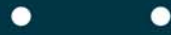


The Association
for International
Broadcasting



AIB Media Excellence Awards 2007

CLOSING DATE
3 AUGUST
2007

Call for entries

the background

The Association for International Broadcasting is pleased to announce the 2007 AIB Media Excellence Awards.

Now in their third year, the Awards recognise success and celebrate creativity. They are unique in the field of international electronic media by being truly independent.

The AIB Awards recognise the special skills and needs of international broadcasting and are highly respected by the world's leading broadcasters as well as by companies that support international TV and radio.

The AIB Awards are completely non-commercial and offer peer review of output, personalities and technology - they are the only awards that celebrate excellence in international, cross-border broadcasting.

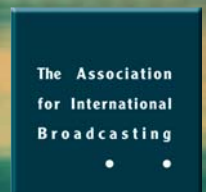
The 2007 AIB Media Excellence Awards will be judged by an international panel of independent judges, including previous years' winners, international media practitioners and others involved in the sector.

Importantly, the AIB Awards are not only for broadcasters who operate in the English-language - we recognise that 90% of the world's population lives in a country where English is not the mother tongue. We actively encourage programme makers who produce programmes in languages other than English to enter and have their work recognised.

the celebration

We'll be celebrating the award entrants and winners at the AIB *Diner Pensant* and Awards in central London on Tuesday 20 November 2007.

We're not revealing the location or the guests who will be in conversation with the AIB during the evening. We can promise you that the location will be stunning and the evening will be inspiring. Mark the date in your diary today.





the categories

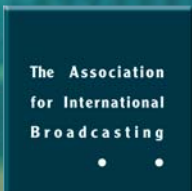
- **International TV channel** of the year
- **International radio station** of the year
- **International TV personality** of the year
- **International radio personality** of the year
- **Clearest coverage of a single news event** – audio (radio and/or podcast)
- **Clearest coverage of a single news event** – video (TV or vodcast)
- **Best programme dealing with a topical issue**– audio
- **Best programme dealing with a topical issue** – video
- **Most creative new strategy or marketing concept** by an international broadcaster
- **Most innovative partnership** between a local and an international broadcaster
- **Best realisation of a cross-border, cross-media** production
- **Gear of the year** - helping realise an international broadcaster's objectives (production or distribution)



the judges

Our judges are truly international and include

- Doug Bernard VoA
- Simon Bucks Sky News
- Peter Burdin BBC
- Toby Hartwell APTN
- Ahmad Ibrahim Al Jazeera
- John Ive Iveteck
- Gerry Jackson SW Radio Africa
- Jonathan Marks Critical Distance
- Andrew Shaw TVNZ
- Joanna Shields Bebo
- David Smith Okapi Consulting
- Roger Thornton Quantel
- Denis Trunov Russia Today TV
- Carlson Wang Radio Taiwan International
- Mike Whittaker Showtime Arabia





categories in depth

International TV channel of the year

Which international television channel has had the greatest impact in the year? The judges will be looking for the most innovative programming, visual identity, marketing and reach. They will take into account the way in which a channel has launched or has ensured that it is visible in the increasingly competitive market for international broadcasting.

International radio station of the year

Radio remains an important medium, bringing news, information and entertainment to billions of people every day. International stations face increasing competition from local stations as well as from television and the web. Which station has reacted most effectively to the challenges of operating internationally, delivering the most appropriate content to its target audiences in the most appealing formats? The judges will be looking for excellence in radio broadcasting and a station's recognition of the different markets in which it operates.

International TV personality of the year

News, information, entertainment, business, technology – there are many genres of international television and an equally diverse range of presenters who work to explain and inform viewers about the subjects under discussion. The judges will be looking for the international presenter who enthuses about his or her subject, remains calm under pressure, provides the context that's needed and with whom international audiences can identify.

International radio personality of the year

Engaging with audiences throughout the world is immensely challenging yet every day, radio broadcasters go on the air and explain, provide context and offer unrivalled amounts of information. Who is the best on-air talent of the year? The judges will be looking for enthusiasm, personality and an interesting voice among other attributes.

Clearest coverage of a single news event

With two awards, one covering audio and the other video, judges will be looking for the most appropriate way that a major news event has been covered for international audiences. Has the context been provided so that the audience – which may be completely unfamiliar with the situation and the events leading up to the event – can fully understand what's happened, and why? Have the reporters dealt compassionately with the people affected by the event, and reported the event sensitively? We're looking for best practice in this important award category.

Best programme dealing with a topical issue

One award for video, and another for audio, looking at the way international broadcasters and media houses have handled an issue that's of interest to global audiences. The judges will look at the way in which the programme was structured, the amount and relevance of the information included, the context provided and the way in which it was presented. The winning programmes will stand out in international broadcasting and will be a beacon of excellence for the industry.

Most creative new strategy or marketing concept by an international broadcaster

International broadcasters face far greater challenges than their domestic counterparts in the area of reaching audiences and convincing them to spend time with their output. This award will reward the broadcaster that has developed the most creative new strategy for reaching audiences, or that has found the most creative marketing concept that has successfully raised the broadcaster's profile in one or more of its key international markets.

Most innovative partnership between a local and an international broadcaster

The days when international broadcasters could simply acquire rebroadcasting on a local station in another part of the world have gone, along with the technique of shouting at audiences. Today's most effective international broadcasters – both radio and television – are those that work in partnership to develop programming that meets the precise, and often varied, needs of each party. Whether it's co-productions across continents, placing producers in partner stations, or transfer of skills, this award will provide the most effective partnership with the recognition it deserves.

Best realisation of a cross-border, cross-media production

The single platform is dead. As more and more people in almost every country adopt different ways of consuming content, broadcasters must ensure that they address all audiences on every platform. That means effective production that recognises the different needs of different platforms, rather than simply trying to use the same material with a different badge. The judges will be looking for the way the production has harnessed the power of traditional broadcast and new media to deliver effectively to audiences on one or all platforms.

Gear of the year

What has been developed or implemented this year that allows international broadcasters to reach their audiences effectively and efficiently, or to create programmes across borders with the least cost without sacrificing quality. It's an open-ended Award, that might be for television production, programme distribution or audio.



entry form

One copy of this form must accompany each entry. Use photocopies where necessary.

Organisation _____

Contact Person _____

Address _____

Town/City _____

Post/Zip code _____ Country _____

Telephone _____ Fax _____

E-mail _____

Entry Category

- International TV channel of the year
- International TV personality of the year
- Clearest coverage of a single news event
- Best programme dealing with a topical issue
- Most creative new strategy or marketing concept by an international broadcaster
- Most innovative partnership between a local and an international broadcaster
- Best realisation of a cross-border, cross-media production
- Gear of the year
- International radio station of the year
- International radio personality of the year
- audio video
- audio video

Programme/project title _____

Original transmission date _____

Original language _____

- I have read and understood the rules applying to these Awards.
- I understand that my entry becomes the property of the Association for International Broadcasting and will not be returned.
- I am enclosing my entry fee of £50 payable to "AIB" drawn on a UK bank.
- Please charge the credit card shown below with £50.

(note: AIB members are exempt from all fees)



CSV*

Cardholder's name _____ Expiry date _____

Credit Card billing address _____

Post/Zip Code _____ Country _____

Cardholder signature _____

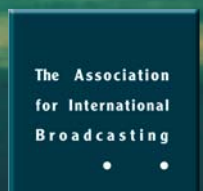
**CSV: the last three digits on the signature strip on Diners, Mastercard and Visa cards, and the four digits printed above the card number on American Express*

Signature of entrant _____

Name in print _____

Job title _____

This form and accompanying media and documentation must be submitted to:
 AIB Media Excellence Awards 2007
 Room G105, Little Sandrock, Cranbrook Road, Hawkhurst, CRANBROOK, TN18 4BD, United Kingdom



Closing date for entries 1700 GMT Friday 3 August 2007



detailed entry requirements

Entry to the **AIB Media Excellence Awards** is open to any organisation. Entry is not restricted to AIB members. However, AIB members are exempt from the entrance fee for all award categories. An organisation may submit entries in any or all categories.

The definition of "international audience" is an audience primarily located outside the country where the programme was made. In explanation: a programme made by a broadcaster in country "A" for an audience in another country, with no primary broadcasting within country "A".

The definition of "international broadcasting" is programming made in one country but intended for an audience, or audiences, abroad.

The winners of the 2007 AIB Media Excellence Awards will be presented at the AIB Diner Pensant and Awards in central London on 20 November 2007.

Nominations for each award must be submitted not later than **3 August 2007** together with the appropriate entry fee(s). The format for the award entries must be as follows:

Station of the Year

o A description of up to 1,500 words of the station, with its major achievements in the year to 30 April 2007 detailed, together with an explanation for the judges as to why, in the nominator's opinion, the station is candidate for the award. The description must be provided in hard copy (eight copies) and in MS Word on a CD.

o A CD (in the case of radio) or DVD (in the case of TV) with a selection of up to 20' of the most outstanding output in the year to 30 April 2007. Eight (8) copies of each CD or DVD *must* be submitted with the entry.

o Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for the start of the clip.

Production/journalism - audio

o Eight (8) CDs of the programme accompanied by a single sheet (A4 size) providing details of the programme's title, its production staff, writer (if different), date(s) and time(s) of transmission, and details of intended audience (region/countries, etc).

o If the programme has been produced in a language other than English, an English-language transcript must be provided in Microsoft Word file format on a CD together with eight (8) hard copies.

o Full details of the organisation originating the programme must be provided.
o Full details of the owner of any intellectual property within the programme, and details of the copyright owner of the programme as a whole, must be supplied.

o Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for the start of the clip.

Production/journalism - video

o Eight (8) DVDs of the programme accompanied by a single sheet (A4 size) providing details of the programme's title, its production staff, writer (if different), date(s) and time(s) of transmission, and details of intended audience (region/countries, etc).

o If the programme has been produced in a language other than English, an English-language transcript must be provided in Microsoft Word file format on a CD together with eight copies.

o Full details of the organisation originating the programme must be provided.
o Full details of the owner of any intellectual property within the programme, and details of the copyright owner of the programme as a whole, must be supplied.

o Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for the start of the clip.

Personality

o A description of up to 1,500 words of the personality and his/her work at the station/channel, provided on CD in MS Word format plus eight (8) hard copies.

o Eight (8) copies of either a CD (in the case of radio presenter) or a DVD (for TV presenter) with up to 10' of his/her work.

o Please tell us the 30" clip that you would like used during the Awards ceremony, should your entry be shortlisted. Give us the exact time in for the start of the clip.

Gear

o A complete description of the technology and/or project including details of how it has been applied in the specific area of international broadcasting.

o The description is to be provided in Microsoft Word file format and in the English language on a CD (Eight (8) copies of the CD are required)

o The names and company affiliations of all people involved in the technology and/or project are to be provided, together with complete details of the broadcaster where the technology and/or project has been applied.

In the case of the production/journalism categories, programmes must have been broadcast for the first time between 1 May 2006 and 30 April 2007. Programmes originally aired earlier than 1 May 2006 and repeated after 30 April 2007 are not eligible. Entries for the **2007 AIB Media Excellence Awards** must be submitted to arrive at the AIB's UK office no later than **3 August 2007**.

Each entry must be accompanied by the official entry form, properly completed, together with all other supporting documentation and media as specified in the entry procedures detailed in this document. Organisations that are not members of the AIB must send their entrance fee of £50 per entry. Cheques should be drawn in pounds sterling on a UK bank and made payable to "AIB".

We recommend that all entries are forwarded using a trackable courier service (such as DHL, FedEx, UPS, etc) to ensure that your entry arrives safely and on time. For UK entrants, we suggest using Royal Mail Special Delivery - the AIB is located in rural Kent and motorcycle couriers cost around £80 from central London.

The address for entries is:

AIB Media Excellence Awards 2007

Room G105, AIB, Little Sandrock, Cranbrook Road, Hawkhurst, CRANBROOK, TN18 4BD, United Kingdom

T +44 (0) 20 7993 2557 F +44 (0) 20 7993 8043



The AIB is inviting companies to sponsor the **2007 AIB Media Excellence Awards**.

Sponsorship of the Awards provides extensive profile-raising among the international broadcasting industry, with brand exposure throughout the year. There is also the opportunity to sponsor the AIB *Diner Pensant* and Awards evening on 20 November in central London.

To discuss sponsorship, contact Simon Spanswick on +44 (0) 20 7993 2557, e simon.spanswick@aib.org.uk.

AIB, PO Box 141, Cranbrook, TN17 9AJ, United Kingdom

T +44 (0) 20 7993 2557 F +44 (0) 20 7993 8043

awards2007@aib.org.uk

www.aib.org.uk