



AIBD Television Award 2011 on TV PROGRAMME SIZED FOR NEW MEDIA – INTERNET OR MOBILE

Topic

On the best TV programme sized for new media - Internet or Mobile

The switch off of the analog signal will be almost completed in most of the countries by 2020 offering plenty of new digital platforms and generating therefore the fragmentation of the audience. TVs have to meet new challenges for the future and should be able to size and adapt their programmes and concepts to new media. Most of the TV programmes could not be designed for TVs only anymore; they have to be designed for a triple play (TV/Mobile/Internet) offer in order to reach a “traditional” audience while meeting the digital native’s expectations.

This year, the AIBD TV Award will recognize the best programme sized for new media, Internet or Mobile.

All the programmes will be judged according to the following two criteria

Idea:

- Is the subject relevant for the format and the platform used?
- How effective is the programme?
- Is it properly targeted?
- Is it instructive, creative, entertaining and/or innovative?
- Does it capture and hold attention according to the platform used?

Production values:

- Are the sets, the camera work, the lighting and the sound quality coordinated so as to enhance the presentation?
- Do the casting, writing, directing, editing, etc., convey the idea of this programme effectively to the viewer?

Rules

The programme, if not in English, must have English subtitles.

The programme should not exceed 60 minutes.

Broadcasting organizations are allowed to submit 2 programmes maximum.

This award is opened to AIBD’s members only.

Tape format

Programmes must be submitted **with English subtitles** (if it is not already in English) in the following format:

- VHS
- Or DVD

Submission form available at <http://www.aibd.org.my/aibdtv> should be sent to Ms. Juliette Vivier at the following address:

- ⇒ Asia–Pacific Institute for Broadcasting Development – AIBD
2nd Floor, Bangunan IPPTAR
Kompleks Angkasapuri,
50614 Kuala Lumpur, Malaysia

Dead line

An entry form and a copy of the programme should reach the AIBD **not later than 1st April 2011.**

Jury

Jury members are senior media managers from various countries.

Prize

- ⇒ US\$500.00 cash in favor of the producer & his/her broadcasting organization
- ⇒ A trophy and a certificate presented by the Asia-Pacific Institute for Broadcasting Development (AIBD)

Note

- ⇒ The announcement of the winner will be made on the AIBD website from 2nd May 2011.
- ⇒ The winner will be invited to attend the Asia Media Summit 2011 (AMS), 24-25 May 2011 in Hanoi, Vietnam, a global gathering of broadcasters.
- ⇒ The AIBD Director will hand over the prize to the winner during the AMS.
- ⇒ A video clip of the winner's programme will be screened during the AMS as well as during the AIBD General Conference organized in Mongolia, from 25 to 28 July 2011.