



The 2010 AIBs

The AIB international media excellence awards
Cross-media **Cross-border** **Cross-cultural**

ENTRY INFORMATION

Closing date for entries **2 July 2010**

Awards night **London, 10 November 2010**

www.theaibs.tv

The Association
for International
Broadcasting



Inspiring creativity

The 2010 AIBs

The AIB international media excellence awards

Cross-media

Cross-border

Cross-cultural

The AIBs - the international media excellence awards - are firmly established as one of the most important international festivals. Each year the AIBs celebrate excellence in global programme making, for TV, radio, online and cross-media, as well as creative marketing and innovative technology.

INDEPENDENT JURY

The AIBs are judged by an independent, international jury of producers, editors, journalists and media executives, as well as reviewers of programming from the consumer press.

AIB recognises that 90% of the world's population does not speak English as a first language. So, while this booklet is in English, **we actively seek entries of programmes in other languages to enter their work.**

FACTUAL PROGRAMMING

The categories for the 2010 AIBs remain focused on factual programming. AIB believes that factual programming can be as inspiring and creative as fiction and entertainment genres, engaging the audience through the best story-telling. The AIBs reward the best news coverage, current affairs, investigative, and specialist factual programming.

Winning an AIB means recognition from peers around the world and is therefore a high accolade. **An AIB confirms that programming and content is really working, delivering the best to an audience.**

On-air talent is vital in our industry and AIB recognises the personalities who appear on screen and behind the radio microphone. Judges look for engaging, creative people who

relate both to their audience and to the story they are telling.

The AIBs also **reward excellence in marketing and in technology.** Without creative and innovative marketing, how will audiences know to tune in or to find outstanding content on the web? Without innovative technology, how will programmes reach audiences? That's why AIB firmly supports these two integral parts of the media industry.

NEW IN 2010

New for 2010 is our **People's Choice award**: we are inviting broadcasters who have produced outstanding coverage of climate change to enter their work and be judged by an international audience of viewers through social networking sites around the world. This can put your work

Introduction

in front of millions of people who might otherwise not see your programmes - a great opportunity to extend your channel's brand globally.

Also new is our **children's factual programming award**, recognising the very best in programme-making for the often overlooked children's TV audience. AIB will reward the most creative, inspiring children's programme makers.

THE CELEBRATION

All the AIBs will be presented at our **gala evening in London on 10 November**. We're returning once again to LSO St Luke's where programme makers, executives, technologists and marketers will gather for an evening of celebration, networking and more.

We look forward to seeing your entries to the 2010 AIBs.

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ABOUT THE AIB

AIB is the industry association for international TV, radio, online and mobile broadcasting. Founded in 1993, the AIB today provides a wide range of services to its global membership.

AIB produces regular **market intelligence briefings** exclusively for members, offering independent insight into developments in media markets worldwide. The briefings highlight opportunities - and threats - and assist and inform members' strategic planning work.

AIB publishes a print magazine, *The Channel*, and an electronic news briefing that together reach **more than 25,000 people** in media worldwide. The magazine and news briefing look at the wider media industry, providing news, features, comment, analysis and interviews



with leading players globally.

GLOBAL NETWORKING, RESEARCH

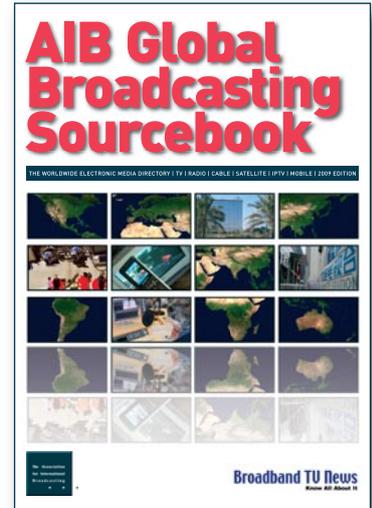
AIB members benefit from regular **private networking events** held in different cities worldwide. These

bring together key opinion-formers in media, government and regulatory bodies, enabling a frank exchange of ideas and opinion in an informal, off-the-record environment.

Regular **conference calls** exclusively for members allows for an exchange of information and ideas between members, as well as between members and the AIB. These calls have led to new partnerships and collaborations, demonstrating the usefulness of AIB's global network.

AIB **forges relationships** for its members with key players in allied industries. For example, AIB is currently working to deliver partnerships with mobile operators and handset manufacturers, to ensure that AIB members' content is available automatically on mobile

About the AIB



devices in major markets worldwide.

AIB researches and publishes an annual directory of the world's media. The *AIB Global Broadcasting Sourcebook* is a

unique guide to broadcasting organisations, cable operators, IPTV companies and DTH platforms in almost every country of the world.

With over 7,500 named executives in 1,500+ companies, the Sourcebook is in daily use in companies worldwide.

CONSULTING WORLDWIDE

AIB provides consulting services to the broadcasting industry globally.

Clients have included Discovery Communications, Associated Press, ABS-CBN, Radio Netherlands Worldwide and other leading media companies who have contracted AIB to provide detailed studies, strategy documents and licensing work. With its global knowledge network, AIB is ideally placed to provide in-depth

consulting services, using people with extensive media careers to deliver results.

CELEBRATING SUCCESS

AIB introduced the annual international media excellence awards in 2005 at the request of its members.

The AIBs attract entries from every continent, and in a multitude of languages, representing the very best of the world's broadcasting.

Considered one of the world's major festivals, the AIBs grow each year, with more programmes being submitted by more broadcasters in more countries.

The AIBs are judged by an international panel drawn from broadcasting, mobile, press and technology companies. The independent review of

programming that the judges offer is respected and appreciated by entrants.

AIB - HERE TO HELP

The AIB was established to help and assist the international broadcasting industry. Today, more than 16 years after it was founded, the AIB continues to deliver a world-class range of services to the world's leading broadcasters and service providers.

Join us to take advantage of the benefits of AIB membership.

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The Association for
International Broadcasting

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There is a range of options for your brand to be associated with the AIBs and to reflect the success that these industry-wide awards celebrate.

For example, you can: sponsor one or more award categories or sponsor the opening champagne reception at the Awards dinner.

If you want to be seen as one of the most important players in global media and broadcasting, you can become our exclusive prime event partner and benefit from extensive co-branding.

Whichever option you choose - and we are happy to discuss any ideas you may have to support the AIBs - this is an unrivalled opportunity to put your brand in front of an influential international audience in TV, radio, online and mobile.

NINE MONTHS BRAND EXPOSURE

Importantly, this brand exposure is not just a "one-off". Instead, it runs for up to nine months: before, during and after the Awards event. See the timetable for our marketing plan that could place your brand in front of more than 25,000 media executives, editors, producers, journalists, technologists and marketers between April and December.

As part of each event partner/sponsorship deal, the AIB will ensure comprehensive, high-visibility branding in advance of the event via its website, e-newsletters and printed mailings which together reach more than 25,000 targeted senior individuals in the international media industry.

At the AIBs awards evening, each event partner/sponsor will

receive extensive branding throughout the venue and in materials handed out to guests during the course of the event.

After the Awards, the AIB will provide coverage of all event partners and sponsors in the December 2010 edition of the AIB's international media magazine, The Channel, including a full page advertisement.

Each of our event partners and sponsors is entitled to significant discounts on places at the glittering gala awards night in London on 10 November.

GREAT OPPORTUNITIES

We offer the opportunity to sponsor individual awards categories, the opening champagne networking reception, the gala dinner, or to become the event's prime sponsor.

Support the AIBs as a sponsor

We're happy to discuss how the AIBs can make your brand stand out from the crowd on a truly global basis as we deliver nine months of PR and coverage reaching all parts of the world.

Call Judy Lund or Simon Parrish at the AIB head office in the UK on +44 20 7993 2557, or e-mail judy.lund@aib.org.uk or simon.parrish@aib.org.uk.

Judy and Simon will be happy to talk with you and to explore your involvement in the 2010 AIBs.



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Our sponsors

The AIBs rely on the support of the international media industry each year.

We are delighted to welcome the first three sponsors of the 2010 AIBs:

Bloomberg Television -

sponsoring the Champagne Reception at the Awards dinner on 10 November, and the Most Innovative Technology category;

Advanced Digital Broadcast -

sponsoring the People's Choice - Climate Change award

Eurosport - sponsoring the best cross-media production award

1GOAL - sponsoring the Best Children's Factual Programme/Series category.

AIB looks forward to welcoming more sponsors of the 2010 AIBs as the festival continues throughout the year.

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TELEVISION



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TV category
Radio category

Clearest coverage of a single news event

One of the most important roles of broadcasters is providing unbiased, accurate news to audiences, either domestically or internationally.

News coverage of major events is difficult to get absolutely right, particularly in the immediate aftermath of a humanitarian disaster or a terrorist attack when information sources can contradict one another.

Our judges will be looking for the most appropriate coverage of a breaking news story. Has the audience been given the context surrounding the story, particularly if they are unfamiliar

with events in a different part of the world? Can the audience fully understand what's happened and why? Have reporters dealt compassionately with people affected by the event and reported the event sensitively?

These are difficult things to get right at the best of times and when a story is breaking, it's even more important to show true professionalism.

We're looking for best practice in this major award category.

See page 20 for full information on what you need to submit for either the TV or radio single news category.

Remember that broadcasts

entered must have been transmitted between 1 June 2009 and 30 June 2010.



From top: Haiti quake; Moscow metro blast; Sadeq Saba, head of BBC Persian - TV winner in 2009; Nenad Pejic, Associate Editor RFE/RL - radio winner

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TV category
Radio category

Best current affairs documentary

Documentaries on TV and radio can be powerful pieces of factual story-telling, that help audiences make sense of major stories across politics, religion, science, and many other subjects.

We are looking for single documentaries, or an extended themed programme sequence, that has covered a topical subject in an interesting and perhaps unusual way.

The programme should have provided the audience with an insight that is difficult to get elsewhere.

It might be a documentary that explains complex scientific

research in a way that non-specialists can understand, or it might shed light on a particular part of the world.

We're looking for superior production values, clear and understandable presentation and first rate editing. Of course, the story must be explained without bias and provide contextual information so that people who are unfamiliar with the story can understand what is being discussed.

See page 20 for full information on what you need to submit for either the TV or radio current affairs documentary category.

All documentaries entered must have been transmitted between 1 June 2009 and 30 June 2010.



2009 winners: Pakistan's Taliban Generation; Children of God; Baby Boomers take on Mount Mera; WDR

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Best creative feature

For best creative feature, we are searching for a programme, or an episode from a programme series, that makes the most creative and exceptional use of the TV or radio medium.

This is a potentially wide category and in 2009 we had a wonderful range of programmes that were of an exceptionally high creative standard.

In 2010, we are looking for perhaps a documentary that's been filmed in breathtaking HD, delivering the very best images to accompany a great story.

Alternatively, your entry may be an innovative game show or quiz that makes highly creative

use of the television medium.

In radio, an engaging story that has exploited the sound stage to the very highest degree, offering an immersive programme that has hooked listeners: a travelogue, perhaps, or a piece of drama that helps to illustrate an important issue.

Whatever your programme, it's going to be something that our judges, along with your audience, will remember for a long time to come.

See page 20 for full information on what you need to submit for either the TV or radio creative feature category.

Remember that features

entered must have been transmitted between 1 June 2009 and 30 June 2010.



TV category
Radio category



2009 winners - Love in a Time of HIV; Rockhopper collects its award; The Counterfeiters' Tale; Tinderbox Production receives the award

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TV category
Radio category

Best investigative documentary

Television has the power to uncover issues and to establish the facts that some would rather keep hidden.

In 2010, the AIBs are looking for an outstanding investigative TV or radio documentary that takes the lid off some area of life or society. The programme needs to demonstrate extensive research that shows in the narrative, taking risks where appropriate to reveal a story that is of major public interest.

The programme should provide the audience with answers to difficult questions, and airing the programme may have perhaps led to an

investigation by the authorities.

We're not looking for sensationalism, but for clear, well-documented journalism that investigates an issue in a broadcaster's home country, or internationally.

The programme should demonstrate the role TV or radio has in making sure that justice is done.

We're looking for superior production values, clear and understandable presentation and first rate editing.

See page 20 for full information on what you need to submit for this important category.

All documentaries entered must have been transmitted between 1 June 2009 and 30 June 2010.



2009 TV winner - Korea, out of the north; Ian O'Reilly and Olenka Frenkiel, BBC World News

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TV category

NEW

Best children's factual programme/series

For the first time in 2010, the AIBs will reward the best factual programme or series produced for children on television globally.

It is important that children's television not only entertains but stimulates their intellectual development.

In these days of computer games and social networking, TV needs to work harder than ever to encourage children to sit and watch, rather than surfing the Net or playing video games.

The best children's factual award is looking for an entertaining, informative programme or series that is designed for children between

the ages of six and 14.

It could be a programme about nature, or about different cultures. It might be a science-based programme, or one that deals with current affairs.

We expect to see extremely high production values and presenters who engage with their audience and communicate effectively.

It might be that the programme is in HD (AIB sees no reason why children shouldn't benefit from the advances in TV technology), or one that ties in with a multimedia presence to allow viewers to explore more online.

See page 20 for full information on what you need to submit for this new TV category.

Remember that broadcasts entered must have been transmitted between 1 June 2009 and 30 June 2010.



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Cross-media category

Best cross-media production

Reaching audiences on new platforms is vital as more of us are now using mobiles and PCs to consume content.

Gone are the days when broadcasters could rely on a single broadcast platform, as viewers and listeners increasingly expect their favourite programmes to be available across multiple platforms.

This is a huge opportunity for story-tellers in media houses worldwide to develop new formats that deliver great content in multiple formats, crafting productions that exploit each platform's unique attributes.

We're looking for the most

innovative production that works across multiple platforms. For example, it might be a TV programme that allows viewers to go deeper into the subject via a microsite on the Web that offers additional material, in video, audio and text.

We certainly expect to see entries that harness the power of mobile to engage with audiences.

Or it could be a production that's been specially crafted for online consumption rather than the big TV screen, but nonetheless engages audiences in a way that conventional TV does every day.

Our judges will be looking for

the most creative solutions that truly harness the power of these new platforms to deliver outstanding content in an innovative way.

See page 20 for full information on what you need to submit for this category.

All productions entered must have been available for the first time between 1 June 2009 and 30 June 2010.



RTHK won the 2009 AIB for best cross-media production for *Deconstructing Hong Kong File X*

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TV category

Most creative specialist genre

International and domestic broadcasting is today made up of a wide range of channels that cater to niche audiences.

Yet these specialist channels are often overlooked when it comes to celebrating success.

This award provides the opportunity for broadcasters delivering top-rate specialist content to submit their work for recognition by the international media industry.

From finance to luxury, fashion to sport, food to history - there is some great work being done by specialist broadcasters.

Now is the time for these specialisms to be recognised.

We're looking for work that exemplifies the specialist genre or thematic channel.

It may be that an entire channel should be recognised for its work, or a series of programmes that offer truly outstanding specialist content on a mainstream channel.

We expect to see extremely high production values, clear presentation, compelling editing and use of graphics and perhaps a presenter (or presenters) who engages with his or her audience and communicates effectively.

See page 20 for full information on what you need to submit for this TV category.

Remember that broadcasts entered must have been transmitted between 1 June 2009 and 30 June 2010.



Abu Dhabi-based Pyramedia won the 2009 specialist genre award for Prince of Poets

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Personality of the year

AIB is passionate about broadcasting. We know that the people who work on screen and at the microphone share that passion.

This AIB award will go to the most engaging personality on air today.

We are looking for presenters who are passionate about their craft and passionate about their audience as well.

The winner will need to be knowledgeable, enthusiastic and possess that “something” that makes our judges pay attention.

It's likely that the winner will be a regular on-air presenter who's authoritative without being

overbearing and comes across to the audience as someone they can rely on to tell it as it is.

See page 20 for full information on what you need to submit.

Remember that the personality must have been regularly on air between 1 June 2009 and 30 June 2010.



TV category
Radio category



Zeinab Badawi, BBC World News - the 2009 AIB International TV Personality of the Year

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Marketing
category

Most creative marketing strategy

Inspiring audiences to tune in, to access programmes on a multitude of platforms, or to remain loyal to a media brand, needs to be at the core of broadcasters' operations.

It's a constant challenge to stand out in today's increasingly competitive media markets.

Our marketing judges are looking for creative and innovative marketing solutions that can demonstrate measurable results - real evidence that audiences have grown in size, for example, as a direct result of an innovative campaign or strategy.

The strategy could be for a

channel as a whole, or for an individual programme or series. It may have been a national campaign or an international strategy.

We're looking for cost-effective use of resources, a demonstrable increase in audiences, and ideas that other broadcasters can harness in their marketing strategies.

See page 20 for full information on what you need to submit for this category. We highly recommend that you submit a video to accompany your entry, to provide a real flavour of your strategy both to our judges and to our guests at the gala

awards evening.

All campaigns must have run principally between 1 June 2009 and 30 June 2010.

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ABC Radio Australia's Pacific Break was the winner in the 2009 AIB marketing strategy category

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TELEVISION

Technology
category

Most innovative technology

Technology has always played a vital role in broadcasting and in today's fast-developing multimedia industry, getting the right technology in place can mean the difference between success and failure.

The demands of new platforms and cross-media publishing mean that new technological solutions need to be employed in broadcasting centres that allow producers and journalists to craft programmes for multiple outlets.

HD - and now 3D - is offering more opportunities to broadcasters, but how can they produce in these formats cost-

effectively?

This year's AIB technology award will recognise the company that has developed the most appropriate, useful and transferable technological solution for the international broadcasting industry, possibly in production, or in scheduling, or distribution or content repurposing.

The judges will look at the way every entry has solved a specific need in the TV, radio or online media industry, enabling a content producer to be more effective.

See page 20 for full information on what you need to

submit - and we strongly recommend that you submit a video to explain to judges how your technological solution has delivered real benefits.

Remember that the technology must have been actively in use between 1 June 2009 and 30 June 2010.



Stan Leridon collects the AIB 2009 technology award for France 24's development of live, cost-free streaming on the iPhone

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TV category

NEW

People's choice - climate change coverage

New for 2010, the AIB People's Choice award will give broadcasters the opportunity to showcase their programming on climate change to an international audience.

AIB will be making shortlisted entries available online for people throughout the world to vote via social networking sites, delivering an unrivalled global audience for programme makers.

For our introductory People's Choice award, we're looking for the best coverage of the climate change debate - programming that sets out the facts and asks the difficult questions on a subject that's close to many

people's hearts.

The programme could be a documentary, or a series of documentaries. It could be a studio debate with a live audience and a range of video inserts from contributors around the world.

Whatever the format, the programme will be an outstanding contribution to the debate on climate change.

See page 16 for full information on what you need to submit for this category. Please note that by entering this category, you are granting AIB permission to upload extracts from your programme to social networking sites to enable our

international people's vote.

All programmes must have aired between 1 June 2009 and 30 June 2010.



I AM ENDLESS
POSSIBILITIES
AND THE SATISFACTION OF EFFORTLESSLY BRINGING
ALL YOUR HOME ENTERTAINMENT TO YOUR TV
I AM INTERNET
ON YOUR TV
AND THE JOY OF VIEWING THOUSANDS OF VIDEOS
WHILE CHATTING
WITH FRIENDS ON YOUR FAVOURITE SOCIAL NETWORK
I AM WIRELESSLY
CONNECTED
TO YOUR PC AND YOUR MOBILE
AS YOU SHOW OFF YOUR FAMILY PHOTOS
I AM THE LATEST IN
ENTERTAINMENT
TECHNOLOGY USER-FRIENDLY AND EASY TO DEPLOY
I AM THE OPTIMIZED PLATFORM
READY NOW TO ROLL-OUT SERVICES THAT WILL BE INVENTED TOMORROW
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HOW DO I ENTER?

All entries must be accompanied by the official entry form (on page 17 and can be downloaded in PDF format from www.theaibs.tv).

One entry form is needed for each entry.

The AIB Awards are administered by the Association for International Broadcasting, the not-for-profit industry association and global knowledge network for the international broadcasting industry. We keep costs as low as possible, but these annual Awards are a major undertaking and involve significant expenditure. That's why we charge a modest administration fee for each entry.

The entry fee is £75, plus UK VAT @ 17.5%, (total £88.13) per entry. Companies that are members of the AIB, fully-paid up at the time of entry, benefit from a reduced entry

fee of £35, plus UK VAT @ 17.5% (total £41.13).

Entry fees may be paid online, using the RBS WorldPay system at www.aib.org.uk. Alternatively, fees may be paid by credit card by including the cardholder details on the entry form. We also accept international bank transfers, but **£10 must be added to each transfer** (not each entry) to cover bank charges.

Award entries must reach the AIB in the UK no later than 1600 GMT on 2 July 2010.

MY ENTRY IS FOR TV OR VIDEO

The AIB requires **one copy** of a **PAL-format digibeta** tape of the entry plus **six copies of a DVD**. Please check that each DVD is free of read errors before you send it. The DVD should play both on domestic DVD players and on PCs.

There must be no timecode visible on the entry submission.

The digibeta tape and all DVDs must only contain footage and episodes to be considered for the competition.

Time codes are required on the digibeta tape for each individual entry. A complete and accurate time code must be completed for each entry. The 'in' time code must begin with the first frame of each slate and the 'out' time code must be the first frame of black at the end of each entry. Please ensure you add one slate for each entry.

Slate information must include the entry name, the AIB category title together with the organisation name and key contact name.

Please do not send a compilation of episodes from the entire season. All entries must be submitted as they were initially

Entry information

broadcast without the content of the programme being re-edited.

Please be sure to record the mixed audio on all channels and ask a video technician to verify that the audio has been properly recorded to these specifications.

Please tell us which 30" clip should be used if your entry is shortlisted – provide the exact start time in minutes, seconds and frames.

In addition to the video material, we require the appropriate paperwork (in electronic form) that is detailed later in this section of the AIBs booklet.

I'M ENTERING RADIO CATEGORIES

The AIB requires **two copies of a CD** with the radio or audio programme. Please ask a technician to check that the audio has been properly recorded on each CD.

We will upload the programme to

a secure area of the AIB's Award website for each judge to access the entry, if it is shortlisted.

As well as the audio material, we require the accompanying paperwork (in electronic form) that is detailed on each Awards page in this booklet. Make sure you send the correct number of copies on paper and on CD as noted in the specific requirements.

WHAT ABOUT THE CROSS-MEDIA CATEGORY?

Treat this in a similar way to a TV entry, if possible. Send in **six copies of a DVD (or a CD)** with a presentation that demonstrates clearly how the production went onto mobile or cross media platforms.

We also need a written explanation and synopsis that should be provided on a CD.

MY ENTRY IS FOR TECHNOLOGY OR MARKETING

Treat this in a similar way to a TV entry, if possible. You need to submit material that will engage the judges and make them want to

know more about the technology or marketing concept you are entering.

Please submit **six copies of a CD or DVD** that completely explains the entry using PowerPoint and/or video. We do recommend including a video presentation wherever possible. We recommend that there is a detailed explanation of the entry - in English - in MS Word or PDF format on a CD.

DO YOU RETURN ENTRIES?

We can only return entries if your company meets all the costs involved in repacking and shipping.

MY ENTRY IS NOT IN ENGLISH AIB actively encourages entries in languages other than English.

That's great, because the **AIB** However, since all the judging is carried out in English, we need to provide our judges with a way of evaluating the production in the English language.

Send us an English-language transcript of the entry (this applies to radio and to television) on CD-ROM in either PDF or Word format.

In addition, we would urge **TV entries to have English-language subtitles** added to the entry to make our judges' work simpler and to ensure that they gain as much understanding of the production as possible.

CAN I ENTER MORE THAN ONCE?

There is no limit to the number of entries you can make, either for the Awards as a whole, or for any category. You need to send in a separate entry form for every entry you submit and pay the fee for each entry, too.

WILL MY ENTRY GO ON SHOW ANYWHERE?

The AIB is undertaking a viral marketing campaign for its "people's award" in this year's AIBs. We'll be encouraging users of social networking sites like Facebook, Bebo and MySpace to look at the shortlisted entries and to vote for their favourite production. By entering the People's Choice award, you agree that the AIB can upload extracts of

your production to one or more websites for this "people's" vote.

Shortlisted entries in every category will be shown during the Awards night in London on 10 November.

HOW DO WE SEND OUR ENTRIES?

All entries must be sent to the AIB Awards office, at the AIB headquarters in the UK.

If you are sending your entries from outside the UK, please ensure that you mark the package as containing non-commercial items, and show the value as the lowest possible amount (we recommend US\$10 per shipment). This will avoid possible customs duties.

The AIB is unable to pay any customs or import duties on award entries sent to us and will return to the sender any packages that require customs duty to be paid.

For entries from UK-based companies, we recommend that you dispatch your entry to us using Royal Mail Special Delivery. This will save significant costs in couriating entries - the AIB is located in rural Kent and the cost

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of a motorbike courier from central London is well over £100!

HOW DOES JUDGING WORK?

The AIB will be shortlisting all the entries during July and August and sending the shortlisted entries to our international jury in September. We'll tell all entrants whose work has been shortlisted in early September.

The results will come back to the AIB from our judges at the beginning of October. We'll then produce the Awards and highly commended certificates in time for the AIB Awards presentation in London on Wednesday 10 November 2010.

We will not give information about the winners in advance.

WHEN ARE THE AWARDS PRESENTED?

This year's AIB Media Excellence

Awards will be presented during a gala dinner at LSO St Luke's in London on **Wednesday 10**

November. The evening will start with a reception at 18.00, followed by dinner.

The Awards will be presented in two stages during the evening, hosted by **Vanessa Mock**, EU correspondent of Radio Netherlands Worldwide.

Tickets for the Awards dinner are available now, with an early-bird discount for all bookings made before the Awards closing date of 2 July 2010.

Prices after 2 July are £145 plus VAT for AIB members or £1,350 plus VAT for a table. For non-members, the price is £195 plus VAT or £1,800 plus VAT for a table.

WILL YOU TELL US IF WE WIN?

Shortlisted entrants will be advised in September. However, the AIB will

not release any of the final results in advance of the Awards evening in London on 10 November.

CAN MY COMPANY SPONSOR AN AWARD?

Yes! All the AIB Awards are available for sponsorship, along with the champagne reception on the Awards night and the Awards dinner itself.

To find out more, talk to the AIB's Judy Lund or Simon Parrish on +44 20 7993 2557, or e-mail judy.lund@aib.org.uk or simon.parrish@aib.org.uk.

I STILL HAVE QUESTIONS...

The AIB is happy to answer any questions you may have about the Awards.

You can call the AIB head office on +44 20 7993 2557 where the AIB Awards team is available to help you with your entries.

Entry information

CHECKLIST - TV

Entry form and entry fee *per entry*
PAL Digibeta
English subtitles and/or or transcript
6 DVDs of the programme
Your 30" clip information

CHECKLIST - RADIO

Entry form and entry fee *per entry*
2 CDs of the programme
English transcript on CD
Your 30" clip information. Tell us the point in any translation of the 30" clip.

CHECKLIST - MARKETING AND TECHNOLOGY

As TV, plus a presentation on CD

CLOSING DATE

2 July 2010

HELPLINE

T +44 20 7993 2557
(from UK 020 7993 2557)

The 2010 AIBs

Entry form

One entry form must be completed for each individual entry. There is one entry fee payable for each individual entry. **USE BLOCK CAPITALS ON THIS FORM.**

Organisation _____
 Your name _____ Job title _____
 Address _____
 Town/City _____ Post/Zip Code _____ Country _____
 Telephone _____ Your e-mail _____

Award Category please tick the box	Clearest coverage of single news event	TV <input type="checkbox"/>	Radio <input type="checkbox"/>	Best current affairs documentary	TV <input type="checkbox"/>	Radio <input type="checkbox"/>
	Best creative feature	TV <input type="checkbox"/>	Radio <input type="checkbox"/>	Best investigative documentary	TV <input type="checkbox"/>	Radio <input type="checkbox"/>
	Personality of the year	TV <input type="checkbox"/>	Radio <input type="checkbox"/>	Best children's factual programme/series	TV <input type="checkbox"/>	
	Most creative specialist genre	TV <input type="checkbox"/>				
	Best cross media production	<input type="checkbox"/>		Most creative marketing strategy	<input type="checkbox"/>	
	Most innovative use of technology	<input type="checkbox"/>		People's choice award - climate change	<input type="checkbox"/>	

Entry title _____ Transmission date* dd/mm/yyyy _____ Language _____ if applicable

- I accept the rules applying to these Awards and agree that - if entering the People's choice award - video content may be uploaded onto third party websites for voting
- I am enclosing my entry fee of £88.13 (£75 plus UK VAT at 17.5%) payable to "AIB" drawn on a UK bank (non-AIB member fee)
- Please charge the credit card shown below with £88.13 (£75 plus UK VAT at 17.5%) (non-AIB member fee)
- I am enclosing my entry fee of £41.13 (£35 plus UK VAT at 17.5%) payable to "AIB" drawn on a UK bank (AIB member fee)
- Please charge the credit card shown below with £41.13 (£35 plus UK VAT at 17.5%) (AIB member fee)

Signature of entrant _____



card number

<input type="text"/>																			
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security number*

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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*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.

Cardholder's name _____ Expiry date _____ Cardholder's signature _____

Credit card billing address _____

Post/Zip code _____ Country _____ Cardholder's e-mail (for confirmation) _____

This form and accompanying media and documentation must be submitted **by 1600 GMT on 2 July 2010** to:

The 2010 AIBs, Association for International Broadcasting, Room G204, Little Sandrock, Cranbrook Road, Hawkhurst, CRANBROOK, TN18 4BD, United Kingdom

The 2010 AIBs

The AIB international media excellence awards

Cross-media

Cross-border

Cross-cultural



Inspiring creativity

Scenes from the 2009 AIBs dinner at LSO st Luke's, London

The 2010 AIBs

The AIB international media excellence awards

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Recent winners and highly commended entrants

3FM (Holland)

ABC (Australia)

ABC Radio (Australia)

Al Arabiya (UAE)

Al Jazeera (Qatar)

Al Jazeera Children's Channel
(Qatar)

Arte (France)

BBC (UK)

BBC Global News

BBC Persian TV (UK)

BBC Russian Service

BBC World News (UK)

BBC World Service (UK)

BBC World Service Trust (UK)

Bloomberg Television (UK)

CBC Radio-Canada (Canada)

CBS News (Unites States)

Channel 4 (UK)

ChelloZone (UK)

Deutsche Welle (Germany)

E4 (UK)

EditShare (France)

France 24 (France)

Hessischer Rundfunk (Germany)

Link Research (UK)

Luxe TV (Luxembourg)

Martine Tanghe, VRT (Belgium)

NDTV (India)

NFL Network (United States)

Omnibus Systems (UK)

Pyramedia (UAE)

Radio Canada International

Radio Free Europe

Radio Netherlands Worldwide
(Netherlands)

Radio New Zealand International

Radio Romania (Romania)

Radio Sawa (South Africa)

RFE/RL (Czech Republic)

Rockhopper TV (UK)

Ross Kemp, Sky1 (UK)

RTE (Ireland)

RTHK (Hong Kong)

Russia Today

Ruth Evans Productions (UK)

S4M (Germany)

SABC (South Africa)

Sky1 (UK)

Strix TV (Sweden)

Sveriges Radio (Sweden)

Sveriges Television (Sweden)

SW Radio Africa

Tinderbox Production (UK)

TV2 (Norway)

TV3 (Ireland)

United Nations

Voice of America

Voice of Nigeria (Nigeria)

VRT (Belgium)

VT Communications (UK)

VTV (Ghana)

WDR (Germany)

Zeinab Badawi, BBC (UK)



• **Inspiring creativity**

The 2010 AIBs

The AIB international media excellence awards

Cross-media

Cross-border

Cross-cultural

Get involved...with your entry

Get involved...as an event partner

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TELEVISION

• Clearest coverage of a single news event

• Best current affairs documentary

• Best investigative documentary

• Best creative feature

• Best children's factual programme/series

• Most creative specialist genre

ONLINE, MOBILE AND CROSS-MEDIA

• Best online, mobile or cross-media production

ON-AIR TALENT

• TV personality of the year

• Radio personality of the year

PEOPLE'S CHOICE

• Best coverage of climate change

RADIO

• Clearest coverage of a single news event

• Best current affairs documentary

• Best investigative documentary

• Best creative feature

MARKETING

• Most creative marketing strategy

TECHNOLOGY

• Most innovative technology



The Association
for International
Broadcasting

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• www.theaibs.tv

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