

The Association  
for International  
Broadcasting

# The AIBs 2012

WINNERS AND FINALISTS



# The AIBs 2012

## Inspiring creativity

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The Eurosport Group is Europe's leading sports entertainment group. Eurosport, the n°1 pan-European TV channel, broadcasts in 20 languages and reaches 130 million homes across 59 countries. Eurosport HD is the high definition simulcast of Eurosport. Eurosport 2 broadcasts to 61 million households in 18 languages across 47 countries. Eurosport 2 HD was launched in August 2009. Eurosport Asia-Pacific reaches 17 countries in the region and launched an HD channel in September 2011. Eurosportnews is the sports news channel transmitted worldwide. Eurosport.com, Europe's n°1 online sports destination, has up to 23 million unique users per month (comScore) across an international network of sports websites in 11 languages, including Yahoo! co-branded sites in Germany, Spain, Italy and the UK. The Eurosport.com free mobile applications are available in 10 languages. Eurosport Player, Eurosport's web TV service, provides LIVE and on-demand sports to fans' PCs in 52 countries and the Player mobile application is available in up to 34 countries.



RTG TV are the sponsors of the international TV personality of the year award. Russian Travel Guide TV is an international documentary TV channel focused on the cultural and geographical variety of the world's largest country. It covers a wide range of topics from history to culture, cuisine, nature programmes, active holidays, and Russia's ethnic mix.

# WELCOME



All of human life is there. It occurred to me that if a single person were to shortlist all the entries submitted to this year's AIB International Media Awards he or she would find the best and worst of humanity in these programmes. And it is true, every year those that do the initial sifting and evaluating of entries to arrive at the definitive shortlist experience an extraordinary onslaught on their senses and sensitivities, through words and pictures.

2012 was no exception. Sitting safely in our chairs, we accompanied rebel forces in their final push for liberation, saw the ravages of civil war close up, went inside the real lives of African migrants in Europe, explored autism through the eyes of Rosie, felt the far-reaching human fallout of nuclear contamination, followed closely as a misreported death in Malaysia was unravelled, appreciated the risks that women in some parts of the world face when they press for greater rights, saw how a seriously disabled 12-year old found solace and fame through tennis, had our eyes opened with new standards for coverage of the Olympics and Paralympics, reached the edge of squeamish when science and mystery merged to embalm one of our contemporaries, were astounded at the pioneering mobile citizens' broadcasting network. And much more besides.

More than once the judges' comments read 'contained brutal pictures that needed to be seen by the world' or 'so hard hitting that it became difficult to listen'. What made it ultimately bearable and a positive experience to view and listen to all these amazing programmes was the way producers had given structure to the reality they covered or – in many cases – uncovered: by using an exceptional narrator, an original device to tell the story, high levels of creativity, risk taking, innovative editing. Whatever the formula – when it worked and gripped the viewer and listener, that was the winner. And sometimes the formula seemed unusual on paper – such as a famous war correspondent and an award winning chef travelling to conflict zones in order to gather old enemies like the Tutsis and Hutus around the table for a meal of reconciliation. But as it turned out on viewing, the final product won on several counts: informative, thought-provoking, entertaining, and also reaching audiences that normally will not spend their time watching foreign affairs programmes but are attracted to travel and food shows.

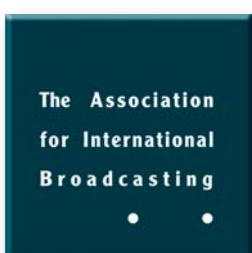
So just like in previous years, the programmes entered in this year's AIB International Media Excellence Awards took us to the edge of our seats and imagination, entertained, educated and inspired us. Inspirational – each year since the AIBs were established in 2005 we hear this adjective many times in the course of the AIB awards gala evening. When the film clips are shown of the finalists in the 18 AIBs categories there is a hush in the room and there's no doubt that the content showcased each year is remarkable.

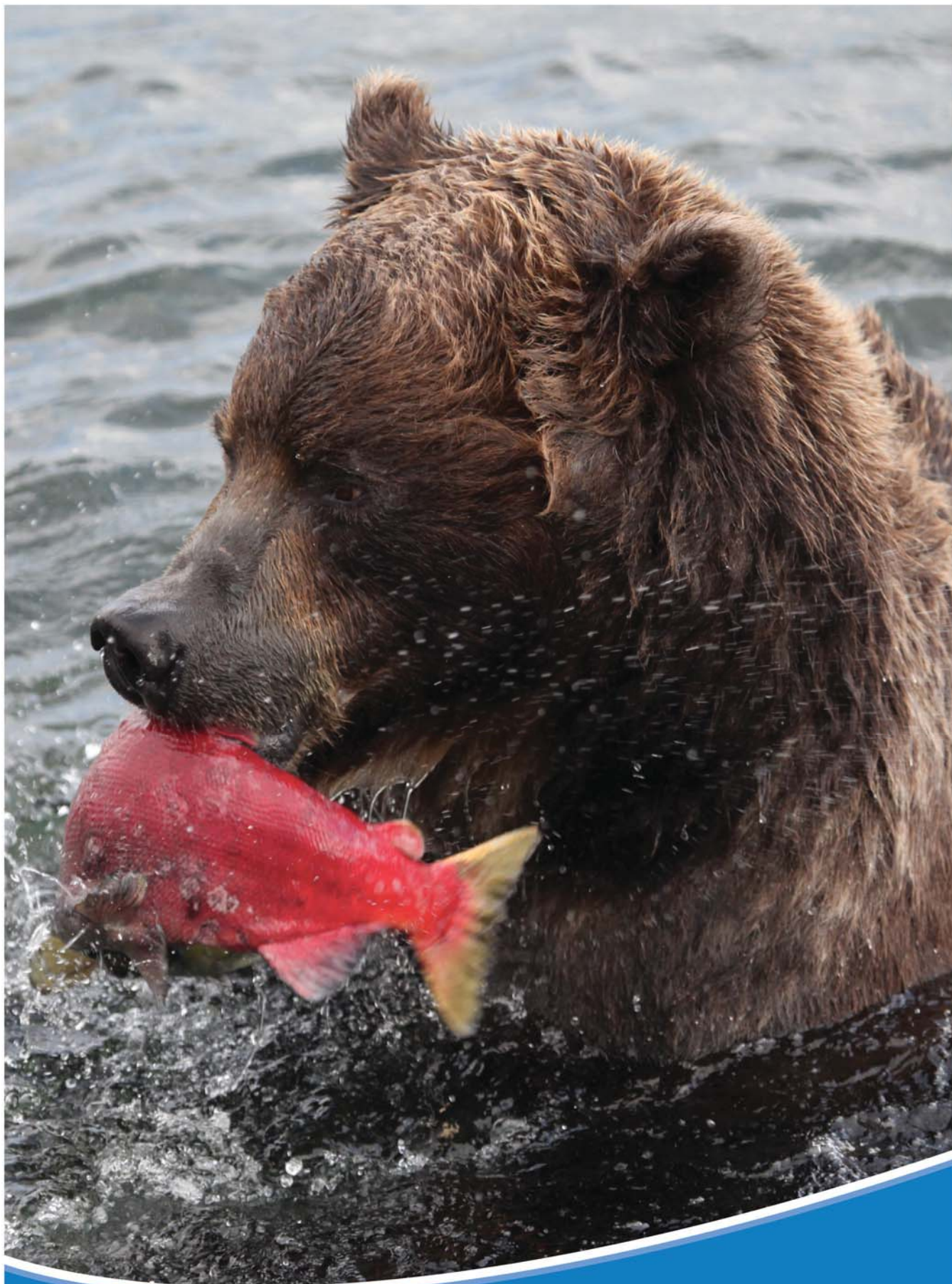
After the shortlist was drawn up – and in view of the range and quality of entries coming to the AIB from all parts of the world this was quite a challenge – the judges then had the hard task to determine the outright winner. Our judges are a key element in the AIBs – they all have a vast range of experience in different aspects of broadcasting and are drawn from all over the world. So my special thanks go to those media professionals who served on the international judging panel and gave their time and expertise so generously this year.

As a not-for-profit organisation, AIB cannot organise these awards without the support and involvement of the industry. I therefore extend my special thanks to our sponsors – Eurosport and RTG TV – for their generous support of the AIBs in 2012. And I would like to thank our host for the evening, Evgenia Altfeld.

This year's AIBs have been a great experience – I hope you enjoyed them too.

Simon Spanswick  
Chief Executive, AIB





*The long-awaited TV channel*

Official website of tv channel: [www.rtgiv.com](http://www.rtgiv.com)

**RTG TV** RUSSIAN  
TRAVEL  
GUIDE

# THE JUDGES

**Steve Ahern**, CEO, IMBA, Australia | **Robert Bell**, Executive Director, WTA, USA | **Wayne Borg**, Deputy CEO and COO, twofour54, UAE | **Nicolas Bourdon**, Marketing & Communications Director, EVS, Belgium | **Ivo Burum**, Executive Producer, Burum Media, Australia | **Rohana Mohamad**, VP Network Programming & Promotions, Channel NewsAsia Network, Singapore | **Purush Chaudhary**, President, AGAHI Foundation, and Ambassador to CIME, Pakistan | **Linden Clark**, Manager, Radio New Zealand International, New Zealand | **Annabel Croft**, Presenter, UK | **Alex Daquo**, Editorial Deputy Director, Eurosport, France | **John Dunlop**, Market Development Specialist, Arqiva, UK | **Mark Errington**, CEO, OASYS, UK | **Adelheid Feilcke-Tiemann**, Head, Culture Department, Deutsche Welle, Germany | **Eduardo François**, Executive Director, Illuminati Films, Brazil | **Malcolm Fried**, Managing Director EMEA, Bloomberg TV, UK | **Mihai Gadea**, CEO, Antena 3, Romania | **Jeffrey Gedmin**, CEO, Legatum Institute, UK | **Rut Gomez Sobrino**, Presenter/Producer, RNE, Spain | **Flora Gregory**, Journalist/Filmmaker, Al Jazeera, UK | **Mohamed Ali Harrath**, CEO, Islam Channel, UK | **Lorelei Harris**, Editor, RTÉ Radio, Ireland | **David Hochner**, CEO, SatLink, Israel | **Barry Houlihan**, General Manager, Mobile Interactive Group (MIG), UK | **Carlson Huang**, Vice Manager and English Programme Host, RTI, Taiwan | **Amir Jahangir**, CEO, Mishal Pvt. Ltd, Pakistan | **Abubakar Jijiwa**, Director General, Voice of Nigeria | **Richard Kastelein**, Partner, Agora Media, UK | **Oleg Kupriyanov**, Deputy Chairman International Relations, Voice of Russia, Russia | **John Maguire**, Director of International Development, France 24, France | **Vivien Marles**, MD InterMedia Africa, Kenya | **Michael McCluskey**, CEO, ABC Radio Australia, Australia | **Michael McEwen**, Director General, NABA, USA | **Marcus Metzner**, Head Marketing & Communications, arvato Systems, Germany | **Nicky Ness**, Contoller, BFBS Radio & SSVC, UK | **Alexey Nikolov**, Deputy Editor in Chief, RT Channel, Russia | **John Ogden**, Network Director, The Spectrum Radio Network, UK | **Alpesh Patel**, CEO, Mi-Fone, UAE | **Julia Ragona**, Chief Broadcast Operations Officer, RFE/RL, Czech Republic | **Dick Rempt**, CEO, TalentsMedia, The Netherlands | **Lior Rival**, VP Sales & Marketing, RRSat, Israel | **Paul Robinson**, President, International, A Squared Elxsi Entertainment, UK | **Philippe Rouxel**, VP Marketing, GlobeCast, France | **Simon Spanswick**, CEO, AIB, UK | **Helen Stehli**, Producer, SRF, Switzerland | **Fedor Strizhkov**, CEO, RTG TV, Russia | **Amir Tajik**, Production Manager, Press TV, Iran | **Jeff Trimble**, Executive Director, Broadcasting Board of Governors, USA | **Nigel Wilkes**, Group Manager, Panasonic, UK | **Tom Wragg**, Global Broadcast Summit, UK |

# THE HOST

**Evgenia Altfeld** is a producer and presenter with Russian Travel Guide TV.



Evgenia is an experienced political journalist and has worked in the news departments of TV5 and Rossiya TV, both as a field reporter and a news anchor.

She became the press secretary for the Governor of St Petersburg region in 2009 and returned to TV in 2011 when she joined Russian Travel Guide TV.

Evgenia speaks Russian, Spanish and English and counts travelling and yoga amongst her interests.

The Association  
for International  
Broadcasting

# The AIBs 2012

## Clearest live news coverage - TV

### France 24

This year's TV news category attracted entries covering a widely differing range of national and international events. The shortlist included stories that delivered high impact coverage combined with context and explanation for viewers who may not have been familiar with the circumstances surrounding a particular story.

Our judges were seeking clear, concise, unflustered, accurate reporting and analysis.

The top award in this category went to **FRANCE 24** for **The Tripoli Brigade**. On Sunday August 21, 2011, anti-Gaddafi forces entered Tripoli after six months of fighting. FRANCE 24's Matthieu Mabin was with the rebels throughout this historic day on their final journey to the Libyan capital.



For months, they have been training for the final assault on Tripoli. They are manual workers, businessmen and students. Their names are Hatif, Sam and Adam. From Dublin to Washington, they have come back to their country to rid the Libyan capital of its dictator. These men are the elite rebel forces. FRANCE 24 followed this small army of volunteers who played a decisive role in the liberation of Tripoli and the fall of Gaddafi.

The judges said that this was superbly engaging, emotional and captured the real spirit of the moment. There was great story-telling combined with strong, original images.

#### Highly commended

Antena 3

University Square Demonstrations

The judges commented on excellent ground work by the camera crews, with a real desire to convey the reality of unfolding events. There were many, varied voices.

Phoenix Satellite Television

China's Wenzhou Train Collision

Comprehensive coverage with strong news sense, said the judges about Phoenix's coverage of the devastating high speed rail crash in July 2011.

## Clearest live news coverage - radio

### BBC World Service

We noticed that entries for our radio news award covered different stories to those we saw in the TV category. All the entries showed that radio retains a remarkable power both to deliver breaking news as well as considered reporting and analysis.

The judges were unanimous in their decision that the top award should go to **BBC World Service** for its coverage of South **Sudan's independence**. Fergus Nicoll travelled throughout South Sudan in the two weeks before Independence Day on 9 July, giving listeners the chance to hear about the hopes and challenges facing the new country through the voices of both ordinary people and political leaders.



On this journey, Fergus examined the issues facing the development of Southern Sudan, relating the human angles and telling these stories in an intelligent and interesting way. The jury noted that this important story was covered clearly and was comprehensive and descriptive, as well as being well researched and impressively told through good reporting and through the voices of a variety of the new citizens.

#### Highly commended

MBN Afia Darfur

Kabkabiya Violence

Our judges said the importance of this story is immense. By hearing from both sides, and from witnesses, this well-presented story took courage and understanding to produce.

BBC Burmese

Coverage of the 2012 Burmese By-Elections

The decision to run a live Burmese language programme in both Burma and London allowed coverage of one of the most momentous news stories of the past few years. It was well balanced, with a wide range of views from both members of the public as well as officials and offered a glimpse inside Burma at a time of rapid and unprecedented change.

Sponsored by



## Most innovative technology

### Radio Taiwan International

**Radio Taiwan International** took a cue from the Jasmine Revolution to develop an Android mobile broadcasting platform – the **RTI mobile citizen website**. This live, interactive system allows presenters to immediately select the most valuable first-hand audio or video news submitted by RTI's audience. And through the app, live face-to-face video interviews can be conducted with the citizen reporter on the site of a news story.

RTI has looked at the limitations of existing video-based websites and how video and audio needs to be accessible to programme presenters on the fly. The app can be configured to switch on the citizen journalist's phone camera for interviews, and the app also allows the user to consume RTI content in a wide range of languages.

Our judges were impressed, saying this is a very imaginative, comprehensive solution to opening up TV reporting to citizens as well as expanding RTI's professional capabilities. It does depend on the availability of high-quality broadband, which Taiwan has invested heavily in.

## Best transmedia production

### Deutsche Welle

What drives young Africans to search for a new life in Europe? How do they get there? And do their dreams come true? **Deutsche Welle's** 15-part **Destination Europe** series goes inside the real lives of African migrants and follows them from the moment they decide to leave their home to their experiences in Europe.

The multimedia project examines the challenges and opportunities associated with migration and presents a realistic picture of life in Europe.

Our judges liked the multimedia approach with the extensive use of social media to provide real, relevant information to those seeking a better life in Europe, alerting them to the challenges. The multilingual, multi-platform approach was first-rate, they said.

## Best science programme

### Channel Four

An impressive range of entries taxed our judges in the science category and the results were close. The winner in this category catalogued a remarkable experiment. "Shame I'm not going to be around to see it, isn't it?" said one of the contributors to **Channel Four's Mummifying Alan: Egypt's Last Secret**. "I quite like documentaries."



That was Alan Billis, a taxi-driver from Torquay in the south-west of England. He was not simply a contributor to the documentary – he was its central player. Diagnosed with terminal cancer, he agreed to let scientists use his body for an incredible experiment. He was prepared to become a modern-day mummy, to allow science to recapture the lost art of mummification.

The Egyptians left no written record as the process was too sacred. Scientist Stephen Buckley arrived at his formula through careful analysis of existing mummies, and proved that it worked with Alan's body.

Our judges were impressed, one saying that the programme offered scientific insight as well as touching a human chord with a sensitive portrayal of the donor. Another commented that this documentary provided great education with its blend of intrigue, mystery, science and discovery.

## Highly commended

### WDR

#### Gorillas of the Congo – Chainsaws to the Rescue

Can man coexist with nature and make money at the same time? This documentary investigated and judges said it offered engaging presentation of the complexity of human-animal interaction in environment, with great photography.

### Société Radio-Canada Costa Concordia

This investigation into the causes and effect of the Costa Concordia disaster caught the attention of our judges who said the programme had high production values, gripping content and effective story-telling that went behind the scenes of a front-page story.



**THE ONLY  
SPORTS PLATFORM  
TO REACH  
SO MANY EUROPEANS  
IN A DAY**



MOBILE

**1 MILLION**  
DAILY VISITORS

TV

**20 MILLION**  
DAILY VIEWERS

INTERNET

**3.2 MILLION**  
DAILY VISITORS

**All Sports. All Emotions. All Screens.**

MOBILE source: ComScore / Digital Analytix. TV sources: AGF/CfK, BARB, SKO, MMS, TNS-Gallup, Kantar Media, AGB NMR, Armadata/Kantar, Auditel - All Individuals - All rights reserved - TechEdge. INTERNET source: ComScore / Digital Analytix.

## Best children's factual programme or series

BBC

AIB believes that despite the huge amount of content available online, children deserve great factual programmes on television. That's why this award is so important.

Our judges look for well-told stories, presented in an engaging way that will encourage children to stay with the programme, as well as coming back for more in future episodes. This year's award goes to **BBC Newsround** with its special edition **My Autism and Me**.

13-year-old Rosie invited us into her world to show us what it's like to grow up with autism - a condition that affects how children see life and the way they relate to others around them.



With the help of beautifully crafted animation, Rosie introduced us to other children who have the condition: Tony, who gets totally obsessed with things but struggles to make friends; Ben, who has suffered from terrible bullying, and Rosie's own little brother Lenny, who turns the house upside down daily to try and make sense of things.

These children tell their individual stories in their own words to give us a vivid and moving insight into what it's like to be autistic.

Our judges said that this was a well-crafted programme that had great contributions and clever use of animation. made all the more remarkable by the endearing, intelligent, warm and inspiring Rosie. She puts a difficult to understand subject into context for the audience and humanises the condition in a way that is as far removed from patronising as it's possible to get. This is an extraordinary entry - and a very worthy winner, the judges said.

## Best specialist programme

TV2

Our specialist genre category rewards outstanding, innovative programme making across a wide range of subjects.

Our winner, **Dining with the Enemy**, comes from Norway's **TV2**. The concept is simple and original. A famous war correspondent and an award winning



chef travel to conflict zones. Their goal is to gather old enemies around the table for a meal of reconciliation. Along the way, the correspondent shares his experience from previous trips to the area (such as the West Bank, Rwanda, Myanmar and Egypt) with the chef - and the viewers. The goal is also to reach an audience that normally will not spend their time watching foreign affairs programmes but is attracted to travel and food shows.

Our judges found the concept works. One said that this programme - an eclectic mix of the entertaining and the deeply serious - grabs you from the start and maintains your interest throughout.

### Highly commended

#### BBC World News Collaboration Culture

This series explores the exciting conversations that take place when leading personalities from fashion, dance, music and art are paired together to combine forces on a new, innovative project. A great idea that was fun to watch with great participants, said our jury.

#### Russian Travel Guide TV The Untouched Heart of the Urals

Our judges said that they did not realise there was so much to Russia after watching this programme that looked at primitive beautiful wildernesses and delved underground into quartz and rock crystal mines. An intriguing subject, beautifully photographed.

# The AIBs 2012

## International current affairs documentary

TV2

There was a truly remarkable range of extremely strong documentaries considered by our judges in this international category and the closeness of the marks reflected the very high standards. The highest scoring programme was **The Price of War - The Hard Way Out** from TV2 in Norway.



The programme looked at Norway's involvement in Afghanistan - something that doesn't make the news very often in Norway. The aim was to explain why Norwegian troops are in the country, and how they are carrying out difficult, challenging missions.

The judges noted the excellent material filmed in the field, combined with good story-telling of a very human story.

### Highly commended

France 24

**Colombia - Caught in the Crossfire**

On April 28 a team of Colombian commandos set out to destroy a secret drugs lab in the jungle accompanied by FRANCE 24 reporter Romeo Langlois. The patrol was ambushed, four soldiers were killed and Langlois was taken hostage by the FARC. This documentary recounts Langlois' story that judges noted showed a great deal of engagement and overcoming immense risks.

Sveriges Television

**Wikirebels**

This is the first documentary ever made about the birth and rise of WikiLeaks. SVT's team was given the unique opportunity to follow the behind-the-scenes operations and the growth of the secretive WikiLeaks organisation. Filmmakers Jesper Huor and Bosse Lindquist were complimented by our judges on telling a very powerful story and gaining unprecedented access to the key players.

## Domestic current affairs documentary

NHK

The village of Iitate in Fukushima Prefecture had a population of about 6,000. They lived tranquil lives, farming land nestled in rolling hills. The accident of March 2011 at the Tokyo Electric Power Company's Fukushima Dai-ichi nuclear power plant transformed their lives. Iitate is more than 30km from the plant, so not initially designated an evacuation zone and villagers remained in their homes. Finally, in late April, the government designated the village a "deliberate evacuation zone." The villagers faced heartrending decisions to abandon their lives and their work.

The judges praised NHK for **Fallout - The Last Days of Iitate Village**, saying this was both a great film and an important document. In the chaos of the events the crew managed to film people with all their emotions. One judge said "we suffer with them, we identify with them".



### Highly commended

Antena 3

**A Hell of a Living**

A poignant and thought-provoking story about how thousands of people live on the garbage tips of Romania - children who have never heard of education, have no access to clean water or electricity, eating what they find on the tips.

CBS News

**60 Minutes - Hard Times Generation**

CBS were congratulated on following up on their reports on families in America who had become homeless for the first time in their lives - families forced to live in mobile homes and converted trucks, washing in service stations...an eye-opening tale, said our judges.

## Radio investigative documentary

RTE

In the weeks after Irishman Maurice Sullivan was mauled to death in Malaysia by two pit-bull cross dogs, his death was reported and misreported, both nationally in Malaysia and Ireland and internationally. Maurice had ventured into a farm without permission; questions were raised whether he had goaded the dogs. At the same time, an online campaign urged the authorities to save these dogs from death on the grounds that they were only protecting their owners.

Six months after Maurice's death, RTE's Sarah Blake set out to investigate what really happened on that sunny day that turned into a nightmare on that sleepy mountainside farm in Malaysia, and the legal battle that ensued. **Maurice - a Final Journey** was "amazing" said our judges. So hard hitting that it became difficult to listen. But you had to - you were gripped. A superb piece of work.



### Highly commended

BFBS Radio

Yuddha Ka Sarathi

'Yuddha Ka Sarathi' ('Warriors') tells the true war stories of veteran Gurkha soldiers from the hills of Nepal in a series of intimate interviews. Innocent young men have to leave their families behind, face life in a foreign land and eventually celebrate victory. Engaging programmes.

ABC Radio

Intellectually Disabled Fight for Justice

Nance Hoxton examines how disabled people are being unfairly discriminated against by the South Australian court system, particularly in cases of alleged sexual abuse. With this documentary, the issue was addressed on a national level for the first time.

Czech Radio

Britons at Czechoslovakian Radio

Two courageous Britons and more than 120 ridiculed, fooled SS men in the Prague Uprising of 1945 - Stanislav Motl recounted the story of how two British soldiers helped keep Czech Radio safe. Beautifully crafted with great use of archive material.

## Radio current affairs documentary

BBC Arabic

The overall winner in radio current affairs is **BBC Arabic** for its emotive production **The Women of Tahrir Square**.

The programme traced the story of some of the women who protested in Tahrir Square to mark International Women's Day after the fall of the Mubarak regime and to press for greater rights for women in Egypt.

Samira Ibrahim was one of the protesters. She told how she and many other women were taken to an army detention centre



where, once married and unmarried women had been separated, she was subjected to a virginity test.

Our judges said that the women's story is a powerful first person account of issues underlying the Egyptian struggle and was an important story to tell. It also helps to destroy prejudices around Arab women and their role in their societies. A deserving winner.

### Highly commended

Radio New Zealand

Broken River

Days after the city of Christchurch was devastated by a 6.3 magnitude earthquake, This Way Up's presenter Simon Morton traverses the city using the Avon River as his route. Travelling on a bicycle from the source of the Avon in the West to Heathcote Estuary in the East, where the Avon meets the Pacific, everyone has a story to tell. The judges said this was highly engaging with excellent production values and an interesting perspective - and the bike is a great device.

RFE/RL

Solitary Confinement

The powerful story of Iran's political prisoners and the appalling conditions in which they are kept was the focus of this production of Radio Farda. Our judges noted that this was a courageous documentary given the potential persecution faced by those speaking out; a wonderful production, with high levels of creativity and variety in the resources used.

# The AIBs 2012

## Best short report or documentary

### e-News Channel

There's more competition for the audience's attention than ever, and more publishers are using video reports online to grab consumers from traditional media sources. So what are broadcasters doing to meet this challenge? This category showcases some examples.

Our international judges decided that **e-News Channel's** report **The Story of Lucas Sithole** deserved



to win. Sithole was seriously injured at the age of 12 in a train accident. He lost his right arm and both his legs. After years of

depression, Lucas found solace in sport and finally found something he was good at- tennis. Training day after day, Lucas' hard work paid off and he is now South Africa's number one ranked disabled tennis player and placed ninth in the world.

This moving production employed some unique shooting methods, said our judges.

## Highly commended

**Kansai Telecasting Corp**  
**The Policeman Zookeeper**

Satoru Arishiro has been taking care of injured wild animals and abandoned pets voluntarily for over 40 years. He is known for giving "Lessons on Life" in schools throughout Japan. Four years ago he was diagnosed with cancer and told he had only a short time to live. As the cameras follow Arishiro, he tries to find answers to fundamental questions: what is life, and how should we live our lives? Judges said this was an influential film where the character was well developed during the report.

**BBC Media Action**  
**Girl Hub – Tirunesh**

This "day in the life"-style film about 19 year-old Ethiopian woman Tirunesh Gelaw who supports herself through school by picking rubbish and washing clothes highlights the complex and multiple problems faced by girls and young women in Ethiopia due to poverty and gender discrimination. A simple narrative but a great contribution to changing harmful attitudes towards women and girls.

## Best live sports coverage

### Eurosport

This award rewards the most innovative, engaging coverage of live sports. Our judges are looking not just for live action, but building the viewer's understanding of the competition, the players or participants and delivering an encompassing experience that mimics being there.



This year's winner is **Eurosport** for its coverage of **Roland Garros 2012**, the French tennis open championship. Throughout the tournament Eurosport and Eurosport2 are dedicated to the French Open. Eurosport adapts its coverage around the biggest matches to capture interest across different local markets using four "windows" for British, French, German and Eastern European fans.

Expert analysis is provided by a team of unrivalled commentators alongside former player Barbara Schett who is on-site to go behind the scenes to meet players and report on the latest news from the tournament.

Every evening there is also a magazine show hosted by former player and broadcaster Annabel Croft which features former Grand Slam Champion Mats Wilander who also provides the inspiration for the title of the show "Game, Set & Mats".

Judges said that this was innovative coverage, with outstanding presentation that's fast, informative and original.

## Highly commended

**Nine Network**  
**State of Origin Game 3**

Nine Network's coverage of the annual "grudge" rugby league football match between Queensland and New South Wales caught the attention of our judges who remarked on the way the action was captured during the game, accompanied by great commentary. They were also impressed by the way Nine Network told stories around key players - imaginative and engaging, they said.

## Best investigative documentary - TV

### Channel Four

The determination of TV journalists to get to the heart of a story, no matter how disturbing and distressing, was ably demonstrated by the entries for this year's investigative documentary award.

Our winner is **Channel 4** for **Sri Lanka's Killing Fields**, a film documenting the final bloody weeks of the Sri Lankan civil war. It included damning new evidence of war crimes and crimes against humanity.



Judges said that this was a balanced, truly informative investigation that contained brutal pictures that needed to be seen by the world. The documentary brought to light a truly shocking story through excellent journalism. It was a really well-rounded report that clearly deserved the top award in this category.

## Highly commended

BBC Arabic

**Jordan's Secret Shame**

A courageous investigative documentary with excellent work by undercover reporter Hanan Khandagji who explored the abuse of disabled children in care homes in Jordan. The documentary brought a response from both the public and the Jordanian government. Judges said this was well-crafted, investigated and contextualised and delivered full and comprehensive coverage of an important, hidden issue.

Radio Free Asia

**An Invisible World – The Lives of Slaves**

An online, broadcast and TV series that looks at the never-ending problem of human trafficking in Asia. This report purposely looked beyond prostitution to identify and document other forms of exploitation. Most of the time, laws exist and prohibit the exploitation of women and children. What's lacking is not only implementation, but also simply knowledge. Our judges thought this was an excellent series telling previously hidden stories.

## Best radio creative feature

### BBC World Service

**Knitting in Tripoli** tells an intimate story of life during the Libyan uprising. Within days of the Libyan uprising, the BBC's correspondent in Libya, Rana Jawad, was forced underground, petrified the secret police would come knocking, partly because her husband is from the rebel stronghold, Benghazi. She became the BBC website's Tripoli Witness, an anonymous blogger.



It is called Knitting in Tripoli because that is one of the things Rana did to fill her days when living in hiding and no longer able to report, even as an anonymous blogger, on the Libyan uprising.

Knitting in Tripoli also reveals the hitherto unknown world of Tripoli's underground resistance as ordinary people secretly prepared for the capital's own uprising in August 2011.

This was an intimate, engaging and extremely original story, layered with solid journalism. It provided human context to a tragic international event, the AIB's judges commented.

## Highly commended

Société Radio-Canada

**Tales of Objects – The Bra**

Tales of Objects is a radio show in which a common subject – a seemingly mundane thing – serves as a springboard towards a variety of surprising topics. It's a show fuelled by curiosity, thriving on the outskirts of current events coverage. Here the bra is the star of the show's rigorous inquisitive treatment – and it resonated with our judges who said it was funny and quirky. They also commented that the programme was a great and amusing concept.

# The AIBs 2012

## Best coverage of London 2012

### Sunset+Vine for Channel Four

This year the world's largest sporting event came to London - the XXX Olympiad and the Paralympic Games that followed it. We invited broadcasters - both rights and non-rights holders - to showcase their coverage and to demonstrate how they brought the action into people's homes.

Clearly non-rights holders had considerable hurdles to clear as they could not film inside the Olympic and Paralympic venues. So, how can you feed the audience's appetite when the entire planet's population seems to be interested in an event in London? We saw examples from all over the world and our shortlist was narrowed down to five.

The judges agreed that the BBC's domestic coverage across all its local, regional and national TV and radio services, as well as online platforms, was outstanding and should be specially commended.

Our winner, however, is Sunset+Vine for its



innovative and ground-breaking Paralympic programming produced in association with IMG for the UK's Channel 4.

Sunset+Vine recruited and trained disabled presenters for its Paralympic coverage and developed great on-screen graphics, delivered great context and explanations about the complexities of the Paralympic classification system.

It also produced a daily comedy programme, The Last Leg, an alternative review of each day's competition that showcased the best action and tackled issues around disabled sport head-on.

Our judges thought the work by the independent producer merited the award for the best coverage of London 2012.

## AIB Founders' Award

### Jessica Beinecke

With the great firewall of China restricting access to the websites of news broadcasters from the West, it's challenging for international channels to make headway in gaining audiences among the most populous nation on Earth.

However, Voice of America has managed to go viral with an informal English-language teaching video service that's ratcheting up followers by the million across the People's Republic.

OMG! Meiyu is the brainchild of 25-year old Jessica Beinecke who studied Mandarin at Ohio University's E W Scripps School of Journalism and in Beijing. Jessica is a very modern digital storyteller who's passionate about what she does - as are her constantly growing number of fans in China.

OMG! Meiyu (the OMG stands for oh my gosh) is recorded either in Jessica's one-bedroom Washington DC apartment or on location in situations as varied as boating in New York's Central Park or taking part in a mid-Western blueberry pie eating contest. She weaves stories around everyday American phrases and slang, offering Mandarin translation and context.

The impact is considerable - more than 13 million online hits in less than 11 months, and big crowds when she visits China. And the subject that made Jessica's video blog go viral - an episode about "face gunk".

AIB thinks that Jessica's model is one that can be exploited by other broadcasters and content producers targeting other markets. That's why we're delighted to make Jessica Beinecke the recipient of this year's AIB Founders' Award.



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## International TV personality Barkha Dutt



One of India's best-known journalists, **Barkha Dutt** has worked at NDTV since graduating from St Stephen's College, New Delhi.

Barkha emerged as a household name in 1999 as she reported on the Kargil conflict between India and Pakistan. Since then, she has reported from major conflict zones around the world for viewers in India, including Afghanistan, Iraq, Egypt and Libya.

Barkha is host of the weekly talk show *We the People* that brings a 100-strong studio audience face-to-face with key news-makers of the day, covering issues ranging from politics to gay rights to issues of national security. The weekly show is the longest-running talk show on Indian television. Barkha also hosts NDTV's daily primetime programme *The Buck Stops Here*.

Our judges said that Barkha Dutt is a reporter of considerable stretch and depth, always very well researched, and altogether a pleasure to view.

AIB is delighted to award the 2012 international television personality to Barkha Dutt.

## International radio personality Kim Hill



Being a nation's most admired broadcaster is always a tremendous responsibility and it's one that **Kim Hill** has carried off for a decade.

Kim hosts a weekly four-hour show on Radio New Zealand - *Saturday Morning with Kim Hill* - that is consistently the top-rated show in its time slot nationwide.

Kim's interviewing skills are put to the test each week with long-form interviews with a wide range of local and international guests. She has a knack of asking the right questions to get to the heart of the issue being discussed - something that perhaps comes from her background in news and current affairs at Radio New Zealand.

Our judges said that Kim is a warm broadcaster exercising full control of her content whilst coaxing her guests to reveal more of themselves through a natural and well-focussed empathy. Kim's presentation of enjoyable live and sparky content draws the listener in, demonstrating what is great about radio and illustrating how important lightness of touch is in speech content.



# AIB

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AIB | PO Box 141 | Cranbrook | TN17 9AJ | United Kingdom  
T +44 (0) 20 7993 2557    [www.aib.org.uk](http://www.aib.org.uk)    [theaibs.tv](http://theaibs.tv)

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