



PRESS RELEASE

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The ABOUT YOU Awards 2020 usher in influencer marketing 2.0: with an all-new concept, the award show is focusing on outspoken digital creators and evolving into the most important industry get-together for influencer marketing in Europe

- **ABOUT YOU will hold the fourth ABOUT YOU Awards on May 7, 2020. For the first time, the venue will be MMC Studios in Cologne. With its new concept, the brand will present accolades in a total of eight categories to influencers who are also digital creators**
- **With limited tickets giving business guests access to an exclusive program of supporting events, the ABOUT YOU Awards is evolving into an industry get-together for the social media marketing scene**
- **Chiara Ferragni, Riccardo Simonetti, Stefanie Giesinger, and Marcus Butler have already been confirmed as presenters**
- **Fans and followers will be able to vote for their favorite digital creators among the top three nominees between April 20 and May 4, 2020. The winners will be selected jointly by the community and the ABOUT YOU Awards Academy and will receive their prizes during the TV show on ProSieben on May 7, 2020**
- **For the first time, the ABOUT YOU Awards will also be conferred in the Czech Republic**

ABOUT YOU has established its unique award ceremony as a permanent fixture on TV over the last few years with an unprecedented blend of television and social media, attracting more than eight million viewers and in excess of 1.5 billion media contacts. It has also constantly further developed the concept for its spectacular ABOUT YOU Awards. This year, the online fashion retailer is rolling out an impressive, all-new concept for the show, the process used to select nominees, and the supporting program. With a limited number of exclusive business tickets for decision-makers from the digital and media industry, the ABOUT YOU Awards and the award show on May 7, 2020, will become a top-class get-together for insiders from the social media and influencer marketing scene.

ABOUT YOU is once again showing itself to be a first mover in the fast-paced world of social media. This time, the awards will be presented in a total of eight categories—Style, Business, Sport, Digital Art, Empowerment, Movement, International Special Award, and Idol of the Year—four of which are completely new. Thanks to the innovative concept, there will be plenty of exciting highlights in this year's show. New show elements and spectacular live music performances will make for an immensely emotive and entertaining experience. Some 1,300 guests—including industry insiders and editors, VIPs, influencers, and fans—can look forward to an unforgettable evening in a futuristic setting. The award show will be broadcast on ProSieben on May 7, 2020. It will be supported by a range of mini-formats on social media.

One of this year's changes is the approach to producing the award show, which will focus clearly on high-quality, creative content which is unusual for TV. The show will be produced largely by the in-house production team ABOUT YOU Productions, working alongside Redseven Entertainment.



“As in every year, we once again want to set new standards in influencer and content marketing with the ABOUT YOU Awards. Our aim is to break away from the classic TV show format and make it even more exclusive for the target audience. The ABOUT YOU Awards are much more than just a TV award show: they offer a new kind of event experience which spotlights the greatest digital creators of our time,” say ABOUT YOU Content Directors Julian Jansen and Chris Nickel, who initiated the ABOUT YOU Awards four years ago and have overseen them ever since.

Ever since it went live in 2014, ABOUT YOU has stood for tolerance and individuality. The ABOUT YOU Awards 2020 will be both individual and personal. The coveted award will honor digital creators—free thinkers of the digital age who stand out from the crowd, offer fresh perspectives, and impact on an entire generation. To embed the topic of diversity even more firmly in the ABOUT YOU Awards, the influencer marketing pioneer has modified its eight award categories this year. Digital creators whose individual platforms offer added value for society and have the potential to impact on millions of people will be commended in the categories of Style, Business, Sport, Digital Art, Empowerment, Movement, International Special Award, and Idol of the Year. International celebrities including Chiara Ferragni, Riccardo Simonetti, Stefanie Giesinger, and Marcus Butler will present the coveted awards and further enhance the award show’s exclusivity and relevance.

ABOUT YOU has also come up with some very special changes to its popular voting system. Unlike in previous years, the final top three nominees will be selected by the ABOUT YOU Awards Academy* based on specific key questions, such as a clear message or authenticity. Their names will be announced on social media by both ABOUT YOU and the nominees themselves on April 20, 2020. Between April 20 and May 4, 2020, fans and followers will then be able to vote for their personal favorites at www.aboutyou-awards.de, enabling them to select the final winners of this year’s ABOUT YOU Awards hand in hand with the ABOUT YOU Awards Academy.

Since last year, the opportunity to see the stars of the digital age live at the show has been considered a particular highlight of the ABOUT YOU Awards. This year, however, there will not be any fan tickets available to buy. Instead, ABOUT YOU will give away a limited number of exclusive tickets to fans and followers, enabling them to experience an event they will never forget.

The success of the ABOUT YOU Awards is now going international also: in conjunction with the Czech broadcaster NOVA, ABOUT YOU will create the first Czech ABOUT YOU Awards show on May 9, 2020, two days after the German production. The TV show featuring more than 800 Czech influencers, celebrities, industry decision-makers, and members of the press will be aired by NOVA live on tape during prime time on the same day. It will follow the same structure and sequence as the German original.

“We are delighted to be able to scale up the ABOUT YOU Awards as a successful, large-scale event internationally now as well. We are optimistic that the award show will work very well in the Czech Republic as a format for content creation because we have a brand awareness of over 85 percent there and are already the market leader,” says Tarek Müller, co-founder and co-CEO of ABOUT YOU.

About ABOUT YOU

ABOUT YOU digitized the traditional shopping stroll and creates a personalized shopping experience on the smartphone. The fashion online shop adapts to the individual style of each customer showing only relevant products and outfit suggestions. At ABOUT YOU, the customer is the focus. Thus, ABOUT YOU supports its customers to express themselves through fashion. In addition to the versatile inspiration at aboutyou.com and in the award-winning ABOUT YOU app, women and men between 18 and 49 years of age will find an assortment of more than 300.000 articles from over 1.500 brands. With over 15 million active users each month, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. The fashion- and tech-company



generated a turnover of 461 million euros in 2018/19, which corresponds to an annual transaction volume of over 1.4 billion euros. With a company valuation of more than one billion US dollars, ABOUT YOU is the first unicorn from Hamburg. ABOUT YOU GmbH was founded in 2014 as a subsidiary of the Otto Group and is now part of the group portfolio. The management team includes serial entrepreneurs and digital experts Tarek Müller (31, Marketing & brands) and Sebastian Betz (29, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (38, Operations & Finance).

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