

Beat: Politics

EU Parliaments campaign film

European elections

Brussels , 07.05.2019, 23:14 Time

USPA NEWS - With over 75 million views in a week, the film "Choose Your Future", part of an EP awareness campaign based on the feeling of togetherness, has had an exceptional impact.

Click on 'More Information' link below to view video.

Since its launch on Thursday 25 April, the 3-minute film has been viewed over 75 million times; unprecedented figures for an institutional campaign

The film is subtitled in all 24 EU official languages as well as other EU languages, different national versions of the same language (33 in total), plus five worldwide major languages (Arabic, Chinese, Russian, Hindi and Turkish). It has also been produced in 31 sign languages and international sign, with the support of the European Union of the Deaf (EUD).

Directed by award-winning Frédéric Planchon, and developed and produced by Parliament's contractor, European Broadcast Partners and their sub-contractor & Co./NoA, it documents the intense, beautiful and fragile moments when new-born children come into this world across Europe and aims to make us reflect on why we vote. All the births featured in the film are real documentary footage. As one of the centrepieces of the 2019 European Parliament election campaign, the film intends to make Europeans aware of their shared values, emotions and responsibilities. In the words of the young girl narrating the film: "Each of us can leave a mark, but together we can make a real difference"^[2].

The European Parliament's campaign also includes the thetimeinvoting.eu platform to get people involved in the European elections. So far, more than 270.000 people have signed up.

The Europe-wide elections will be held in all EU countries between 23 and 26 May.

Article online:

<https://www.uspa24.com/bericht-15343/eu-parliaments-campaign-film.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Daren Frankish - European Union

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Daren Frankish - European Union

Editorial program service of General News Agency:

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

info@unitedpressassociation.org

info@gna24.com

www.gna24.com