



The Association  
for International  
Broadcasting

# AIBs 2013

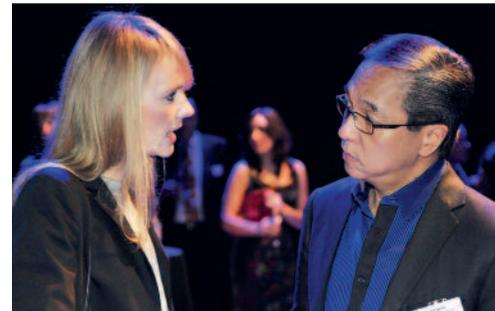
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# INSPIRING CREATIVITY

## SPONSORSHIP OPPORTUNITIES

The Association  
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Broadcasting

# AIBs 2013 INSPIRING CREATIVITY



# Join us as we celebrate inspiring creativity in factual broadcasting

In 2013, the *AIBs* - the international media excellence awards - will continue their tradition of celebrating creativity and rewarding success in factual programming on television, on radio and in transmedia.

These awards - in their ninth year - provide a truly international accolade. They offer both peer and external review of entries and are independent of any commercial influence. The standard of competition is high and the annual awards gala evening in London is a highly-anticipated, sell-out event.

The *AIBs* are highly respected in the international media industry, described as "intelligent", "inspirational" and "thought provoking". This is reflected in the huge number of high quality entries that are submitted by broadcasters and independent production houses in every continent.

These companies recognise that winning an "*AIB*" is an important accolade - so significant, in fact, that potential winners fly in to London especially for our annual Awards evening. In 2012, for example, we had senior executives, editors and journalists from Canada, New Zealand, South Africa, the

Philippines, Germany, Norway, France, the USA, India and many other countries.

The *AIBs* are an important competition in global media, something that is also reflected in the number of senior programme makers and industry figures who devote their efforts to judging the *AIBs*.

The 2013 *AIBs* will be presented during a glittering awards evening at LSO St Luke's in London on 6 November, a venue we are returning to by popular request. It's a fabulous and inspiring evening celebrating all aspects of international broadcasting in front of a global audience of media leaders.

A major promotional drive will begin in April to ensure that there are more nominations than ever, from broadcasters and production houses throughout the world, and that companies involved in the *AIBs* are seen and acknowledged.

You have the opportunity to associate your brand with the *AIBs* through a range of partnership opportunities. As a result, your brand will be seen by decision-makers and opinion-formers in broadcasters and production companies throughout the world.



*Thank you for another stunning evening and a truly inspiring set of winners. To see and hear all the clips is a differentiator that makes the *AIBs* stand out from other awards*



## Past sponsors



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## Get involved

There are compelling reasons to sponsor the annual AIBs as sponsorship demonstrates that your brand is closely associated with the world's very best content. Sponsorship also delivers outstanding value and global reach over nine months of constant brand exposure in more than 150 markets.

## Align with the world's best

Aligning your brand with the AIBs allows you to demonstrate that you are committed to the very best in broadcasting - globally.

You can use the AIBs to show that you are passionate about content creation and delivery, aligning your brand with excellence in the global media industry. Nine months of direct promotion by the Association for International Broadcasting as well as coverage in trade and consumer press in multiple markets ensure that your brand will be recognised.

Demonstrate and build on the standing that you have in the industry through association with the annual AIBs.

## Global reach for your brand

The promotional work for the annual AIBs includes physical mailings as well as e-shots.

The activity reaches a constantly growing number of media leaders, executives, producers, presenters, editors, journalists and production staff through our printed entry book (that's also available online as a digital page-turning edition), our regular e-news briefings to the industry, our international media magazine *The Channel* and special networking events.

The table below shows the type of activity and the monthly reach of the AIBs during the nine months of pre- and post-event activity.

## Take a look

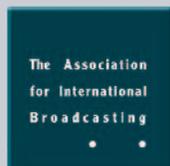
See the shortlisted entries we screened in 2012 at <http://www.aib.org.uk/the-aibs-2012/2012-aibs-winners-and-highly-commended/>

The AIBs 2013	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Awards entry book	3,000	2,000								5,000
AIB e-news briefing	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	26,000	234,000
Awards e-shot	26,000		26,000				26,000			78,000
The Channel magazine					9,000				9,000	18,000
Networking	500							500		1,000
Web	3,800	2,500	2,100	2,100	2,400	2,700	4,000	6,300	2,200	28,100
<b>Total</b>	<b>59,300</b>	<b>30,500</b>	<b>54,100</b>	<b>28,100</b>	<b>37,400</b>	<b>28,700</b>	<b>56,000</b>	<b>32,800</b>	<b>37,200</b>	<b>364,100</b>

*These data are estimates based on actual promotional activity undertaken to promote the 2012 AIBs. There will be a mix of physical and on-line marketing to ensure greatest possible exposure of the AIBs and associated brands*



*I have rarely met so outstanding a cross-section of global talent, willing to share their real experience of key challenges. The whole agenda was bang up to date*



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# Sponsorship packages - to help you reach an influential international audience

## Champagne and conversation

Welcome the guests at our glittering awards night in London with the champagne reception.

As a sponsor, you will be able to brand the drinks reception area with free-standing banner displays. We can supplement these with video screens if you wish (*at a nominal additional cost*).

You might want to provide give-aways to guests during the hour-long reception. It is a great place to meet the most talented programme makers together with executives and key opinion formers from around the world.

**Cost** £3,900

*The sponsorship fee includes the cost of the drinks served during the Reception and provision of space for free-standing banners. Two places at the Awards dinner are included. Quarter-page advertisement in the awards entry book and two editions of The Channel are included in this package.*

## Inspiring music all evening

The stunning venue for the AIBs is LS0 St Luke's, home of the London Symphony Orchestra and a regular stage for BBC radio and TV concerts and live sessions by artists like Tom Jones, Elton John and Bryan Ferry. So our guests appreciate the musicians who perform live during the reception and the seated dinner.

As the sponsor of the music, you will be able to choose the music and performers, should you wish. You can offer the guests souvenirs connected with the music - perhaps a CD of what they've heard during the evening?

**Cost** £3,500

*The sponsorship fee includes the cost of the AIB's regular quartet - if you provide the musicians, the fee will reduce by £750. Two places at the Awards dinner are included. Quarter-page advertisement in the awards entry book and two editions of The Channel are included in this package.*



## Celebrating creative storytelling

The most highly-visible opportunity is as a sponsor of one of the awards categories.

Celebrating the best in factual programme-making across TV, radio and online, the AIBs reward the most compelling story-telling and most creative production values. And as a sponsor of one of the 17 categories, you will gain extensive brand visibility before, during and after the 2013 AIBs thanks to the large-scale promotional work we do and because of the follow-up coverage in trade and consumer press globally.

You'll see your brand in all our promotional material. You'll have extensive branding on the night of the awards with your logo on screen throughout the evening. You'll be able to go on stage to present the award to the winner. And there's on-the-page advertising in a range of AIB publications.

**Cost** £9,900

*The sponsorship fee includes a full-page advertisement in the AIBs entry booklet, your logo on all e-shots and AIB industry briefings from April to November 2013, and a half-page advertisement in each of the August 2013 and January 2014 editions of The Channel magazine. The category sponsor will receive five places at the awards dinner. Access to the guest list and entry list after the awards evening.*

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# Global participation

Each year, the AIBs are entered by major broadcasters, production companies and technology companies. This is a small selection of organisations that have taken part in the AIBs recently

ABC TV  
ABC Radio  
ABS-CBN Broadcasting Corporation  
Al Arabiya  
Al Hurra  
Al Jazeera Children's Channel  
Al Jazeera  
Antena 3  
Arte France  
Associated Press  
Atlantic Productions  
Babcock International  
BBC  
BBC Northern Ireland  
BBC Scotland  
BBC World News  
BBC World Service  
Belsat TV  
BFBS  
Bloomberg  
British Sky Broadcasting  
Canal 13 - Artear  
Carte Blanche  
CBS News  
Cesky Rozhlas  
Channel 4  
Channel News Asia  
Clover Films  
CNBC  
CNN International  
Conker Media  
CTVC  
Current TV  
Czech Radio

Czech Television  
Dalet Digital Media Systems  
Deltatre Media  
Deutsche Welle  
Digital Dimensions  
Dori Media Group  
DR - Danish Broadcasting Corporation  
DW-TV  
e-news channel  
eTV  
Embassy of France  
Embassy of Russia  
Eurosport  
FEBA Radio  
France 24  
France Télévisions  
GEO Television Networks  
Global Video Unit  
GMA TV  
Grass Valley  
Hessischer Rundfunk  
HBS  
Ideal Shopping Direct  
INX News  
Kansai Telecasting Corporation  
KBS  
KI.KA (Der Kinderkanal von ARD und ZDF)  
MBC TV  
Media Focus on Africa Foundation  
Mediacorp  
MediaFLO Technologies  
Moonbeam Linx

MTV Hungarian Television  
Munhwa Broadcasting Corporation (MBC)  
NDR  
NDTV  
NHK  
Nine Network Australia  
Persian News Network  
Phoenix Satellite Television Co Ltd  
Press TV  
Pro TV  
Prospero Productions  
PT Cakrawala Andalas Televisi - Antv  
PT Media Televisi (Metro TV)  
Pyramedia  
Quicksilver Media  
Radio Bremen  
Radio Canada  
Radio Free Asia  
Radio France International  
Radio Netherlands Worldwide  
Radio New Zealand  
Radio Romania  
Radio Sawa  
Radio Taiwan International  
Radio Television Hong Kong  
Radio Television Service Foundation  
Radio Zu  
Reuters Television  
RFE/RL  
Riedel Communications  
Rockhopper TV  
Ross Video  
RT News Channel

RTE  
RTHK  
Russian Travel Guide TV  
Ruth Evans Productions  
Ruwido Austria GmbH  
S4M  
SABC  
SBS TV Australia  
Shree FM  
Sky News  
Société Radio Canada  
Sony Professional  
Spectrum Radio Network  
Star News  
Strix Television  
Sunset+Vine  
SVT  
Swiss Television  
Telewizja Polska  
TGA Production  
The Doha Debates  
Thomson Reuters  
Tinderbox Production  
Tokyo Broadcasting System  
True Vision  
TV 2 Norway  
TV Antena 1  
TVNZ - One News  
TVP SA  
United Nations  
Voice of America  
Voice of Nigeria  
Voice of Russia  
VRT



*We've seen and heard some fantastic awards and I want to thank the AIB for the very intelligent evening, the way they have thought about these awards*



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# About the Association for International Broadcasting

AIB is the industry association for international TV, radio, online and mobile broadcasting.

Founded 20 years ago, AIB provides a range of services to an influential global membership.

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

AIB also publishes a regular magazine, called *The Channel*. Available online and in print, it carries longer articles, profiles and analysis.

The combined reach of all the AIB's activities is more than 26,000 media leaders, executives, editors, producers, technologists, platform operators and regulators.

## 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.

AIB **forges relationships** for its members with key players in allied industries like mobile and connected TV.

AIB researches and publishes a directory of the world's media. The *AIB Global Broadcasting Sourcebook* is a unique, practical and accurate guide to broadcasters, cable operators, IPTV companies and DTH platforms in almost every country of the world.

## CONSULTING WORLDWIDE

AIB provides consulting services to the media industry globally. Clients include Discovery Communications, Associated Press, ABS-CBN, ABC, Radio Netherlands Worldwide, RTG TV and other leading media companies. With its global knowledge network, AIB is ideally placed to provide in-depth, relevant consulting services.

## AIB - HERE TO HELP

AIB was established to help and assist the

international broadcasting industry.

AIB has been in the business of broadcasting and media for 20 years.

AIB is ideally placed today 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.**

## AIB members

ABC Radio Australia • ABU – Asia-Pacific Broadcasting Union • Agency for Electronic Media of Montenegro • Akki Production • Al Arabiya News Channel • Al Jazeera Media Network • Alhurra (Middle East Broadcast Networks) • Antena 3 • Arabsat • Arqiva • arvato Systems • Babcock International Group • BBC Global News • Bloomberg Television • Broadcasting Board of Governors (BBG) • Channel NewsAsia • Deutsche Welle • Director's Kut Production • Eurosport • Eutelsat • France 24 • GlobeCast • InterMedia Survey Institute • International News Safety Institute • ITN Source • KBS World Radio • NHK World • OASYS • Phoenix Satellite TV • Press TV • Radio Free Europe/Radio Liberty • Radio Netherlands Worldwide • Radio New Zealand International • Radio Romania International • Radio Taiwan International • Ramesh Sippy Entertainment • Rsat • RT Channel • RTG TV • SatLink Communications • Sohail Khan Production • Spectrum Radio Network • Streamline Pictures • Sudhir Mishra Production • The Islam Channel • Times Global Broadcasting • TVC News • TVN News & Services Agency • Vizrt • Voice of Nigeria • Voice of Russia • WRN Broadcast

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The AIBs 2013 will celebrate the world's best in a range of genres

### TELEVISION

Live journalism  
International current affairs documentary  
Domestic current affairs documentary  
Investigative documentary  
Children's factual programme/series  
Science programme or scientific coverage  
Specialist genre programme or series  
Live sports coverage  
Short documentary or report

### TRANSMEDIA

Transmedia production

### RADIO

Live journalism  
Current affairs documentary  
Investigative documentary  
Creative feature

### ON-AIR TALENT

International TV personality  
International radio personality

### TECHNOLOGY

Innovative production technology