



The Association  
for International  
Broadcasting

# AIBs 2013

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# INSPIRING CREATIVITY

**PARTNERSHIP  
OPPORTUNITIES**



# 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 an international 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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**Matthew Porter** on +44 20 7993 2557 or  
e-mail [matthew.porter@aib.org.uk](mailto:matthew.porter@aib.org.uk)

## 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	Czech Television
ABC Radio	Dalet Digital Media Systems
ABS-CBN Broadcasting Corporation	Deltatre Media
Al Arabiya	Deutsche Welle
Al Hurra	Digital Dimensions
Al Jazeera Children's Channel	Dori Media Group
Al Jazeera	DR - Danish Broadcasting Corporation
Antena 3	DW-TV
Arte France	e-news channel
Associated Press	eTV
Atlantic Productions	Embassy of France
Babcock International	Embassy of Russia
BBC	Eurosport
BBC Northern Ireland	FEBA Radio
BBC Scotland	France 24
BBC World News	France Télévisions
BBC World Service	GEO Television Networks
Belsat TV	Global Video Unit
BFBS	GMA TV
Bloomberg	Grass Valley
British Sky Broadcasting	Hessischer Rundfunk
Canal 13 - Artéar	HBS
Carte Blanche	Ideal Shopping Direct
CBS News	INX News
Cesky Rozhlas	Kansai Telecasting Corporation
Channel 4	KBS
Channel News Asia	KI.KA (Der Kinderkanal von ARD und ZDF)
Clover Films	MBC TV
CNBC	Media Focus on Africa Foundation
CNN International	Mediacorp
Conker Media	MediaFLO Technologies
CTVC	Moonbeam Linx
Current TV	
Czech Radio	

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 and journalists among others.

## 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 • 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 • 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 • RRsat • RT Channel • RTG TV • SatLink Communications • Spectrum Radio Network • Streamline Productions • The Islam Channel • Times Now Broadcasting • 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