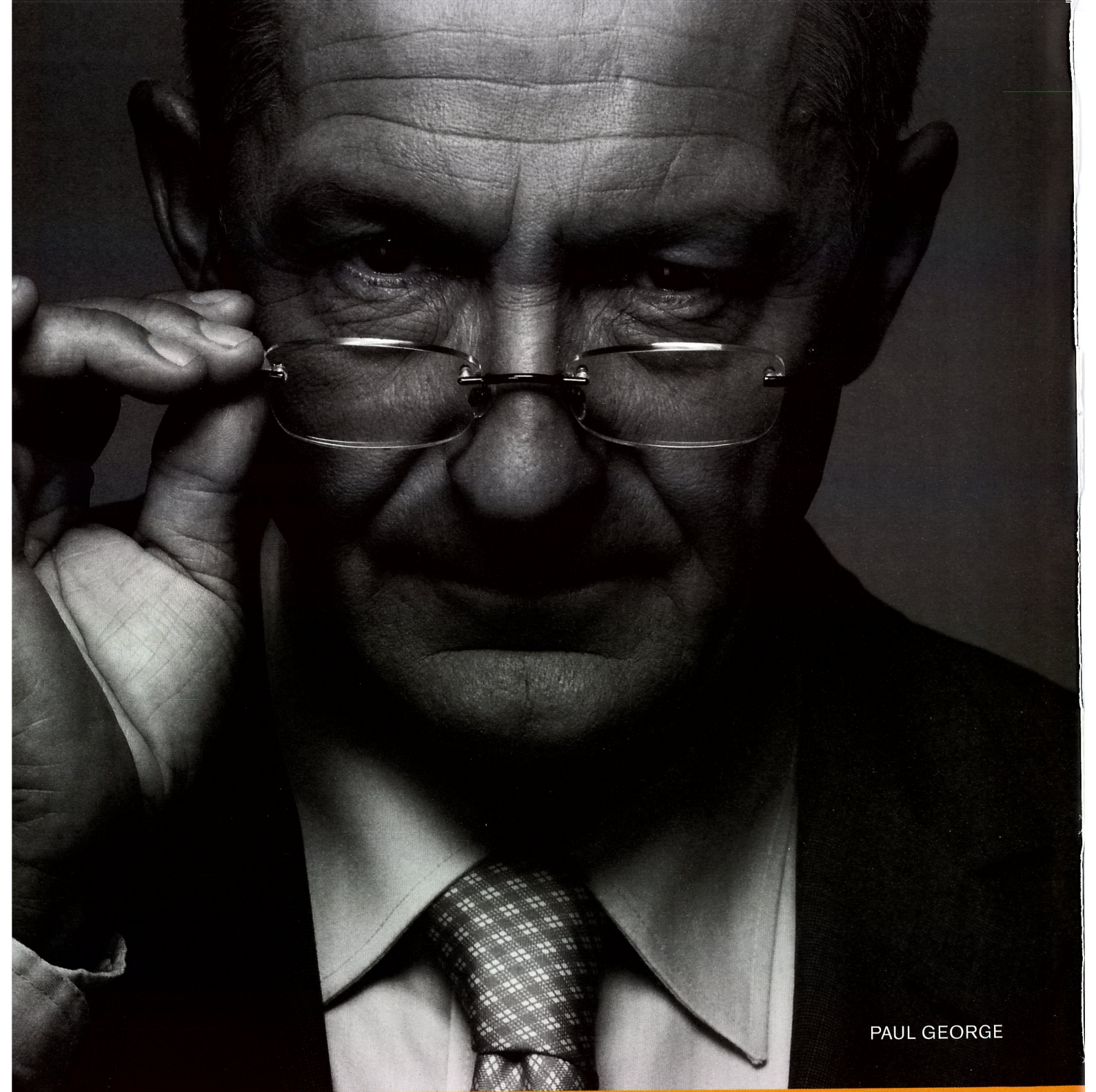


The Association
for International
Broadcasting

Media
Excellence
Awards
2008

winners and finalists



PAUL GEORGE

MONEY & POLITICS

Where money and politics collide. World leaders and policy makers speak exclusively to Bloomberg Television.
Weekdays at 13:00 CET.

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WELCOME

2008 was the fourth year of the AIB International Media Excellence Awards. We inaugurated these Awards to celebrate creativity and reward success. The international broadcasting community has responded to our challenge to showcase its best work across a range of programme genres.

These Awards cover all media: television, radio, online and mobile. We have seen considerable growth in the number of excellent cross-media entries, demonstrating that broadcasters are meeting the challenge of producing content that serves their audiences across different platforms.

Our judges – based in North America, Europe, Africa, the Middle East and Asia – have devoted considerable time to evaluating the extensive number of shortlisted entries. There were many difficult decisions to make in deciding the final winners. The wide geographical base of our judges helps the AIB to be fairer to entrants. We know, through our regular reporting of the media scene, that not all budgets are equal. We know our judges are able to spot emerging talent and that good ideas are not confined to the English-speaking world.

This year's entries have come from every continent and the winners, too, are spread throughout the world, confirming the truly international nature of this competition.

The AIB and its network of members thank all this year's judges, sponsors and production staff for their help in making the Awards 2008 the best yet. We also congratulate the companies and individuals who are the winners in the 2008 AIB International Media Excellence Awards.



Simon Spanswick
Chief Executive, AIB

AWARD CATEGORIES

BEST RADIO CURRENT AFFAIRS DOCUMENTARY

BEST TELEVISION CURRENT AFFAIRS DOCUMENTARY

BEST INVESTIGATIVE TV DOCUMENTARY

CLEAREST RADIO COVERAGE OF A SINGLE NEWS EVENT

CLEAREST TV COVERAGE OF A SINGLE NEWS EVENT

BEST CREATIVE TV FEATURE

BEST CREATIVE RADIO FEATURE

BEST CROSS-MEDIA PRODUCTION

MOST INNOVATIVE USE OF GRAPHICS
Powered by Vizrt

MOST CREATIVE MARKETING STRATEGY
Powered by Russia Today

MOST INNOVATIVE TECHNOLOGY
Powered by Bloomberg

MOST CREATIVE SPECIALIST GENRE

INTERNATIONAL TV PERSONALITY OF THE YEAR

INTERNATIONAL RADIO PERSONALITY OF THE YEAR

AIB INSI SPECIAL AWARD

AIB EDITORS' AWARD 2008

Navigate into the future



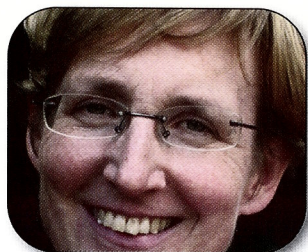
Vizrt creates leading-edge content production and media asset management tools for the digital media industry – from award-winning 3D graphics & maps to integrated video workflow solutions. Vizrt's product suite is used by the world's leading broadcasters including: CNN, CBS, Fox, BBC, Sky, ITN, ZDF, Star TV, Network 18, TV Today, CCTV and NHK.

vizrt.com



Meet the

judges



MARIA BALINSKA
BBC Radio
DIRK BEUSCH
Deutsche Welle
CATHERINE CANO
CanoVision

HUGH MILES
Journalist

LEIF LONSMANN
Danmarks Radio
SIMON SPANSWICK
AIB

CARLSON HUANG
Radio Taiwan International

JONATHAN MARKS
Critical Distance
BRIAN MARTINEZ

Bloomberg TV

ADRIAN MONCK
Journalist

LINDSAY CORNELL
BBC

CHRIS CRAMER
Cramer Media

ANDREW FINLAYSON

Fox News

JOHN O'LOAN
iO Media

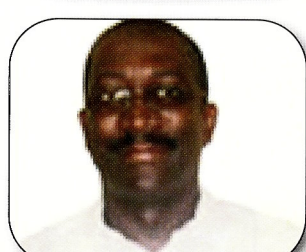
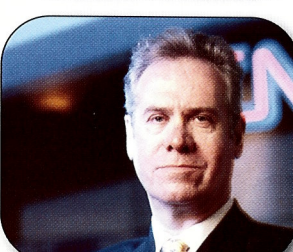
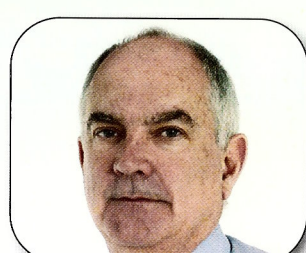
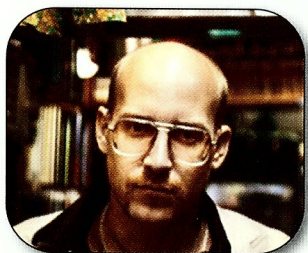
SAMUEL ATTAH-MENSAH
Citi FM Ghana



PAULA MASSELOS
SBS Australia

MARCUS METZNER
S4M

SUN WEI
Shanghai Media &
Entertainment Group



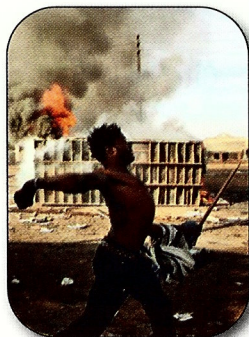
Not pictured:
Dirk Beusch

Clearest TV coverage of a single news event

We saw too many entries that were simply extracts from rolling news coverage where the aim was to be first, rather than to provide context and answers for the viewers. But there were 17 entries which demonstrated conscious attempts to provide viewers with strong analysis and clear story lines.

News, especially TV news, is expensive and often throws up logistical nightmares that need to be solved. The judges looked at the short-listed entries and took into account the very different budgets available to TV broadcasters in different territories. As a result, they decided to award two top prizes.

The first goes to the **South African Broadcasting Corporation** for an edition of its Special Assignment strand called *Hambani Makwere-kwere* – foreigners go home, telling the story of the ethnic unrest in South Africa in May and June this year. The judges said that this was a very engaging production, giving the viewer a real sense of being there. They commented that it was a thorough and engaging piece of journalism that got behind the headlines. On the one hand it showed the personal tragedies of the victims of the anti-foreigner violence. But it also heard from perpetrators and pundits who gave much-needed political, social and economic context to the frustration displayed by many poor South Africans. The team took risks in going in trying to talk with people who had taken part in the mob violence. At the same time, the interviewing and sensitive, un-hurried editing was such that one got a three dimensional sense of many of the characters profiled.



Sasha Wales-Smith,
Special Assignment
Producer, collects the
Award from Mark Owen

The second prize in this category goes to **France 24** for *Crackdown in the heart of Burma*. The judges felt this was an extremely "good watch", as well as being fast-paced, emotional, sensitive and visceral in delivery. The undercover footage from the demonstrations was extraordinary and was truly an example of brave journalism. The on-the-spot reporting was immediately gripping and put the viewer at the centre of the action.



Cyril Payen, France 24



SABC
France 24

COMMENDED

Al Jazeera English *Myanmar Cyclone* Judges' comments

Comprehensive and polished coverage combined with moving on-the-ground undercover pictures and useful political context made this a highly commended entry.

COMMENDED

BBC World Service ***The Assassination of*** ***Benazir Bhutto***

Judges' comments A comprehensive and well researched series of broadcasts with excellent analysis that showcased the skill and ability of the team. The story was well paced conveying the seriousness of the situation.

BBC Russian Service –
Presidential Elections in Russia
Judges' comments Wide ranging interviews, a diversity of talent and tough questions going to the heart of the issues. The background research, plus the lighter elements, served to make this compelling radio. Good technical production, effects and music, added colour and texture.

Clearer radio coverage of a single news event

BBC World Service

This category attracted fewer entries than in previous years, despite the number of major, headline-grabbing news stories that occurred in the past year. Some of the entries showed that radio is trying to mimic rolling news TV networks, simply repeating facts and figures but not providing enough critical analysis. For many productions, if you didn't join the coverage early on, it was impossible to pick up the thread easily.

The judges awarded the top prize to **BBC World Service** for *The World Today: Chinese Congress Party*. The production provided, said the judges, a very absorbing insight into a subject about which little is known. This highly competent and professional production opened a door on a closed event while also becoming a broader exposition on the Communist Party, how it works and what people think. This radio broadcast was, said one judge, better than watching the event on the TV screen, making it very real and engaging.



COMMENDED

Ruth Evans Productions ***Kenya, Healing the Rift***

Judges' comments This was a gruesome eyewitness report of human violence. The programme was "scarily credible" and told a story in a graphic way that could not help but to involve listeners. The pace of the programme was just right.

Ruth Evans Productions ***Ground Zero: Rebuilding*** ***Southern Sudan***

Judges' comments A true living, personal, intimate portrait of the victims of the wars in Southern Sudan. Simple, clear storytelling, gluing the images to the listeners' mind while adding important context for people not familiar with the situation in Southern Sudan and how it differs from the situation in Darfur.

Best radio current affairs documentary

Tinderbox Production

A smaller field of entries than in previous years causes us to ask whether the radio documentary genre is on the wane. The judges found a considerable range in quality. There were some excellent productions. But they stood out from a crop of very mediocre entries which either suffered from poor technical production, poor editing or the wrong choice of music.

We noted that independent production companies often came up with the best story, best script and by far the best use of sound design. They are clearly committed to documentaries.



The judges awarded the top prize to Wales-based independent production company **Tinderbox Production** for its first-rate programme *Where Next, a Soldier's Journey*. This programme was a heartbreaking confession of a fallen fighter, a witness to a meaningless war.

Best television current affairs documentary

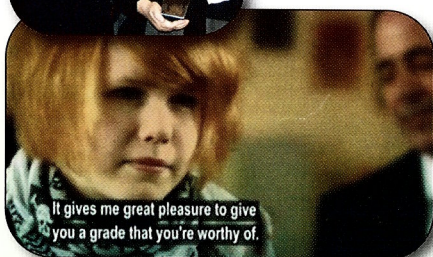
Strix TV

There were more than 70 entries for this category, which fell into distinct types: factual and investigative, so we split this category into two.



In factual documentary, the winner is Gothenburg-based production house **Strix TV** for *Class of 07* which aired on Sveriges TV. The judges said this was a strong documentary focused on a bold social experiment, with great use of close-up interviews while filming was carried out sensitively. One said

that this is one of those rare films that plays well in a foreign language and was impossible to stop watching. Another described it as completely engaging. Judges said this programme definitely needs a follow-up film in five or ten years: what happened next, both to the students and the school?



COMMENDED

TV2

The Serena Attack

Judges' comments The sacrifices of the press to bring the public the news were told in this chilling story of one night of violence. Very fast-paced, very sad, with strong delivery made this a compelling piece of television with strong narrative and good signposting.

Best investigative TV documentary

BBC Northern Ireland

Regional television is often overlooked in international competitions. Yet it can often be of world class standard. We were pleased to see that this year producers from this important broadcast sector submitted their work to the AIB Awards.



The winner of this investigative category was **BBC Northern Ireland** for *The Pitbull Sting* which investigated one of the largest dog fighting gangs in Europe, exposing the extent to which Northern Ireland has become a centre for this brutal activity. The team spent weeks following the perpetrators of this illegal "sport" across Europe, using covert filming to tell a horrific story. The judges said this production revealed an astonishing story in a very creative way. All commented on the excellent production and careful editing of what at times was highly graphic and deeply upsetting footage. The team took a risk in spending nearly 1½ years developing the material. Their rewards were high audience figures and decisive action by the authorities after transmission.



COMMENDED

TV3

Undercover Ireland:

The Drugs Trade

Judges' comments Very deep investigative report with high social value. Excellent editing with good use of undercover filming. Thoughtful, comprehensive and revealing.

VRT –

Corrupt Romania

Judges' comments Corruption is common in many countries. But this production told the problem of endemic corruption in Romania, from cradle to grave. It gave an insight into a little known historical issue, brought to life through dynamic story-telling and a wide range of contemporary interviews.

COMMENDED

Russia Today TV *Russian Glamour*

Judge's comments The judges felt that this story drew them in and benefited from excellent research into the subject. Interesting characters added to the story being told, and great editing helped too.

ChelloZone *Psychic Private Eyes*

Judge's comments This was an unusual approach to reality TV and follows the work of three respected UK mediums who use their unique gifts to help solve the murder of British model Sally Ann Bowman in 2005.

Best creative TV feature

Rockhopper TV

In this category, the judges were looking for a programme, or one episode from a programme series, that makes the most creative and the most exceptional use of the TV medium.



The judges were impressed by the range of entries, covering very different subjects, but were unanimous in their verdict that first prize should go to independent TV production company **Rockhopper TV** for *A Sporting Chance*.

This programme, from the series "Survivors' Guide", looked at Somali girls in a refugee camp fighting heated resistance from the community when they tried to establish a volley ball team. Judges said that this was a very interesting social subject with balanced treatment of the different sides. It had very accurate and attentive editing and was highly relevant to international TV audiences well beyond the borders of Sudan.



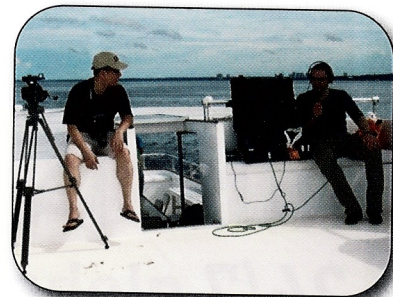
Best creative radio feature

BBC Portuguese for Africa

Judges were listening for exceptional and creative use of radio. They were unanimous that they found it in the **BBC World Service Portuguese for Africa** submission entitled *The Amazon Paradox*. The programmes posed the question of whether the Amazon region can be developed economically without destroying this precious part of the world's ecosystem. Overall, the project brought together 11 language services from BBC World Service, ensuring there was South-South communication as well as South-North. It was a great example of teamwork using journalists with very different cultural backgrounds tackling a single issue from several interesting directions.



The judges commented that this piece of work was an encouraging display of journalistic competence, and was a "must listen" for a wide range of people, not just other journalists. The on-line videos on the websites complemented the live radio reportages. It was interesting to see the different variations the language departments made on the same story.



The judges also appreciated that this production is still accessible on-line and suggest that this could be a basis for a much larger, on-going environmental dossier. Too many "specials" are simply gone and forgotten a few months after the event - a waste of effort and knowledge gained.