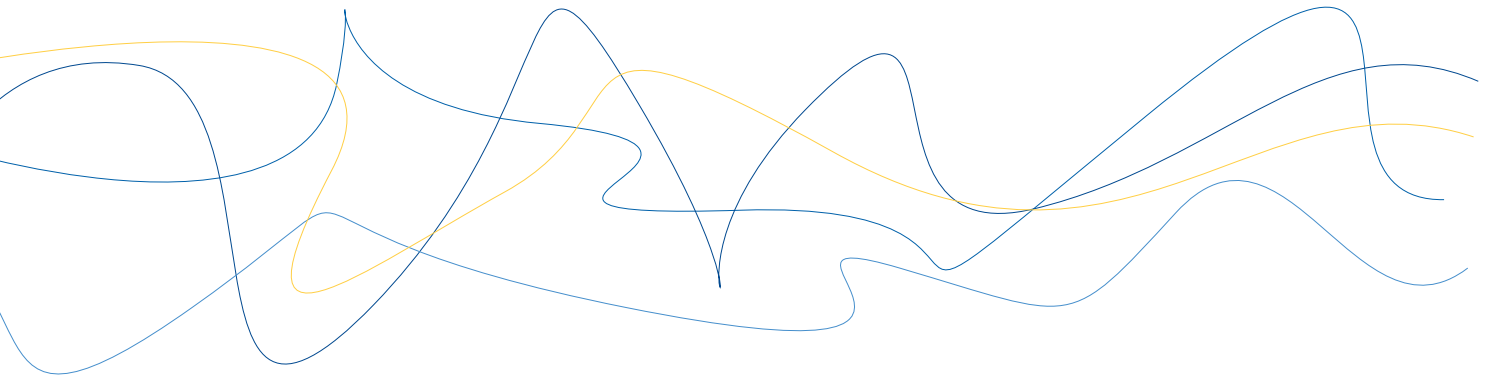
The 1970's saw many hits from the contest, including entries such as All kinds of everything by Dana, Après toi by Vicky Leandros, Teach-In's Ding-A-Dong, Save your kisses for me by Brotherhood of Men, Beg, Steal Or Borrow by The New Seekers and naturally the song which was chosen to be the best Eurovision Song Contest entry ever in 2005 - Waterloo by the world-famous Swedish quarter ABBA. ABBA had actually tried to enter the 1973 Eurovision Song Contest already with the song Ring Ring, which later became a hit for them in many European countries - but they only reached the third place in the Swedish national selection.

More and more countries all over the world decided to broadcast the Eurovision Song Contest, including Brazil, Chile, Japan, Taiwan, The Philippines, Hong Kong, Dubai and Thailand. Israel and Turkey also entered the contest for the first time in the seventies.



Detailed information about each entry, including all winners, such as names of song writers and composers, as well as full scoreboards, can be found on the official website of the Eurovision Song Contest, www.eurovision.tv. Click on HISTORY in the site's navigation.

Year	Winning country	Winning artist	Winning song
1970	Ireland	Dana	<i>All Kinds Of Everything</i>
1971	Monaco	Séverine	<i>Un Banc, Un Arbre, Une Rue</i>
1972	Luxembourg	Vicky Leandros	<i>Après Toi</i>
1973	Luxembourg	Anne-Marie David	<i>Tu Te Reconnaîtras</i>
1974	Sweden	ABBA	<i>Waterloo</i>
1975	The Netherlands	Teach-In	<i>Ding-A-Dong</i>
1976	United Kingdom	Brotherhood Of Man	<i>Save Your Kisses For Me</i>
1977	France	Marie Myriam	<i>L'oiseau Et L'enfant</i>
1978	Israel	Izhar Cohen & Alphabeta	<i>A-Ba-Ni-Bi</i>
1979	Israel	Gali Atari & Milk And Honey	<i>Hallelujah</i>



THE 1980s

The 1980's brought more up-tempo songs to the Eurovision Song Contest. The surprising victories of La Det Swinge by the Norwegian duo Bobbysocks in 1985, Swedish Herrey's Diggy-Loo, Diggy-Ley and Yugoslavian Rock me by Riva in 1989, to name a few. Still ballads dominated and many of them won the contest in this decade. One of them being Nicole who finally brought the victory home for Germany in 1982 with *Ein Bißchen Frieden*, composed by the legendary Ralph Siegel.

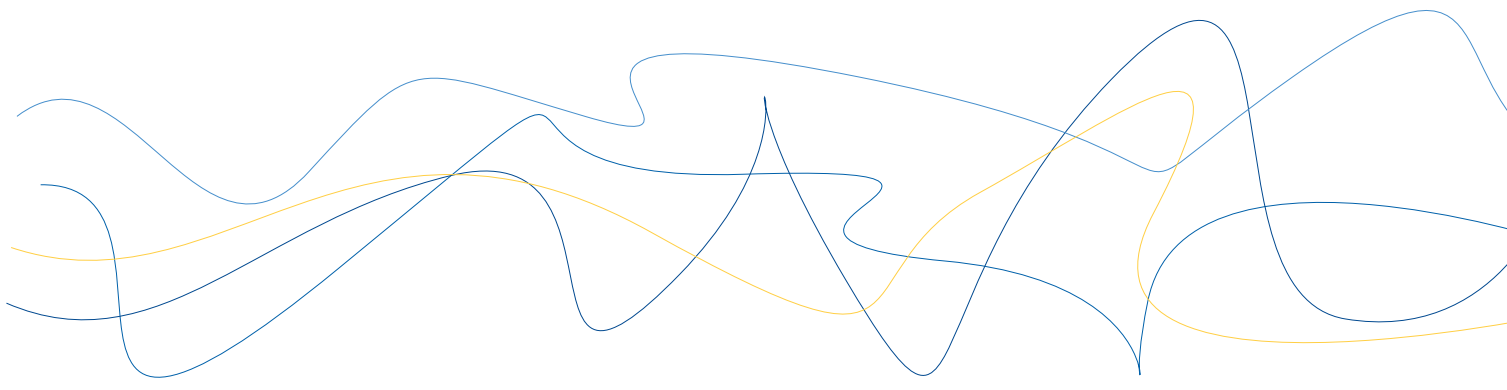
Johnny Logan, now known as "Mr Eurovision", secured Ireland's second victory in 1980 with *What's Another Year* and again in 1987 with *Hold Me Now*. The Australian-born singer became an Irish citizen after he sang for Ireland in the 1980 contest. Linda Martin won the contest with another Johnny Logan song *Why Me?* in 1992, making Logan the only person to have won the contest three times.

More superstars were launched at the Eurovision Song Contest in the 1980s. For Céline Dion, winning the 1988 Eurovision Song Contest was the starting point of her globe-wide career. Germany and Austria's entries in 1989 were both written by the German pop titan, Dieter Bohlen who became famous in Germany in the 1980's as one half of the duo Modern Talking.

1983 marked the first performance of Sweden's Carola Häggkvist who reached the third place and went on to win the contest in 1991 and represented her country again in 2006, coming fifth. Her song *Främling* became very popular in Sweden, perhaps even more than her winning song from 1991. Her debut album, *Främling* remains the biggest-selling album in Swedish music history.

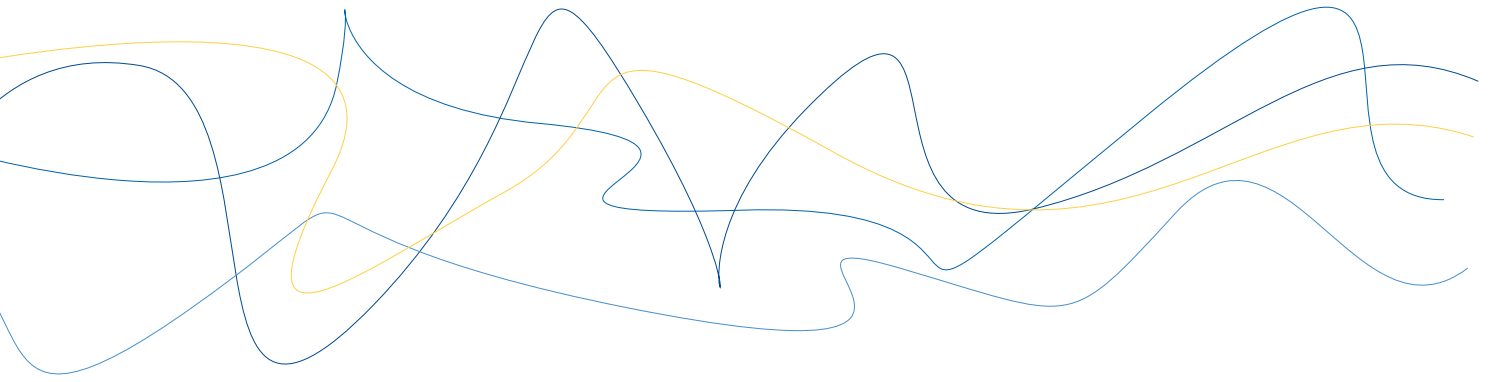
As the acts became more visual, the organisers had also some tricks up their sleeves. The contest in 1985 was hosted by the former participant Lill Lindfors who shocked the audience with an act in which it seemed that her skirt was torn off. This was of course well-rehearsed, and remains one of the most-remembered highlights in the history of the Eurovision Song Contest. She also congratulated the Norwegian team by saying: "I'm so pleased you won. Norway so often loses."

The Eurovision Song Contest participants' list grew again. For the first time in the history of the song contest in 1980, an African country - Morocco - participated with Samira, a star in all of the Arabian countries, but her entry *Bitakat Hob* ended up at 18th position with just 7 points.



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Year	Winning country	Winning artist	Winning song
1980	Ireland	Johnny Logan	<i>What's Another Year?</i>
1981	United Kingdom	Bucks Fizz	<i>Making Your Mind Up</i>
1982	Germany	Nicole	<i>Ein Bißchen Frieden</i>
1983	Luxembourg	Corinne Hermès	<i>Si La Vie Est Cadeau</i>
1984	Sweden	The Herreys	<i>Diggi-Loo Diggi-Ley</i>
1985	Norway	Bobbysocks	<i>La Det Swinge</i>
1986	Belgium	Sandra Kim	<i>J'aime La Vie</i>
1987	Ireland	Johnny Logan	<i>Hold Me Now</i>
1988	Switzerland	Céline Dion	<i>Ne Partez Pas Sans Moi</i>
1989	Yugoslavia	Riva	<i>Rock Me</i>



THE 1990s

The enlargement of the contest in this decade led to new problems - the show still had to be around 3 hours in length but it was hard to achieve when more than 25 countries decided to participate. Thus, several possible solutions were proposed and used. Starting with seven countries from Eastern Europe participating in a preliminary heat called *Kvalifikacija za Millstreet* in Ljubljana (1993) and continuing with an audio preselection (1996) from where 22 countries out of 29 were selected to go to the final.

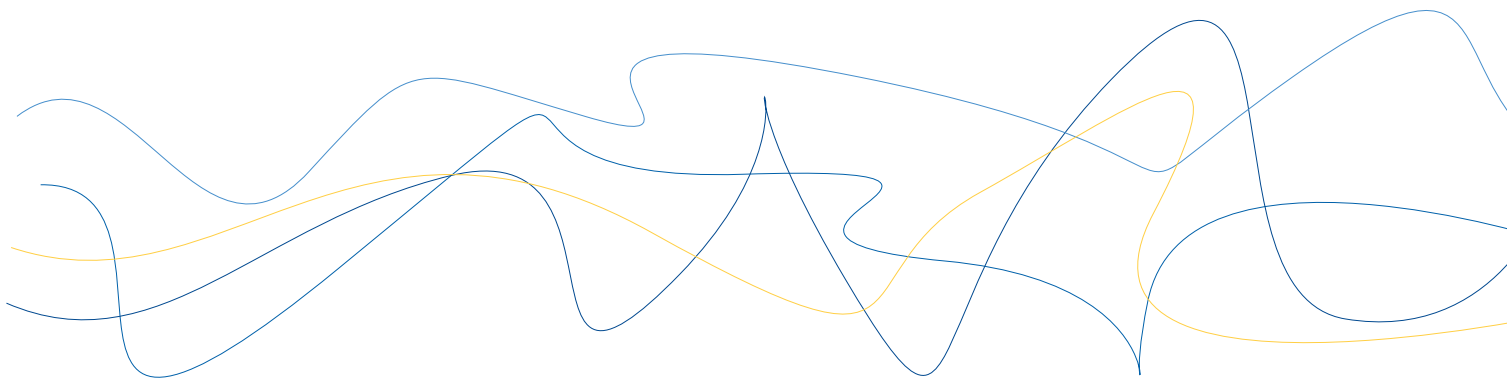
In 1996 the average results of all countries in the last five song contests were measured, and the 25 countries that had done best qualified for the final in Dublin.

In 1999, the long-standing rule that each country had to sing in one of its own national languages was abolished, and it was also decided that France, Germany, Spain and the United Kingdom, as the highest-paying European Broadcasting Union subscribers, would automatically be allowed to participate every year, irrespective of their five-year point average. Also, the requirement of an orchestra was optional and since that time no orchestra has been on stage at the Eurovision Song Contest.

Televoting was introduced in the United Kingdom, Sweden, Austria, Switzerland and Germany in 1997 and it would be extended to almost all participating countries at the following contest. Nowadays it is compulsory to use televoting.

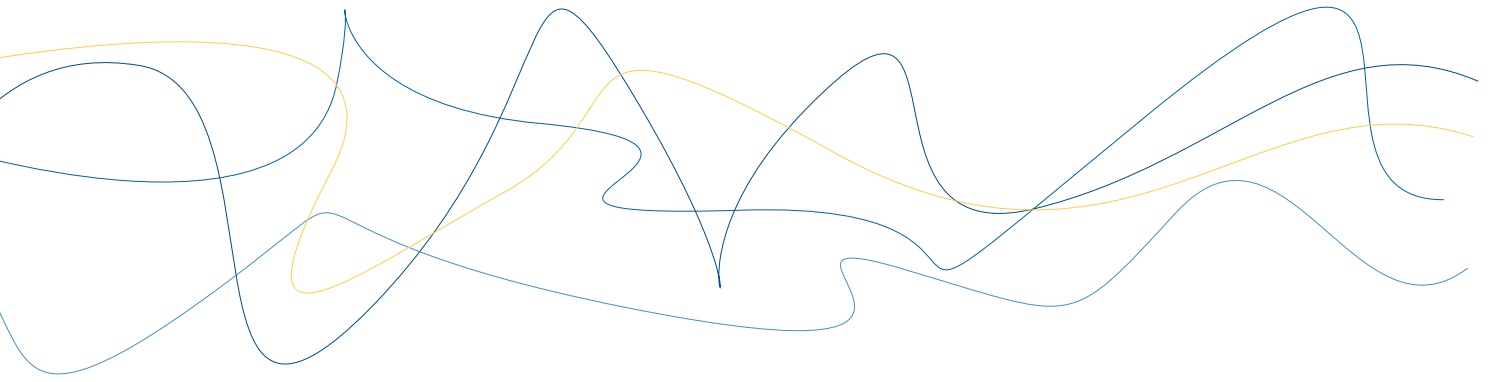
This decade was unbelievably successful for Ireland who won four times in total of which three times in a row - 1992, 1993, 1994 and 1996. The biggest commercial success of the 1994 Eurovision Song Contest was none of the songs though, but the interval act *Riverdance* which later became a worldwide hit.

It was also a decade of divas as one of the most sold artists in the world, the Russian Alla Pugacheva and a well-known Icelandic singer Paul Oscar took part. They were joined by the taboo-breaking transsexual Dana International winning in 1998 with the suitable song *Diva*.



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Year	Winning country	Winning artist	Winning song
1990	Italy	Toto Cutugno	<i>Insieme: 1992</i>
1991	Sweden	Carola	<i>Fångad Av En Stormvind</i>
1992	Ireland	Linda Martin	<i>Why Me</i>
1993	Ireland	Niamh Kavanagh	<i>In Your Eyes</i>
1994	Ireland	P. Harrington & C. McGettigan	<i>Rock 'n' Roll Kids</i>
1995	Norway	Secret Garden	<i>Nocturne</i>
1996	Ireland	Eimear Quinn	<i>The Voice</i>
1997	United Kingdom	Katrina & The Waves	<i>Love Shine A Light</i>
1998	Israel	Dana International	<i>Diva</i>
1999	Sweden	Charlotte Nilsson	<i>Take Me To Your Heaven</i>



THE 2000s

More and more countries, 42 by 2009, joined the Eurovision Song Contest family in the new millennium. The first former Eastern European country succeeding winning the contest was Estonia with Tanel Padar and Dave Benton's *Everybody* in 2001 which was called a surprise victory, like the winning song from the year before - Olsen's Brothers' *Fly On The Wings Of Love* - and many winners to come.

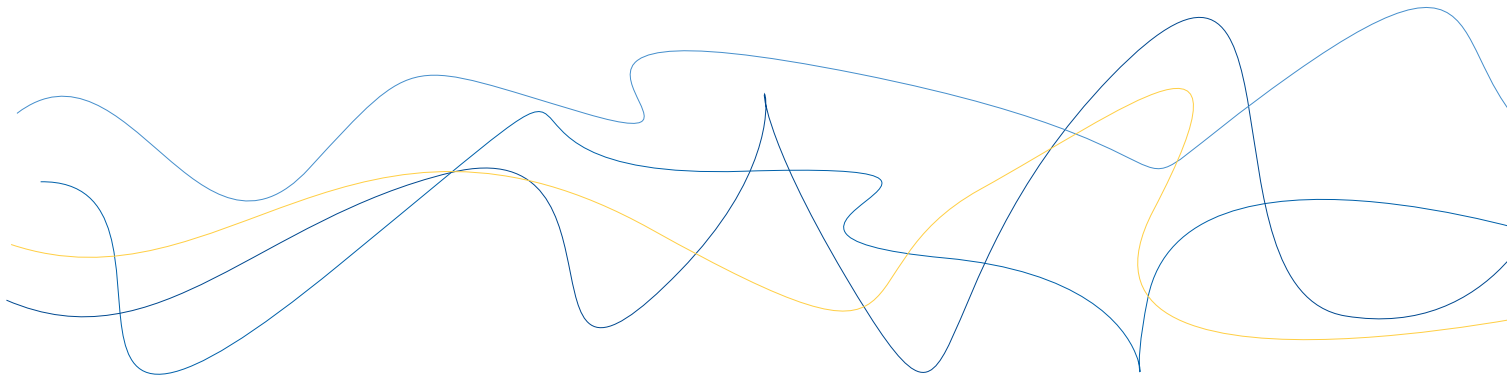
Due to more participants every year the organisers had to come up with changes. The European Broadcasting Union introduced a new rule in 2001: only the top 15 countries and the so called 'Big Four' (Germany, Spain, the United Kingdom and France) could participate in the 2002 contest - alongside the countries that had to stay at home for the 2001 event.

In 2003, it was decided that a Semi-Final would be held in 2004 with only the so-called 'Big Four' (Germany, UK, France and Spain) plus the ten most successful countries from the 2003 ranking having a pre-set spot in the Final. All the other countries had to go through a Semi-Final, which was held on the Wednesday prior to the Eurovision Song Contest Final night on Saturday.

In 2008 two Semi-Finals were introduced. Only the 'Big Four' countries did not have to go through semi-finals, all other participating countries had to take part in one of the semi-finals, held on Tuesday and Thursday before the final. Ten countries from every semi-final were awarded the chance to take part in the great final which still takes place on Saturday.

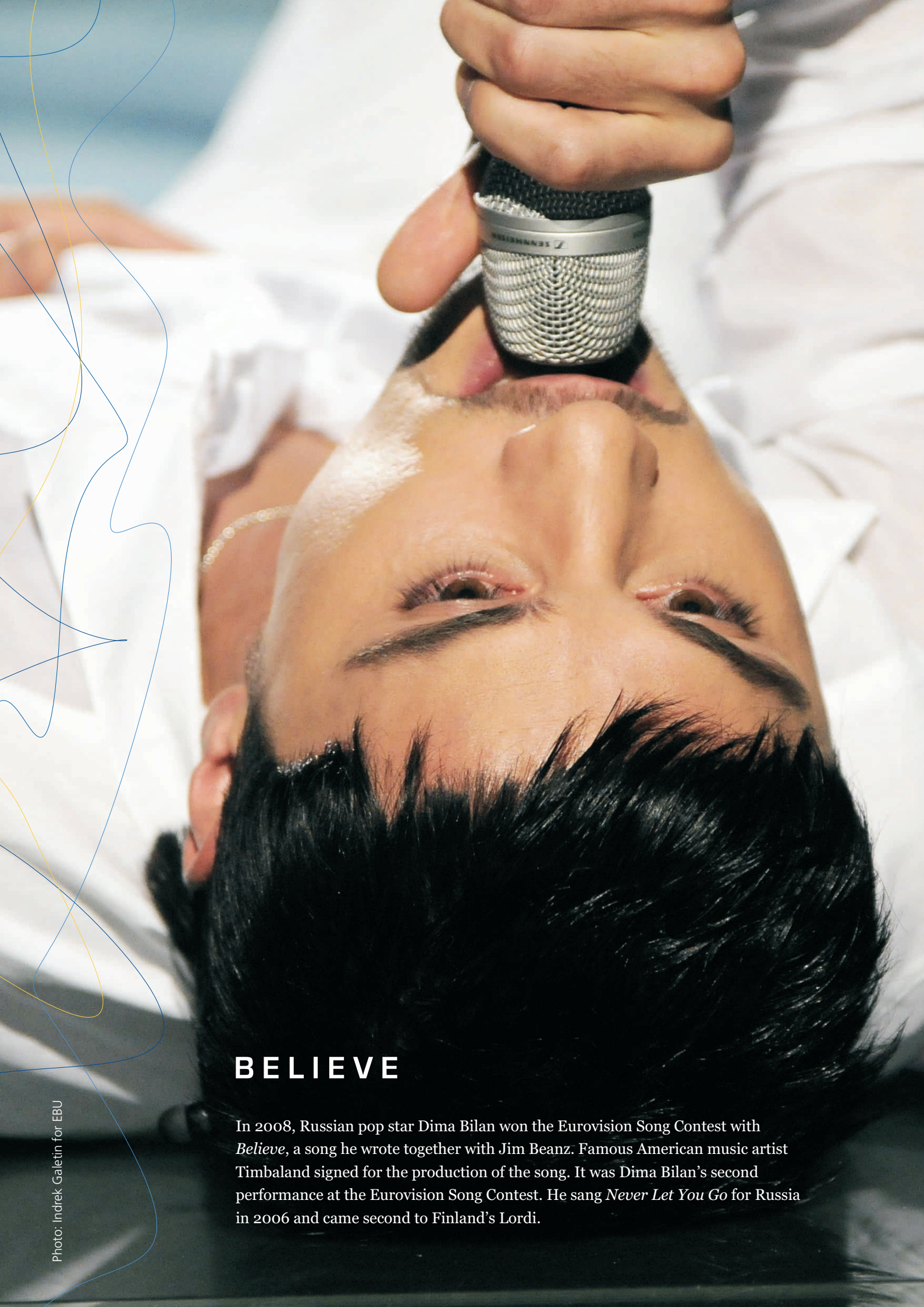
For the first time in the history of the Eurovision Song Contest, an official CD and DVD were released this decade. Also, a new logo - hearts including the flag of all participating countries - was introduced in 2004 in Istanbul and replaced all the existing logos which were used before.

The contest in 2005 marked the 50th anniversary of the Eurovision Song Contest, which later in 2005 would see a gala *Congratulations* in Copenhagen to celebrate the birthday of this middle-aged but young hearted lady, better known as the Eurovision Song Contest to millions of European television viewers.



Detailed information about each entry, including all winners, such as names of song writers and composers, as well as full scoreboards, can be found on the official website of the Eurovision Song Contest, www.eurovision.tv. Click on HISTORY in the site's navigation.

Year	Winning country	Winning artist	Winning song
2000	Denmark	The Olsen Brothers	<i>Fly On The Wings Of Love</i>
2001	Estonia	Tanel, Dave & 2XL	<i>Everybody</i>
2002	Latvia	Marie N	<i>I Wanna</i>
2003	Turkey	Sertab	<i>Everyway That I Can</i>
2004	Ukraine	Ruslana	<i>Wild Dances</i>
2005	Greece	Helena Paparizou	<i>My Number One</i>
2006	Finland	Lordi	<i>Hard Rock Hallelujah</i>
2007	Serbia	Marija Šerifovic'	<i>Molitva</i>
2008	Russia	Dima Bilan	<i>Believe</i>



BELIEVE

In 2008, Russian pop star Dima Bilan won the Eurovision Song Contest with *Believe*, a song he wrote together with Jim Beanz. Famous American music artist Timbaland signed for the production of the song. It was Dima Bilan's second performance at the Eurovision Song Contest. He sang *Never Let You Go* for Russia in 2006 and came second to Finland's Lordi.



CONGRATULATIONS

In 2005, Europe celebrated the 50th anniversary of its favorite TV show. *Congratulations: 50 Years of Eurovision Song Contest* was a television programme organised in 2005 to commemorate this. During a spectacular live show from Copenhagen, 14 of the contest's evergreens competed for the title of best Eurovision Song Contest entry of all times.

The show was hosted by Katrina Leskanich, who won the Eurovision Song Contest in 1997 with *Love Shine A Light*, and Renārs Kaupers, who was Latvia's first ever Eurovision Song Contest entrant in 2000 with his band Brainstorm.

In May 2005, the EBU opened a poll on Eurovision.tv to find the ten songs that would compete. Voters chose their two favourite songs from each of five decades: 1956 to 1965, 1966 to 1975, 1976 to 1985, 1986 to 1995 and 1996 to 2005. The remaining four songs were selected by the Reference Group of the contest. On the 16th of June, 2005 the fourteen chosen songs were announced.

The show featured performances of the 14 songs, Eurovision Song Contest highlights and three special medleys, performed by former participants.

Both juries and televoting were used, both having an equal influence over the vote. In the first round of voting, the number of songs was reduced to five. Each country awarded points from one to eight, then ten and finally twelve for their ten most popular songs. The top five songs were then subjected to another round of voting, where only six points and above were awarded. The results were not announced until after the show. The song with the most points in the second round was the winner.

The event was won by the legendary Swedish group ABBA and their song *Waterloo*. The band had originally won the Eurovision Song Contest for Sweden in 1974 and became one of the most successful bands worldwide, selling more than 370 million records. Unfortunately, none of the four band members attended the show, and thus the award was handed over to Marten Aglander, representative of Universal Music in Sweden.

Visit www.eurovision.tv (HISTORY > CONGRATULATIONS) for the full results.

History timeline

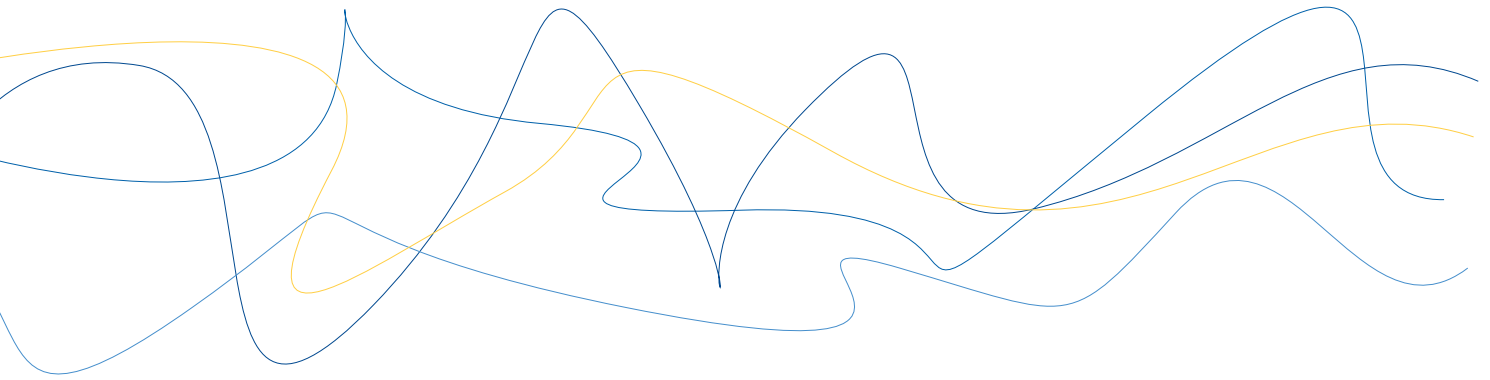
Highlights of the Eurovision Song Contest

- 1955** The concept of the Eurovision Song Contest was presented by EBU Director Marcel Bezençon
- 1956** The first Eurovision Song Contest took place in Lugano, Switzerland, on the 24th of May
- 1958** Italy's Domenico Modugno finishes 3rd with *Nel Blu Di Pinto Di Blu*, better known as *Volare*. It would become the most covered song in the history of the Eurovision Song Contest
- 1964** A demonstrator manages to reach the stage during the live broadcast. Unfortunately, there is no archive material of the 1964 contest
- 1968** The first ever Eurovision Song Contest broadcast in colour
- 1969** A controversial outcome, as Spain, the United Kingdom, the Netherlands and France all finish first
- 1974** ABBA wins for Sweden. They would become the most successful Eurovision Song Contest winners ever
- 1975** A new voting system is being introduced. Each country gives 1 to 8, 10 and 12 points to its top-10
- 1977** The contest has to be postponed from April to May due to a strike of camera men at the BBC
- 1979** Israel wins the contest for the second time in a row
- 1980** Last year's winner Israel could not host the contest and the Netherlands offered to take over the production
The Eurovision Song Contest celebrates its 25th anniversary
- 1986** 13-year old Sandra Kim, who earlier claimed to be 15, wins for Belgium. It would be the youngest winner ever
Luxembourg's entry *L'amour De Ma Vie* is the 500th song at the Eurovision Song Contest since 1956
- 1987** Johnny Logan, representing Ireland, wins the Eurovision Song Contest for the second time
- 1988** Canadian singer Céline Dion wins for Switzerland. She would become one of the world's most popular singers
- 1993** Representatives from seven countries compete in a regional qualification for three open slots at the contest.
As a result, Bosnia & Herzegovina, Slovenia and Croatia took part for the first time
- 1994** As many as seven new countries take part: Estonia, Lithuania, Russia, Hungary, Romania and Slovakia
- 1997** Ireland hosts the contest after winning for the third time in four years
The first experiments with televoting take place
- 1998** Dana International sparks controversy, being the first transsexual to win the contest
- 1999** For the first time, there is no orchestra at the Eurovision Song Contest
- 2001** A record 38,000 people attended the contest at Copenhagen's Parken Stadium
- 2002** For the first time, the Eurovision Song Contest takes place in eastern Europe, as Estonia hosts the event
- 2004** For the first time ever, a televised Semi-Final takes place in the lead up to the Eurovision Song Contest
Old records are broken as 36 countries are represented
A new, generic logo is introduced
- 2005** In a spectacular live show from Copenhagen, Europe celebrates the 50th anniversary of the Eurovision Song Contest
ABBA's *Waterloo* is chosen as best Eurovision Song Contest song from the past 50 years
- 2006** Finland wins the contest after waiting for victory a record 45 years
Ireland's Brian Kennedy performs the 1,000th song at the Eurovision Song Contest since 1956
- 2008** For the first time, two Semi-Finals take place in the lead up to the Final
A new record of 43 countries is represented

PART E

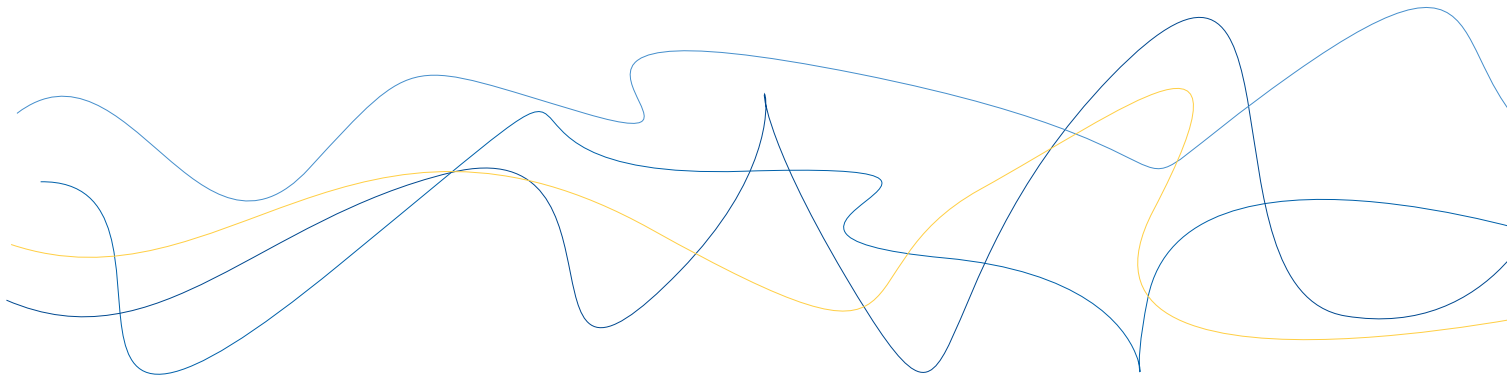
**FACTS &
FIGURES**





FACTS & FIGURES

- The first ever Eurovision Song Contest took place on the 24th of May, 1956, in Lugano, Switzerland
- In 54 years, over 1,100 songs competed in the Eurovision Song Contest
- Noel Kelehan conducted five winners (1980, 1987, 1992, 1993 and 1996)
- Dutch conductor Dolf van der Linde conducted for seven different countries (Belgium, Germany, Ireland, Luxembourg, the Netherlands, Sweden and Switzerland)
- Johnny Logan won the Eurovision Song Contest three times. In 1980 and 1987 he represented Ireland as performer and won both times, in 1992 he wrote Linda Martin's winning entry Why Me
- Poland made the most impressive debut in 1994, when Edyta Gorniak came 2nd with To Nie Ja, closely followed by Serbia's victory in 2007. Although Serbia & Montenegro was represented twice before, it was the first time that Serbia took part as an independent country
- Norway could be found at the bottom of the list as many as ten times! The unfortunates came last in 1963, 1969, 1974, 1976, 1978, 1981, 1990, 1997, 2001 and 2004. Nevertheless, they also won twice (in 1985 and 1995)
- Ireland won a record 7 times, Luxembourg, France and the United Kingdom 5 times. Sweden and the Netherlands won 4 times
- ABBA is the most successful Eurovision Song Contest winner. The Swedish pop band won the contest in 1974
- In 2001, the largest audience ever attended the Eurovision Song Contest. Almost 38,000 people gathered at Copenhagen's Parken Stadium
- Last year, a record number of 43 countries participated
- The most covered Eurovision Song Contest song is Domenico Modugno's Nel Blu Di Pinto Di Blu, also known as Volare. The song has been covered by famous stars such as Frank Sinatra, Cliff Richard, David Bowie and many more
- Televoting was introduced in 1997
- In 2004, the first televised Eurovision Song Contest Semi-Final took place. In 2008, a second Semi-Final was introduced
- Recently, the contest was won by Greece (2005), Finland (2006), Serbia (2007) and Russia (2008)
- In 2007, 90 million people saw the Eurovision Song Contest, in 2008 105 million people tuned in
- In 2008, 8,3 million votes were cast for the Eurovision Song Contest
- Last year, the Eurovision Song Contest website attracted 8,7 million visitors



ABOUT MOSCOW 2009

First Semi-Final: Tuesday, 12th of May (21:00 CET)

Second Semi-Final: Thursday, 14th of May (21:00 CET)

Final: Saturday, 16th of May (21:00 CET)

·The 2009 Eurovision Song Contest is the 54th consecutive annual running, this year produced by Channel One Russia under the auspices of the European Broadcasting Union (EBU)

·EBU Member Broadcasters from 42 countries are taking part in this year's competition

·A total of over 100 million viewers from across Europe and the world is expected to tune in for the two Semi-Finals (12 and 14 May) and the Final (16 May)

·The contest will be hosted at the Olympiyski Indoor Arena in Moscow, Russia, which was built for the 1980 Olympic Summer Games

·Raiffeisen Bank is the 2009 Eurovision Song Contest Presenting Partner, Taft (Schwarzkopf & Henkel) the Official Hairstyling Partner. Rostelecom is the event's Official Telecommunications Partner

·Geographically, it is the most eastern Eurovision Song Contest to date

·Over 1,500 accredited journalists from over 70 countries will work at the contest

·In terms of production, the 2009 Eurovision Song Contest is the biggest ever with over 450 tons of equipment

·2,000 square meters of LED surface will be used in the set. The total stage area is 1,000 square meters

·Over 600 moving light elements will be used, plus more than 1,000 other units of light equipment

·30 cameras of various types will be used to bring a crystal clear picture to the millions of TV-viewers. The three live shows will be distributed in SD and HD

·All equipment will be connected with nearly 110,000 meters of cable

·The stage was designed by US-based set designer John Casey. He was also involved with the set design of the 1994, 1995 and 1997 Eurovision Song Contest



- Of the 42 songs, 23 will be sung in English, while 19 will be sung in at least one other language. 10 of the songs will be performed in more than one language
- The Danish entry was co-written by former Boyzone singer Ronan Keating, who also co-hosted the 1997 Eurovision Song Contest
- The German Ralph Siegel composed this year's Montenegrin entry. It is his 19th Eurovision Song Contest entry, an absolute record
- Chiara from Malta represents her country for the third time. In 1998 she finished third with *The One That I Love*, in 2005 second with *Angel*
- Sakis Rouvas represents Greece for the second time. In 2004 he finished third with *Shake It*. In 2006 he co-hosted the Eurovision Song Contest in Athens, Greece
- The UK entry *It's My Time* has been composed by famous and successful musical composer Lord Andrew Lloyd Webber and Diane Warren
- The Netherlands is taking part in the Eurovision Song Contest for the 50th time
- Andorra, Belgium, Slovakia and Estonia hope to qualify in the Semi-Finals for the first time

ABOUT THE VOTING

- In both Semi-Finals, viewers of the countries that participate in that particular event can vote by telephone and/or SMS. The top-9 of each Semi-Final qualifies for the Final.
- In both Semi-Finals, the jury's highest ranked country that doesn't qualify through televoting also qualifies for the Final, bringing the total amount of qualifiers per Semi-Final to 10
- The so-called Big Four (France, Germany, Spain and the United Kingdom) as well as Host Country Russia are automatically qualified to take part in the Final
- In the first Semi-Final, Germany, Spain and the United Kingdom will also vote (determined by draw)
- In the second Semi-Final, France and Russia will also vote (determined by draw)
- NEW! In the Final, professional juries and televoters in all 42 countries will determine the outcome, each having a 50 percent stake
- Since 2004, the voting procedure is being managed by the EBU's voting partner Digame. The procedure is being monitored by an independent auditor of PriceWaterhouse Coopers



ABOUT THE EUROVISION FAMILY OF EVENTS

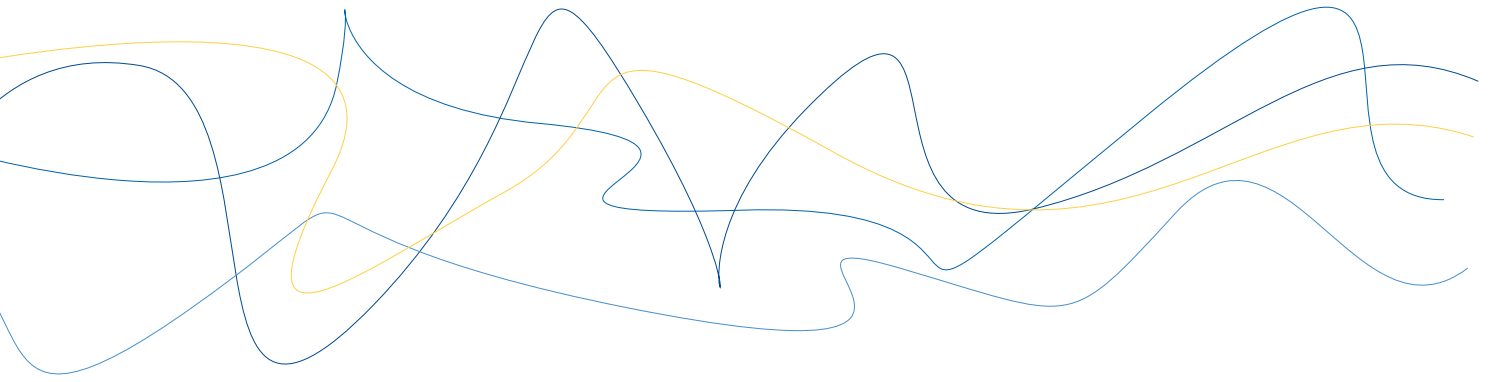
·In 2003, the European Broadcasting Union introduced the Junior Eurovision Song Contest. The 7th running of the show will take place on Saturday, 21st of November in Kyiv, Ukraine. Host Broadcaster NTU won the bid for hosting the 2009 running

·The contest was won by young stars from Croatia (2003), Spain (2004), Belarus (2005 and 2007), Russia (2006) and Georgia (2008)

·In 2007, the European Broadcasting Union introduced the Eurovision Dance Contest. The 3rd running of the show will take place on Saturday, 26th of September in Baku, Azerbaijan. Host Broadcaster Ictimai TV won the bid for hosting the 2009 running

·The contest was won by dance couples from Finland (2007) and Poland (2008)

Note: For more information, please visit www.eurovisionfamily.tv



KEY FIGURES

- 483,939,102** The number of hits Eurovision.tv received between January and June 2008.
- 105,000,000** The cumulative amount of people approximately watching the 2008 Eurovision Song Contest in Belgrade, Serbia.
- 8,200,000** The total number of votes casted during the Semi-Finals and Grand Final of the 2008 Eurovision Song Contest.
- 5,700** The number of accredited people at the 2008 Eurovision Song Contest (staff, delegates, media and fans).
- 1,100** The total number of songs performed at the Eurovision song Contest since 1956.
- 43** The largest number of countries that ever took part at the Eurovision Song Contest (2008).

A P R I C E L E S S

B A L A N C E

Every year the EBU and the Host Broadcaster aim to facilitate your work as a media professional at the Eurovision Song Contest. The event is unique as it brings together the media and fans, to create a fantastic atmosphere year after year. We value this atmosphere, and we are always looking for new ways to make sure that both parties go home at the end of the event with a great experience.

On behalf of the EBU's Communications & PR team for the Eurovision Song Contest, I would like to thank you for your interest in the competition. We are looking forward to welcome you as well at the Junior Eurovision Song Contest and the Eurovision Dance Contest.

Sietse Bakker
Manager Communications & PR

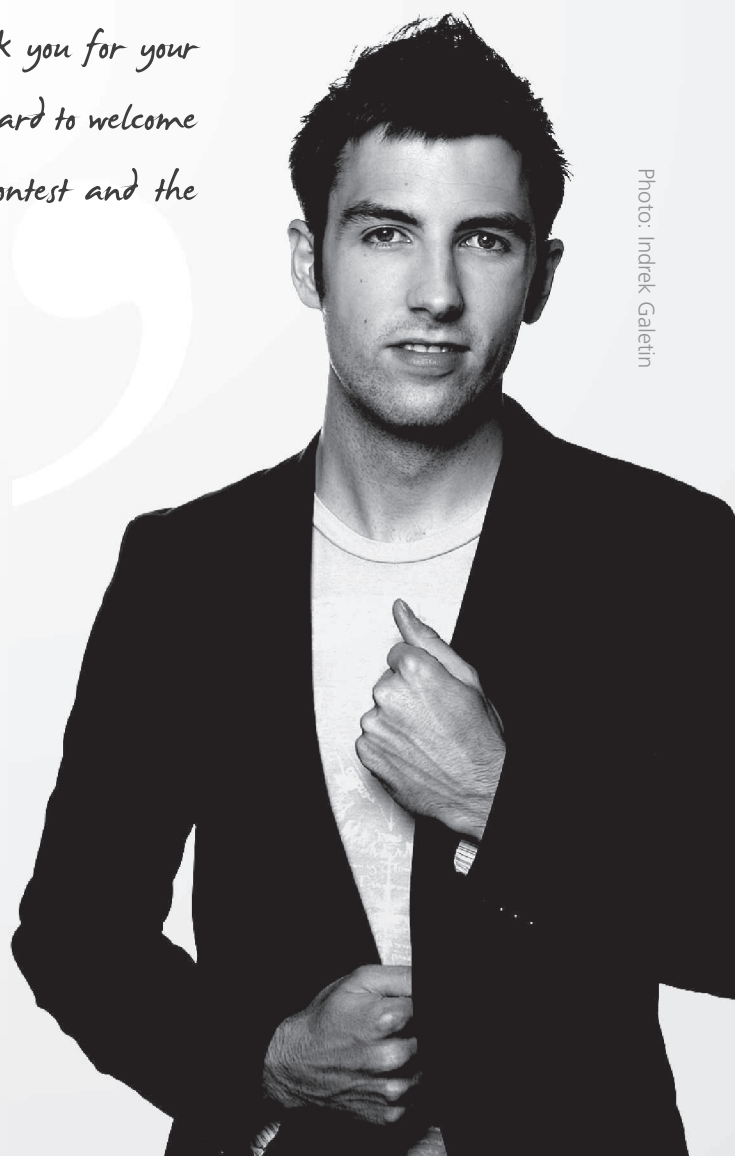


Photo: Indrek Galetin

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