



The 2011 AIBs

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

**Closing date extended
to 15 July 2011**

ENTRY INFORMATION

Closing date for entries **1 July 2011**

Awards night **London, 9 November 2011**

www.theaibs.tv

The Association
for International
Broadcasting



Inspiring creativity

The 2011 AIBs

The AIB international media excellence awards

Cross-media

Cross-border

Cross-cultural

Categories at a glance

Closing date extended
to 15 July 2011

TELEVISION

Clearst coverage of a single news event

Best current affairs documentary

sponsored by RTG TV

Best investigative documentary

Best children's factual programme/series

Best science programme or scientific coverage

Best financial programme or financial coverage

Best live sports coverage

CROSS-MEDIA

Best cross-media production

Sponsored by Eurosport

PEOPLE'S CHOICE

Best coverage of democracy uprisings

RADIO

Clearst coverage of a single news event

Best current affairs documentary

Best investigative documentary

Best creative feature

ON-AIR TALENT

TV personality of the year

Radio personality of the year

MARKETING

Most creative marketing strategy

TECHNOLOGY

Most innovative technology

Sponsored by Oasys



The 2011 AIBs

The AIB international media excellence awards

Cross-media **Cross-border** **Cross-cultural**

The AIBs - the media excellence awards - are firmly established as one of the most significant international festivals.

Each year the AIBs **celebrate excellence** in programme making across TV, radio, online and cross-media, as well as creative marketing and innovative technology.

Winning an AIB is a great accolade that results in recognition from peers around the world as well as coverage on air and in the trade and consumer press.

An AIB confirms that programming and content is really working, delivering the best to an audience.

FACTUAL PROGRAMMING

The annual AIBs focus on factual programming as AIB believes that this genre can be as inspiring and creative as fiction and

entertainment genres, engaging the audience through the best reporting and story-telling.

The AIBs reward the best **news coverage, current affairs, investigative** and **specialist factual programming**.

REWARDING TALENT

The best on-air talent is a core requirement and the AIBs recognise personalities 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.

SUPPORTING THE PROGRAMMES

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.

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.

We also have our innovative People's Choice award that allows viewers to reward a broadcaster.

MORE THAN ENGLISH

AIB recognises that 90% of the world's population does not speak English as a first language.

So, while this booklet is written in English, **we actively encourage entries in languages other than English**.

NEW IN 2011

New this year are awards rewarding the best in **science** and **finance** television.

We are looking for the most creative, compelling and passionate coverage of science in either a single programme or in a series. And, as the world struggles to shake off recession, we are searching for the most comprehensive, clearest and informed coverage of financial issues.

THE CELEBRATION

All the AIBs will be presented at our **gala evening in London on 9 November**. We're returning once again to LSO St Luke's where programme makers, executives, technologists and marketers will gather for an inspiring evening of celebration, networking and more.

We look forward to your entries.

Inspiring creativity

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 a constantly growing audience of **more than 25,000 media leaders** 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

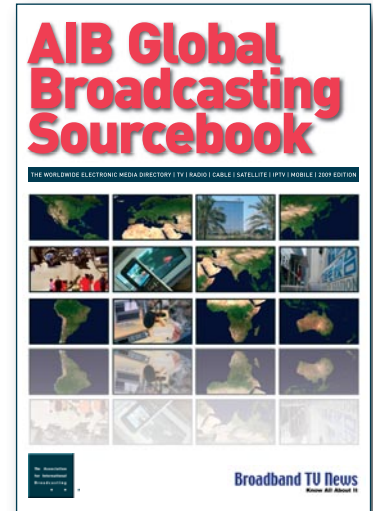
AIB members benefit from regular **private networking events** held in

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, handset manufacturers and social networks to ensure that

About the AIB



AIB members' content is available automatically on mobile 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 media companies, technology suppliers, cable operators, DTH companies and others worldwide.

CONSULTING WORLDWIDE

AIB provides consulting services to the broadcasting industry globally.

Clients have included Discovery Communications, Associated Press, ABS-CBN, ABC, 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 17 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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Sales and Marketing Executive

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Cross-media Cross-border Cross-cultural

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.

AN UNRIVALLED OPPORTUNITY

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.

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 in our partnership opportunities book (www.aib.org.uk/2011AIBs/opps.html) for our marketing plan that could place your brand in front of more than 25,000 media leaders including senior 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.

AN INSPIRATIONAL EVENING

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 the event.

After the Awards, the AIB will provide coverage of all event partners and sponsors in the December 2011 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, inspirational gala awards night in London on 9 November.

GREAT OPPORTUNITIES

We offer the opportunity to sponsor individual awards categories, the opening champagne networking

Support the AIBs as a sponsor

reception, the gala dinner, or to become the event's prime 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 2011 AIBs.



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The AIBs - sponsors

The AIBs rely on the support of the international media industry to stage this major international festival each year.

AIB is delighted to work with major brands and to associate them with success - the success that is represented by the world's best programmes on TV, radio and online.

Here are some of the brands that have worked with the AIBs.

Bloomberg
TELEVISION



SONY
make.believe



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TV category
Radio category

Closing date extended
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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 fast moving situations when information sources can contradict one another, or when journalists on the ground have their movements restricted by regimes that do not want to allow the real situation to be reported.

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 24 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 2010 and 30 June 2011.



From top: Japan tsunami devastation; Ben Rayner, Al Jazeera English - TV winner 2010; Emilio San Pedro, BBC World Service - radio winner

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TV category

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Best investigative documentary

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

In 2011, the AIBs are looking for an outstanding investigative TV or radio documentary that takes the lid off some area of life or society, perhaps exposing corruption at a high level in 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 24 for full

information on what you need to submit for this important category.

All documentaries entered must have been transmitted between 1 June 2010 and 30 June 2011.



2010 winners - Dancing Boys of Afghanistan, Clover Films; A Boy and the Stars, Czech Radio

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TV category sponsored by



TV category
Radio category

Best current affairs documentary

Closing date extended to 15 July 2011

Documentaries on TV and radio can be powerful pieces of factual story-telling. They can 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 or series, 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 reports on a major international

occurrence or it might shed light on a particular part of the world that's under-reported by news programmes.

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

All documentaries entered

must have been transmitted between 1 June 2010 and 30 June 2011.



2010 winners: Afghanistan: Behind Enemy Lines, Clover Films/Channel 4; Dying to Give Birth, BBC World Service

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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 radio medium.

This is a potentially wide category and in 2010 we had a wonderful range of programmes that were of an exceptionally high creative standard.

In 2011, we are looking for a really great story that's been told with clarity and with passion.

The winning entry will have 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 24 for full information on what you need to submit.

Remember that features entered must have been transmitted between 1 June 2010 and 30 June 2011.

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Radio category



Flexible Friend or Foe won this category in 2010, produced by Tinderbox Production for the BBC

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TV category

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Best children's factual programme/series

The launch of this category in 2010 brought a great crop of children's TV from four continents and provided our judges with some challenging decisions.

In 2011, the AIBs will again reward the best factual programme or series produced for children on television in national or international markets.

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 or one that ties in with a multimedia platform to allow viewers to explore more online.

See page 24 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 2010 and 30 June 2011.



Horrible Histories, produced by Lion Television for the BBC, winner of the 2010 AIBs for best children's factual

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TV category

NEW

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Best science programme

Science is vitally important in all our lives, yet in many countries interest in science and technology has waned, with fewer children studying the sciences, for example.

Television has the power to bring science into people's homes and to present complex issues in highly creative ways.

From the creation of the solar system to the exploration of the seas, the development of new fuel sources to the survival of bees, there are many subjects that should be tackled by mainstream media.

This year, in this brand new award, AIB is looking for the most

compelling and imaginative science programme or series that explains complex scientific concepts with an unsurpassed level of clarity that leaves the viewer wanting to know more and to explore the subject in greater detail.

Our judges will be looking for great footage, whether filmed on location in difficult-to-reach parts of the world or in a field close to home. The narration and presentation will need to be clear and unambiguous. The use of graphics to help explain concepts will be important.

The programme or series will appeal to a wide audience, not

solely to science experts or teachers. It may also have generated some "water cooler" discussions at viewers' workplaces straight after transmission, or considerable chatter on social networks.

All documentaries entered must have been transmitted between 1 June 2010 and 30 June 2011.



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TV category

NEW

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Best live sports coverage

Sport captures the imagination like almost nothing else when it comes to TV. Some of the largest global and national audiences are created by large-scale sporting events that are televised in increasingly innovative ways.

In this brand new award for 2011, AIB is looking for the pinnacle of live sports coverage.

We think that the winning entry may well include ground-breaking introductions to events, going behind the scenes with athletes and competitors as they prepare for their events.

There will be world-class use of graphics to provide contextual information to viewers.

Great vision mixing, great commentary, great titles - all of these are likely to be part of the mix in the shortlisted entries.

In the run up to the 2012 Olympic Games, this new award will help demonstrate best practice in sports broadcasting, offering a masterclass in production to peers around the world.

Remember that the coverage must have been transmitted between 1 June 2010 and 30 June 2011.

Information on how to enter starts on page 24.



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TV category

NEW

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Best business programme

The world's financial situation remains one of the most talked about subjects, and TV has the opportunity to explain developments and improve viewers' understanding of often quite complex issues.

In this new category for 2011, AIB is looking for the very best business coverage, either of a specific issue or of a range of financial and business affairs.

We're looking for a one-off programme that examines a particular financial subject in great detail, or a series of programmes that cover more ground, devoting sufficient time to examine and explain.

Or it may be the overall coverage by a specialist financial channel that appeals both to industry insiders and to a wider public.

We expect to see extremely high production values, clear presentation, great use of graphics and presenters who engage with their audience and communicate effectively.

See page 24 for full information on what you need to submit for this new TV category.

Remember that broadcasts must have been transmitted between 1 June 2010 and 30 June 2011.



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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 and this AIB award will go to the most engaging personalities on air today - we have one award for radio and another for television.

We are searching 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.

Our judges are looking for people who demonstratively have a well-stocked mind and who can relate to the stories they are presenting. The personality of the year will stand out from the crowd and make viewers and listeners take note. And of course, if they are interviewers, they will instinctively know the questions that their audience want asked!

See page 24 for full information on what you need to submit.

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Remember that the personality must have been regularly on air between 1 June 2010 and 30 June 2011.



TV category
Radio category



Stephen Sackur, BBC World News - 2010 AIB international TV personality;
Alain Lefevre, Société Radio-Canada - 2010 AIB international radio personality

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TV category

Best cross-media production

Reaching audiences on new platforms is vital for broadcasters 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.

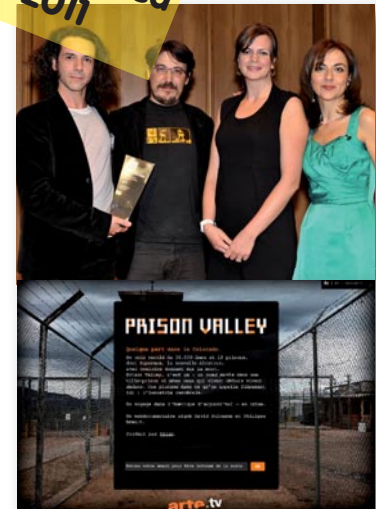
Our judges will be looking for the most creative solutions that truly harness the power of these new platforms to deliver outstanding content in an innovative way.

See page 24 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 2010 and 30 June 2011.



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Arte's commission of Prison Valley won the 2010 cross-media award, sponsored by Eurosport



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Technology
category

Most innovative technology

Technology continues to play a vital role in broadcasting and in today's fast-developing multimedia industry, harnessing the power of the most relevant technology can mean the difference between success and failure for a media company.

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. At the same time, the production process needs to be as simple as possible.

HD and 3D are 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, in production, scheduling, distribution or in content repurposing.

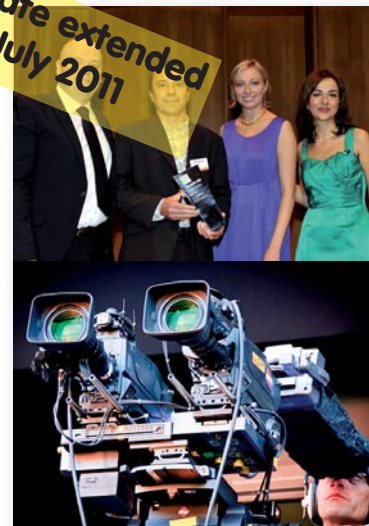
The judges will look at the way every entry has solved a specific need in the TV, radio or online media industry, enabling a content producer to be more effective.

See page 24 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 2010 and 30 June 2011.



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HBS and Sony Professional Broadcast collect the AIB 2010 technology award for the world's first 3D FIFA World Cup

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Marketing category

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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, should be at the heart of every broadcaster's strategy.

AIB recognises that it is a constant challenge to stand out in today's increasingly competitive media markets yet we have seen many innovative ideas in this category that have really worked and that are transferable.

Our 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, an increase in audiences and ideas that other broadcasters can harness in their marketing strategies.

See page 24 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 2010 and 30 June 2011.



Sri Lanka's Shree FM won the 2010 AIBs marketing award for its innovative Badumalla campaign

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TV category

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People's choice - best coverage of democracy uprisings

The 2011 AIBs People's Choice award will reward the best television coverage of the pro-democracy uprisings in North Africa and the Middle East.

The images and reporting have captivated audiences around the world and, some might argue, have contributed to the successes of the democratic movements in Tunisia and Egypt in the first quarter of 2011.

AIB is calling for entries from TV companies that have covered events in North Africa and the Middle East. We want you to showcase your reporting and analysis.

AIB will be making shortlisted entries available online for people throughout the world to vote via

social networking sites and web portals, delivering an unrivalled global audience for programme makers.

Members of the public will be asked to vote for the broadcaster has delivered the best, most incisive and engaging coverage of events either in a single country, or across multiple countries that have seen pro-democracy uprisings.

There is an opportunity to demonstrate how good your coverage has been and, since it will reach millions of people via our online partner, you have the opportunity to encourage viewers who may not have watched your

output in the past to tune into your channel in the future, as well as the chance to deepen the engagement and conversation with viewers using social media and traditional methods to highlight your entry before and during the online voting.

Showcasing your news team's work in the AIBs People's Choice award is a great opportunity to promote your channel to viewers in the MENA region and worldwide.

See page 24 for information on what you need to submit for this category. All coverage must have aired between **1 January** and **30 June 2011**.



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Entry
information

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WHO RUNS THESE AWARDS?

The AIBs are administered by the Association for International Broadcasting, the not-for-profit industry association and global knowledge network for the international broadcasting industry.

AIB has members throughout the world and these awards were established at the request of the AIB's members in 2003.

DO WE PAY TO ENTER?

Yes, there is an administration fee for each entry. We keep costs as low as possible, but these annual Awards are a major undertaking and involve significant resources at the AIB.

The entry fee is £100, plus UK VAT @ 20%, (total £120.00) per entry. Companies that are members of the AIB, fully-paid up at the time of entry, benefit from a reduced entry

fee of £50, plus UK VAT @ 20% (total £60.00). Entry fees can be paid online, using the secure WorldPay system at www.aib.org.uk, or 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.

WHAT IS THE CLOSING DATE?

Award entries must reach the AIB by 1600 GMT on 1 July 2011.

WHAT DO I NEED TO SEND?

All entries must be accompanied by the official entry form (on page 29 of this book; also available for download or for online submission in PDF format at www.theaibs.tv). **IMPORTANT: one entry form is needed for each entry.**

TELEVISION AWARDS

The AIB requires one copy of a labelled PAL-format digibeta or DVCAM tape of the entry plus six labelled 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. No timecode must be visible on the DVDs.

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

Time codes are required on the digibeta/DVCAM 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 add one slate for each entry.

Slate information must include the entry name, the AIB award category name together with your organisation and key contact name. Do not send a compilation of episodes from the entire season. All entries must be submitted as they were initially broadcast with no re-editing.

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 the 30" clip you recommend to use if your entry is shortlisted – provide the exact start time in minutes, seconds and frames.

In addition to the video material, we need a transcript (for non-English entries) and you may also supply a synopsis and other relevant information for our judges.



Transcripts, synopses and other information must be in PDF or Word format on a labelled CD.

TV PERSONALITY AWARD

The AIB requires one copy of a labelled PAL-format digibeta or DVCAM showreel that provides sufficient material for the judges to evaluate the entry, plus six labelled copies of a DVD with the same showreel. 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 DVDs.

The digibeta/DVCAM tape and all DVDs should be a minimum of 15' and a maximum of 30' in length. You may also additionally submit a complete programme that the presenter has hosted,

Time codes are required on the digibeta/DVCAM 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 add one slate for each entry.

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

Please tell us the 30" clip you recommend to use if your entry is shortlisted – provide the exact start time in minutes, seconds and frames.

We also require one or more high resolution JPG images of the presenter supplied on a labelled CD.

In addition to the video material, we need a transcript (for non-English

entries) and you may also supply a CV and other relevant information for our judges. Transcripts, CVs and other information must be in PDF or Word format on a labelled CD.

PEOPLE'S CHOICE

Follow the instructions for TV and **in addition** please supply an edited highlight of no more than 5' both on the tape and the DVDs. The 5' highlight should have its own slate.

CROSS-MEDIA AWARD

We recommend that you treat this in a similar way to a TV entry: send in six copies of a labelled DVD (or a CD) with a presentation that demonstrates clearly how the production went onto mobile or cross media platforms, with live hyperlinks to the online portion if applicable. We also need a written

explanation and synopsis that should be provided on a labelled CD.

There should be a video showreel submitted on a labelled PAL-format digibeta or DVCAM tape. Time codes are required on the digibeta/DVCAM 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 award category name together with your organisation name and key contact.

Please tell us the 30" clip you recommend to use if your entry is shortlisted – provide the exact start

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time in minutes, seconds and frames.

RADIO AWARDS

The AIB requires two copies of a labelled CD with the radio or audio programme.

Please ask a technician to check that the audio has been properly recorded on each CD.

In addition to the audio material, we need a transcript (only for non-English entries) and you may also supply a synopsis and other relevant information for our judges.

Transcripts, synopses and other information must be in PDF or Word format on a labelled CD.

Please tell us the 30" clip you recommend to use if your entry is shortlisted – provide the exact start time, plus the "in" and "out" words.

RADIO PERSONALITY AWARD

The AIB requires two copies of a labelled CD with an audio showreel that provides sufficient material for the judges to evaluate the entry. Please check that each CD is free of read errors before you send it.

Please tell us the 30" audio clip you recommend to use if your entry is shortlisted – provide the exact start time in minutes and seconds, plus the "in" and "out" words.

In addition to the audio material, we need a transcript (for non-English entries) and you may also supply a CV and other relevant information for our judges.

Transcripts, CVs and other information must be in PDF or Word format on a labelled CD.

We require one or more high resolution JPG images of the presenter supplied on a labelled CD.

TECHNOLOGY & MARKETING

We recommend you treat entries in a similar way to a TV entry.

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 labelled CD or DVD that completely explains the entry using PowerPoint and/or video, together with a detailed written explanation of the entry - in English - in MS Word or PDF format.

We highly recommend including a video presentation to explain your entry - we also need this for our shortlist presentation. You should submit the video on a labelled PAL-format digibeta or DVCAM tape.

MY ENTRY IS NOT IN ENGLISH

That's great, because the AIB

actively encourages entries in languages other than English. 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 a labelled CD in PDF or Word format.

In addition, TV entries should have English-language subtitles to ensure that our judges 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 submit, either for the Awards as a whole, or for any category.

It is important that you send a



separate entry form and pay the fee for each entry.

WILL MY ENTRY GO ON SHOW?

The AIB is undertaking a viral marketing campaign for its People's Choice 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 Choice vote.

Shortlisted entries in every category will be shown during the Awards night in London on 9 November. The shortlisted entries will also be available on the AIB's websites and on video-sharing

websites. By entering, you grant AIB permission to use extracts of your programmes on websites.

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. Avoid using couriers - the AIB is located in rural Kent and the cost of a motorbike courier from central London is well over £100!

DO YOU RETURN ENTRIES?

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

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 in October. We'll then produce the Awards and

"highly commended" certificates in time for the AIB Awards presentation in London on Wednesday 9 November 2011.

We will not give information about the winners in advance.

WHEN ARE THE AIBs PRESENTED?

This year's AIB Media Excellence Awards will be presented during a gala dinner at LSO St Luke's in London on Wednesday 9 November.

The evening will start with a reception at 1730, followed by dinner.

Tickets for the Awards dinner are available now, with an early-bird discount for all bookings made before the Awards closing date of 1 July 2011.

The early bird rate is £150 plus UK VAT for members of the AIB, or £195 plus UK VAT for non-members. Prices after 1 July are £165 plus VAT

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for AIB members or £1,600 plus VAT for a table. For non-members, the price is £215 plus VAT or £2,050 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 final results before the Awards evening on 9 November.

CAN MY COMPANY SPONSOR?

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

To discuss the opportunities, talk to 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.

CLOSING DATE 1 July 2011

HELPLINE T +44 20 7993 2557

CHECKLIST TV ENTRIES

- Entry form and entry fee per entry Labelled PAL Digibeta or DVCAM tape
- 6 labelled DVDs of the programme English subtitles and/or or transcript
- Your 30" clip information

CHECKLIST RADIO

- Entry form and entry fee per entry
- 2 labelled CDs of the programme
- Your 30" clip information including "in" and "out" words
- English-language transcript on CD

CHECKLIST MARKETING AND TECHNOLOGY

- As TV, plus a presentation on a labelled CD or DVD

Closing date extended
to 15 July 2011

The Association
for International
Broadcasting

The 2011 AIBs

Entry form

One entry form must be completed for each individual entry. 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 Radio <input type="checkbox"/>	Best investigative documentary TV <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"/>
	Best science programme TV <input type="checkbox"/>	Best financial programme TV <input type="checkbox"/>
	Best live sports coverage 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 £120.00 (€100 plus UK VAT at 20%) payable to "AIB" drawn on a UK bank (non-AIB member fee)
- Please charge the credit card shown below with £120 (€100 plus UK VAT at 20%) (non-AIB member fee)
- I am enclosing my entry fee of €60 (€50 plus UK VAT at 20%) payable to "AIB" drawn on a UK bank (AIB member fee)
- Please charge the credit card shown below with €60 (€50 plus UK VAT at 20%) (AIB member fee)

Signature of entrant _____

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		card number <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	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 1 July 2011** to:

The 2011 AIBs, Association for International Broadcasting, Room G210, Little Sandrock, Cranbrook Road, Hawkhurst, CRANBROOK, TN18 4BD, United Kingdom

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The AIBs awards evening

The 2011 AIBs will be presented during a gala evening in London on Wednesday 9 November.

The event will be in the stunning surroundings of LSO St Luke's, the education and training centre of the London Symphony Orchestra.

Guests travel from all over the world to attend this prestigious, inspiring evening - indeed, in 2010, we had programme makers and broadcast executives from Australia, Sri Lanka, South Africa, Qatar, Kenya, Canada, USA and across Europe.

You can reserve your seats now and take advantage of a special early-bird discount. The booking form is opposite.



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Closing date extended
to 15 July 2011

TELEVISION

Clearest coverage of a single news event

Best current affairs documentary

sponsored by RTG TV

Best investigative documentary

Best children's factual programme/series

Best science programme or scientific coverage

Best financial programme or financial coverage

Best live sports coverage

RADIO

Clearest coverage of a single news event

Best current affairs documentary

Best investigative documentary

Best creative feature

ON-AIR TALENT

TV personality of the year

Radio personality of the year

CROSS-MEDIA

Best cross-media production

Sponsored by Eurosport

MARKETING

Most creative marketing strategy

PEOPLE'S CHOICE

Best coverage of democracy uprisings

TECHNOLOGY

Most innovative technology

Sponsored by Oasys



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