



Presse / 2013 / Cascada to represent Germany at the ESC – 3.24 million viewers watched the German ESC heats on das Erste

February 15, 2013 | The band Cascada is the winner of the "Eurovision Song Contest 2013 – Our Song for Malmö" show and will represent Germany on May 18 in Sweden. Authors of the dance-pop song "Glorious", with which Cascada lead singer Nathalie Horler hit the stage in Hanover, are Yann Peifer, Manuel Reuter, Andres Ballinas and Tony Cornelissen. A total of 12 acts competed for the ticket to Malmö.

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An average of 3.24 million viewers watched the ESC heats presented by Anke Engelke. At peak times this figure even reached 4.64 million. The market share for 14 to 49 year olds was 11.5 percent (1.38 million) and 8.5 percent (0.27 million) for 14 to 29 year olds. In total, the market share was 10.4 percent.

For the first time, the winner of the German heats was determined by means of a three-part voting procedure: The result is made up of equal parts from the votes of listeners of nine pop waves and young radio stations from the ARD, the vote of the jury (Tim Bendzko, Roman Lob, Anna Loos, Mary Roos and Peter Urban) and the decision of the TV audience, who could vote via phone and text message during the show. The viewers submitted more than 837,000 votes. The television audience ultimately decided the contest: The radio listeners and the jury voted so differently that the contest was still completely undecided after the results of their voting were in.

Nathalie Horler: "I've been on cloud nine since the decision was announced... We never expected such a great result and that makes our victory all the sweeter. I can hardly wait to plan our show for the ESC and to rock the stage for Germany in Malmö!"

Thomas Schreiber, ARD Coordinator for Entertainment: "I would like to thank Anke Engelke for her clever, warm-hearted and wonderful presenting. Our next task is now to prepare Cascada's appearance for the international ESC final. I would just like to say one thing about the very different voting results: The jury made its decision before they knew the results of the radio stations. The result therefore wasn't a reaction to the radio voting. Anyone who knows the members of the jury will be aware of the importance they place on making an independent decision. Furthermore, it was actually the aim of our new voting procedure to capture as wide a range of views as possible.

We are delighted at the large number of people who participated in the online and televoting. Our

aim is to further increase the acceptance and relevance of the German heats in the coming years."

Das Erste will broadcast the Eurovision Song Contest on Saturday, May 18, live at 9.00 p.m.

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