

# The AIBs 2012

The AIB international media excellence awards

*Join our search for the world's most creative content in factual TV*

## ENTRY INFORMATION

Closing date for entries **2 July 2012**

Awards night **London, 7 November 2012**

**[theaibs.tv](http://theaibs.tv)**



*Inspiring creativity*

# The AIBs 2012

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## Categories at a glance

### TELEVISION

- Clearest live news coverage
- Best international current affairs documentary
- Best domestic current affairs documentary
- Best investigative documentary
- Best children's factual programme/series
- Best science programme or scientific coverage
- Best specialist genre programme or series
- Best live sports coverage
- Best coverage of London 2012\*
- Best short documentary or report

### TRANS-MEDIA

- Best trans-media production
- Sponsored by Eurosport*

### RADIO

- Clearest news coverage
- Best current affairs documentary
- Best investigative documentary
- Best creative feature

### ON-AIR TALENT

- International TV personality  
*sponsored by RTG TV*
- International radio personality

### TECHNOLOGY

- Most innovative production technology



*\* closing date for this category is 20 September*

*Our categories change each year to reflect format development within broadcasters and production companies. Read the descriptions carefully to be sure your entry competes in the right category.*

# The 2012 AIBs

The AIB international media excellence awards

Join our search for inspiring creativity in factual programming

Introduction

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

Each year the Association for International Broadcasting searches for the most inspiring story-telling across radio, TV and online. We're platform agnostic. AIB aims to showcase the very best in inspiring creativity from established broadcasters and independent producers around the world.

Winning an AIB Award means something. It brings peer recognition for the producer and respect to those who commissioned the work. Past winners have found it has generated interest in their work from all over the world, as well as generating interest in their home news media.

Winning an AIB award confirms that your programming and content

is really working, delivering the very best to audiences.

## FOCUS ON FACTUAL

The annual AIBs have always focused on factual programming.

AIB believes that entertainment programmes already have their own festivals to celebrate excellence in fiction. Engaging an audience in a factual narrative requires different skills. Investigative journalism is difficult, especially in an age of austerity and spin-doctors. But powerful storytelling can command large audiences.

The AIBs showcase the best current affairs and documentary productions across a wide range of genres. We want to make sure we are comparing like with like.

## REWARDING TALENT

Having the best on-air talent is

essential for any broadcaster and the AIBs recognise personalities on-screen and behind the radio mic.

Judges look for engaging, creative people who relate both to their audience and to the story they are telling.

## TECHNOLOGY IS VITAL, TOO

The AIBs also reward excellence in production technology. All kinds of new tools are helping journalists and broadcasters discover new stories, whether they are hidden in mountains of data or through tapping wisdom within the crowds.

## INDEPENDENT JURY

The AIBs are judged by a panel of independent, international jury members. The constantly changing panel consists of producers, editors, journalists, writers and critics.

## WIDER SCOPE THAN ENGLISH

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

We actively encourage entries in all languages.

## THE CELEBRATION

All the AIBs will be presented at our gala evening in London on 7 November 2012.

We are returning to LSO St Luke's in the heart of London's TechCity where programme makers, executives, technologists and marketers will gather for an inspiring evening of celebration, networking and more.

We look forward to your entries.



## ABOUT AIB

AIB is the industry association for international TV, radio, online and mobile broadcasting. Founded in 1993, AIB provides a range of services to an influential global membership.

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

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

The combined reach of all the AIB's activities is more than 27,000 executives and producers.

## Inspiring creativity

### GLOBAL NETWORKING, RESEARCH

AIB members benefit from regular **private networking events** held in different cities worldwide. These bring together key opinion-formers in media, government and regulatory bodies, enabling a frank exchange of ideas and opinion in an informal, off-the-record environment.

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

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

### CONSULTING WORLDWIDE

AIB provides consulting services to

the broadcasting industry globally.

Clients have included Discovery Communications, Associated Press, ABS-CBN, ABC, Radio Netherlands Worldwide and other leading media companies. With its global knowledge network, AIB is ideally placed to provide in-depth, relevant consulting services.

### AIB - HERE TO HELP

AIB was established to help and assist the international broadcasting industry.

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

AIB is ideally placed today to deliver a world-class range of services to the world's leading broadcasters and service providers.

**Join us to take advantage of the benefits of AIB membership.**



# The AIBs 2012

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Join our search for inspiring creativity in factual programming

Join major brands supporting the annual AIBs and reflect the success these international awards celebrate.

You can sponsor award categories or 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 [online at [theaibs.tv](http://theaibs.tv)] for our marketing plan that could place your brand in front of more than 27,000 media leaders - senior executives, editors, producers, journalists and technologists - from April to December this year. Indeed you get coverage well into 2013 because the awards booklet is distributed at events in the early part of 2013.

As part of each event partnership deal, AIB will ensure comprehensive, high-visibility branding in advance of the event via its website, email industry briefings and printed mailings which together reach more than 26,000 targeted senior individuals in the international media industry.

## AN INSPIRATIONAL EVENING

At the AIBs awards evening, each event partner will receive extensive

branding throughout the venue and in materials handed out to guests during the event and in documentation produced online and in print following the awards.

After the Awards, AIB will provide coverage of all event partners and sponsors in the December 2012 edition of AIB's international media magazine, *The Channel*, including a full page ad.

Each of our event partners is entitled to significant discounts on places at the glittering, inspirational gala awards night in London on 7 November.

## GREAT OPPORTUNITIES

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 in excess of nine months of PR and coverage reaching all parts of the world.

**Talk to us today!**

## Support the AIBs as a sponsor

AIB | The Association for  
International Broadcasting

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Sales and Marketing Executive

**Matthew Porter**

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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.

Here are some of the major brands that have successfully partnered with AIB to make the annual *AIBs* competition an outstanding global event.





# The AIBs 2012

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*Join our search for inspiring creativity in factual programming*

TV category  
Radio category

## Clearest live news coverage

Broadcasters still command large audiences during major news events, both natural and man-made.

Increasingly broadcasters are providing live coverage and analysis of events: during elections, floods, sporting competitions. They partner with mapping companies to explain and provide news that complements what's done on air.

One of the most important roles of broadcasters is providing unbiased, accurate news to audiences, either domestically or internationally.

Our judges will be looking for the most appropriate coverage of a major 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? Have broadcasters given relevant news that can help during an emergency?

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 news coverage.

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

either the TV or radio live news category. In this category, you may submit a showreel of edited highlights of the coverage that was broadcast.

Remember - broadcasts entered must have been transmitted or distributed online between 1 June 2011 and 30 June 2012.



2011 winners Lara Logan in Afghanistan for CBS 60 Minutes; the CBS production team; Victoria Derbyshire, BBC Radio 5 Live



# The AIBs 2012

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TV category  
Radio category

## Best investigative documentary

Broadcasters have the power to uncover issues and to establish the facts that some would rather keep hidden.

In 2012, the AIBs are looking for creative story-telling combined with outstanding original, thorough investigation that takes the lid off an area of life or 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.

The programme may have led to an investigation by the authorities into the situation.

We're not looking for sensationalism, but for clear, well-documented journalism and story-telling that investigates an issue in the producer'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 category.

All documentaries entered must have been transmitted or distributed online between 1 June 2011 and 30 June 2012.



2011 winners Poul-Erik Heilbuth, Danmarks Radio for *The Man Who Lied the World into War* (centre); Czech Radio for *Pilot and Death*

# The AIBs 2012

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TV category  
Radio category

## Best current affairs documentary

Documentaries on TV and radio are often powerful pieces of factual story-telling. They should 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 provide the audience with an insight that is difficult to get elsewhere.

**There are two TV awards in this category: best international current affairs documentary and**

### best domestic current affairs documentary.

In the international award, your entry 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.

For the domestic award, your entry might cover the reaction to a particular situation in your country, and its aftermath.

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 details about what you need to submit for the TV or radio categories.

All documentaries entered must have been transmitted or distributed online between 1 June 2011 and 30 June 2012.



2011 winners True Vision Zimbabwe's *Forgotten Children*; BBC Panorama *Fighting Gaddafi*; NHK *Surviving the Tsunami*; Radio Taiwan International *Freeing Taiwan's Slaves*

# The AIBs 2012

TV category

The AIB international media excellence awards

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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 and online dossiers have 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 can be tackled by mainstream media.

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 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 an urban environment close to home. The narration and story-telling will need to be clear and unambiguous. The use of graphics to help explain complex concepts in an easy-to-grasp manner will be important.

The programme or series will

appeal to a wide audience, not only to science experts or teachers. Your programme or series may also have generated "water cooler" discussions at viewers' workplaces straight after transmission or considerable discussion on social networks.

All documentaries entered must have been transmitted or distributed online between 1 June 2011 and 30 June 2012.



Atlantic Productions and BSKyB took the inaugural best science programme award for 3D Flying Monsters at the 2011 AIBs

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Radio category

## Best creative feature

For best creative feature, we are searching for a programme, or an episode from a programme series, that combines creative and exceptional use of the radio medium with superb story-telling and outstanding sound design.

We have deliberately left this category wide open. In 2011 we had an outstanding range of programmes of an exceptionally high creative standard.

In 2012, we are looking for more great stories told with clarity and with passion.

The winning entry will have made full use of the sound stage, 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 or distributed online between 1 June 2011 and 30 June 2012.



RTE took the prize in the best creative feature award in 2011 for telling the great story *Don't Go Far*

# The AIBs 2012

TV category

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## Best children's factual programme/series

Children are great listeners to stories and AIB is looking for the best factual programme or series that has produced ingenious stories for children on television in national or international markets.

AIB knows that 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 has to work harder than ever to encourage children to sit and watch, rather than surfing the Net or playing video games.

Our best children's factual award is searching for an

entertaining, informative programme or series that is designed for children between the ages of six and 14.

It could be a nature programme, or a feature about different cultures. It might be a science-based programme or one that deals with news and current affairs.

We are looking for the best story-telling, the highest production values and for presenters who engage with their young audience and communicate issues compassionately and effectively.

It is likely that the programme or series will have an online

component to provide additional information and to help the viewer find out more on the subject.

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

Remember that broadcasts entered must have been transmitted between 1 June 2011 and 30 June 2012.



BBC Newsround won the 2011 best children's factual award for its special *Growing Up in a War Zone*, presented by Sonali Shah

# The AIBs 2012

TV category

The AIB international media excellence awards

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## Best specialist programme or series

International and domestic broadcasting today includes more niche channels and programming than ever - and this is good news for viewers and for story-tellers in broadcasters and independent production companies.

This award provides the opportunity for companies to demonstrate their specialist programme-making skills. From travel to finance, technology to health, food to fashion, great stories are being told to audiences around the world. Now is the time to have your work recognised internationally.

Whatever the subject, whatever the niche, we expect to

see extremely high production values, clear presentation, great story-telling. If graphics are involved, they will be clear, simple and beautiful to look at. Presenters or narrators will engage with their audience and communicate effectively.

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

Remember that broadcasts must have been transmitted or distributed online between 1 June 2011 and 30 June 2012.



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The AIB international media excellence awards

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TV category

NEW

## Best short documentary, feature or report

AIB recognises that not every news story or documentary calls for a 30' or more production. In fact, AIB is noticing that there is an increasing number of top-quality short documentaries and reports covering a remarkable range of subjects.

We are also seeing much more competition to established broadcasters from online news services and newspapers that are investing in video programming.

This new category, introduced at the request of AIB members and finalists in last year's AIBs, is open to broadcasters, independent producers, newspapers and online video portals who produce reports,

features and documentaries lasting less than 10'.

Telling a story effectively in that time can be challenging, particularly for complex issues. AIB has seen some remarkable work, particularly by newspapers, that are changing the way reporting is undertaken.

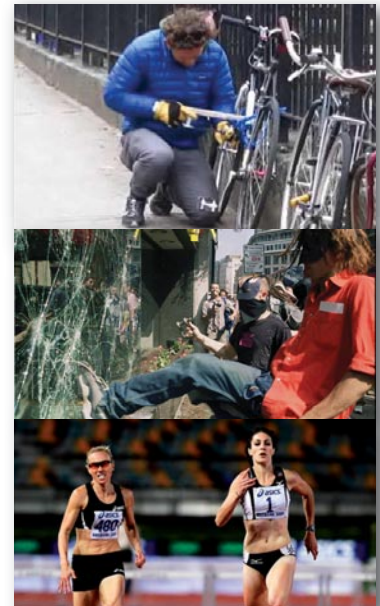
We're searching for the best stories told in a succinct yet effective way, grabbing the audience's attention and delivering factual stories in new ways.

Information on how to enter starts on page 24 - treat this category as a television category in terms of what you need to submit.

**Online broadcasters can submit**

**their work as a .mov file (25 fps or 50 fps/1080p, 1080i or 720p) instead of a digibeta or DVCAM tape.**

All submissions must have been broadcast or released online between 1 June 2011 and 30 June 2012.



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TV category

## 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 2012, AIB is looking for the pinnacle of live sports coverage.

We think that the winning entry is likely to include groundbreaking pre-event scene-setting sequences that go 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.

This award will help demonstrate best practice in sports broadcasting, offering a masterclass in production to peers around the world.

Remember that this award covers sports events that take place between 1 June 2011 and 30 June 2012.

Information on how to enter starts on page 24.



Australia's Nine Network took the AIB prize for best live sports coverage in 2011 for *The 2010 State of Origin*



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TV category

NEW

## Best coverage of London 2012

The XXX Olympiad takes place in London in the summer of 2012 and will be the most-watched sporting event in the world this year.

This will be the first Olympic Games that is comprehensively HD and London is also the first "social network" Games.

While the number of rights-holders is limited, this award is not necessarily restricted to those broadcasters operating from within the Olympic stadium.

The focus of the world will be on London and in addition to the Games, there's lots more going on in the city that broadcasters will be covering as the summer unfolds.

We're looking for exceptional

coverage that reflects the city, its residents, its visitors, its culture and more. We're looking for the way stories have been told around the Olympics, making best use of iconic sights as well as the hidden gems of the city of London.

If you're covering the Games either as a rights or non-rights holder, you should enter this special London 2012 award and showcase your work.

**For this special award, there is a different closing date for entries.**

**All submissions must be received by 20 September, 11 days after the close of the Paralympics.**

Information on how to enter starts on page 24.



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Trans-media  
category

## Best trans-media production

Transmedia storytelling is the technique of telling a single story or "story experience" across multiple platforms and formats using digital technologies. The interaction between the TV and tablet, for instance, has been integrated.

This is a huge opportunity for story-tellers to develop transmedia formats, crafting productions that exploit each platform's advantages. The best productions we've seen so far have involved audiences before, during and after release of the main programme.

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 2011 and 30 June 2012.

The Association  
for International  
Broadcasting



Danmarks Radio took the award for the best cross-media production in 2011 for *1864*



ALL SPORTS. ALL EMOTIONS. ALL SCREENS.



[eurosport.com](http://eurosport.com)

# The AIBs 2012

The AIB international media excellence awards

Join our search for inspiring creativity in factual programming

Technology  
category

## Most innovative production technology

Technology is evolving fast, offering new ways for broadcasters to capture stories, produce programmes and deliver content to audiences.

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 simply and effectively for multiple outlets. At the same time, the

production process needs to be as easy to understand and to use as possible.

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 aggregation.

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 - we **strongly recommend that you submit a video** of up to 10' in length to explain to judges how your technological solution has delivered real benefits. We will also use a clip from this to explain the entry during our gala awards dinner.

Remember - the technology must have been actively in use between 1 June 2011 and 30 June 2012.



The UK's Ideal World Shopping Channel won the most innovative technology award for its *USA Live Project*

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The AIB international media excellence awards  
*Join our search for inspiring creativity in factual programming*



**Remember: your entries must  
be received by 2 July 2012**

*except best coverage of London 2012 - closing date 20 September*

# The AIBs 2012

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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. The AIB personality awards in 2012 will go to the most engaging personalities on air today.

We are searching for presenters who exude passion for their craft and demonstrate that they are passionate about their audience as well.

The winner will be knowledgeable, enthusiastic and possess that "something" that makes their audience - and 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 them the facts.

Our judges are looking for people who can demonstrate that they have a "well-stocked" mind and who 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 and not be afraid to ask challenging questions.

See page 24 for full

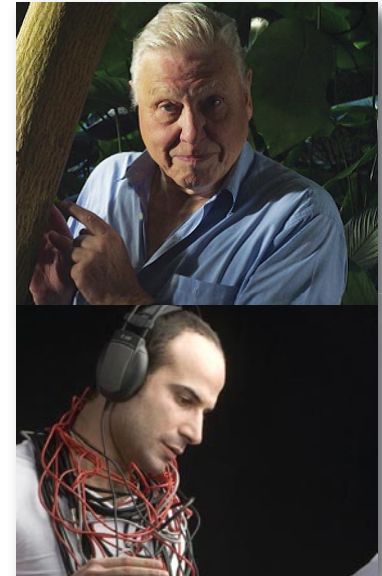
TV category sponsored by



TV category  
Radio category

information on what you need to submit.

Remember that the personality must have been regularly on air between 1 June 2011 and 30 June 2012.



Sir David Attenborough was awarded the 2011 international TV personality and Farshid Manafi of RFE/RL took home the international radio personality award

# RTG TV

## RUSSIAN TRAVEL GUIDE



TRAVEL TO RUSSIA WITHOUT LEAVING YOUR HOME

[WWW.RTGTV.COM](http://WWW.RTGTV.COM)

# The AIBs 2012

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## How to enter

### 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 £150 (this includes UK VAT @ 20%) per entry. Companies that are members of the AIB, fully-paid up at the time of entry, benefit from a reduced entry

fee of £75 (including UK VAT @ 20%).

Entry fees can be paid online, using the secure WorldPay system at [www.aib.org.uk](http://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 2 July 2012**.

### 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 [theaibs.tv](http://theaibs.tv)). **One entry form is needed for each entry.**

### TELEVISION AWARDS

The AIB requires one (1) labelled **PAL-format digibeta** or **DVCAM** tape of the entry **plus** nine (9) labelled DVDs of the entry. 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. Timecode must **not** be visible on the tape or the DVDs.

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

**Slates** must be added to each tape. Slate information must include the entry name, the award category name plus your organisation and key contact name.

**Time code** is required on each digibeta/DVCAM tape. A complete and accurate time code must be

completed for each entry. The 'in' time code must begin with the first frame of each programme and the 'out' time code must be the first frame of black at the end of the entry.

Do not send a compilation of episodes. All entries must be submitted as they were initially broadcast with no re-editing. *[For news and personality awards, you may send a compilation of coverage to a suggested maximum duration of 30'.]*

Please record the mixed audio on all channels and ask a technician to verify that the audio and video have been properly recorded.

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 all entries not**





### **in English must have English-language subtitles.**

Please **supply a synopsis** and other relevant information for our judges. Transcripts, synopses and other information must be in PDF or Word on a labelled CD.

### **TV PERSONALITY AWARD**

The AIB requires one (1) labelled **PAL-format digibeta** or **DVCAM** showreel that provides sufficient material for the judges to evaluate the entry, **plus** nine (9) labelled DVDs 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 tape or DVDs.

The digibeta/DVCAM tape and 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,

**Slates** must be added to each tape. Slate information must include the entry name, the award category name plus your organisation and key contact name.

**Time code** is required on each digibeta/DVCAM tape. A complete and accurate time code must be completed for each entry. The 'in' time code must begin with the first frame of each programme and the 'out' time code must be the first frame of black at the end of each entry.

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 on a labelled CD.

### **TRANS-MEDIA AWARD**

We recommend that you treat this in a similar way to a TV entry: send in **nine (9) labelled DVDs** (or CDs) 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.

**Slates** must be added to each tape. Slate information must include the entry name, the award category name plus your organisation and key contact name.

**Time code** is required on each digibeta/DVCAM tape. A complete and accurate time code must be completed for each entry. The 'in' time code must begin with the first frame of the programme and the 'out' time code must be the first frame of black at the entry.

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.

### **RADIO AWARDS**

The AIB requires **three (3) labelled CDs** with the radio or audio

# The AIBs 2012

The AIB international media excellence awards

*Join our search for inspiring creativity in factual programming*

## How to enter

programme you are entering.

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).

You may supply a synopsis and other relevant information for our judges. Transcripts, synopses and other information must be in PDF or Word 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 **three (3) labelled CDs** 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). You should 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**

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 concept you are entering. Please submit **nine (9) labelled CDs or DVDs** that completely explain 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** of up to 10' duration 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 (see TV entry information for more details).

### **MY ENTRY IS NOT IN ENGLISH**

That's good, because we actively search for entries in every language. 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 must have English-language subtitles** to ensure that our judges fully understand your entry.

### **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?**

Shortlisted entries in every category



will be shown during the Awards night in London on 7 November.

Shortlisted entries may 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 online for non-commercial purposes.

### **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, **mark the package as containing non-commercial items** and show the value as the lowest possible amount (we recommend US\$10 per shipment).

**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?**

No. Do not send us priceless originals. We cannot be held responsible for their safe-keeping.

### **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 announce the shortlist 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 7 November 2012.

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 7 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 2 July 2012.

The early bird rate is £165 plus

UK VAT for members of the AIB, or £200 plus UK VAT for non-members. Prices after 1 July are £200 plus VAT for AIB members or £1,900 plus VAT for a table. For non-members, the price is £225 plus VAT or £2,150 plus VAT for a table.

By entering the AIBs, you agree that if your entry is shortlisted you will send at least one representative to attend the awards dinner on 7 November.

### **WILL YOU TELL US IF WE WIN?**

Shortlisted entrants will be advised in October.

However, **AIB will not release any final results before the Awards evening** on 7 November.

### **CAN MY COMPANY SPONSOR?**

Yes! All the AIB Awards are available for sponsorship, along

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## How to enter

with the champagne reception on the Awards night and the Awards dinner itself.

To discuss the opportunities, talk to Judy Lund or Matthew Porter on +44 20 7993 2557.

### I STILL HAVE QUESTIONS...

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 2 July 2012

*except best coverage of london 2012 - closing date 20 september*

**HELPLINE** T +44 20 7993 2557

E [awards@aib.org.uk](mailto:awards@aib.org.uk)

#### CHECKLIST TV

- **Entry form** and **entry fee** per entry
- Clearly-labelled **PAL Digibeta** or **DVCAM** tape
- **9** clearly-labelled DVDs of the programme
- **English subtitles** (for non-English entries)
- **30" clip** information
- Programme synopsis

#### CHECKLIST RADIO

- **Entry form** and **entry fee** per entry
- **3** labelled CDs of the programme
- **30" clip** information including "in" and "out" words and time
- **English-language transcript** on CD (for non-English entries)

#### CHECKLIST TECHNOLOGY

- **Entry form** and **entry fee** per entry
- Clearly-labelled **PAL Digibeta** or **DVCAM** tape with video presentation of submission
- **Nine (9) copies of presentation materials** (PowerPoint, Word or PDF) on labelled CDs or DVDs

#### CHECKLIST TRANS-MEDIA

- **Entry form** and **entry fee** per entry
- **Nine (9) copies of presentation materials** on labelled CDs or DVDs
- Clearly-labelled **PAL Digibeta** or **DVCAM** tape with video presentation of submission

#### WHERE TO SEND YOUR ENTRIES

The AIBs 2012  
Room G212  
Little Sandrock  
Cranbrook Road  
Hawkhurst  
CRANBROOK  
TN18 4BD  
United Kingdom

The Association  
for International  
Broadcasting

# The AIBs 2012

## 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 news coverage	TV <input type="checkbox"/>	Radio <input type="checkbox"/>	Best investigative documentary	TV <input type="checkbox"/>	Radio <input type="checkbox"/>
	Best <i>domestic</i> current affairs documentary	TV <input type="checkbox"/>		Best <i>international</i> current affairs documentary	TV <input type="checkbox"/>	
	Best <i>radio</i> current affairs documentary		Radio <input type="checkbox"/>	Best science programme	TV <input type="checkbox"/>	
	Best creative feature		Radio <input type="checkbox"/>	Best children's factual programme/series	TV <input type="checkbox"/>	
	Best specialist programme or series	TV <input type="checkbox"/>		Best short documentary, feature or report	TV <input type="checkbox"/>	
	Best live sports coverage	TV <input type="checkbox"/>		Best coverage of London 2012	TV <input type="checkbox"/>	
	Best trans-media production	<input type="checkbox"/>		Most innovative production technology	<input type="checkbox"/>	
Personality of the year	TV <input type="checkbox"/>	Radio <input type="checkbox"/>				

Entry title \_\_\_\_\_ Transmission date# dd/mm/yyyy \_\_\_\_\_ Language \_\_\_\_\_ if applicable \_\_\_\_\_

- I am enclosing my entry fee of £150.00 (£125 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 £150 (£125 plus UK VAT at 20%) [non-AIB member fee]
- I am enclosing my entry fee of £75 (£62.50 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)

**Entering several categories this year? If you are a non-member you can save by joining AIB to take advantage of members discount.**

# Original transmission or online release date

Signature of entrant \_\_\_\_\_

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		card number	<input type="text"/>	security number*	<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 2 July 2012 (best coverage of London 2012 closing date is 20 September 2012)** to:  
The 2012 AIBs, Association for International Broadcasting, Room G212, Little Sandrock, Cranbrook Road, Hawkhurst, CRANBROOK, TN18 4BD, United Kingdom

# The AIBs 2012

The AIB international media excellence awards

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## The AIBs awards evening

The 2012 AIBs will be presented during a gala evening in London on Wednesday 7 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 event. In 2011, we welcomed programme makers and broadcast executives from Australia, Sri Lanka, South Africa, Qatar, Kenya, Canada, USA and across Europe.

You can reserve your seats now for what's been described time and time again as a truly inspirational evening - please use the form opposite.





# The AIBs 2012

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## TELEVISION

- Clearest news coverage
- Best international current affairs documentary
- Best domestic current affairs documentary
- Best investigative documentary
- Best children's factual programme/series
- Best science programme or scientific coverage
- Best specialist genre programme or series
- Best live sports coverage
- Best coverage of London 2012
- Best short documentary or report

## TRANS-MEDIA

- Best trans-media production

*Sponsored by Eurosport*

## RADIO

- Clearest news coverage
- Best current affairs documentary
- Best investigative documentary
- Best creative feature

## ON-AIR TALENT

- International TV personality  
*sponsored by RTG TV*
- International radio personality

## TECHNOLOGY

- Most innovative production technology



**RTG TV** RUSSIAN TRAVEL GUIDE



The Association  
for International  
Broadcasting

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F +44 20 7993 8043

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[www.aib.org.uk](http://www.aib.org.uk)