



**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 be 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. Geraldine Mouche at the following address:

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

**Dead line**

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An entry form and a copy of the programme should reach the AIBD **not later than 1<sup>st</sup> June 2011.**

**Jury**

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Jury members are senior media managers from various countries.

**Prize**

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- ⇒ 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**

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- ⇒ The announcement of the winner will be made on the AIBD website from 20<sup>th</sup> June 2011.
- ⇒ The AIBD Director will hand over the prize to the winner during the 37th Annual Gathering & 10th AIBD General Conference (GC) and Associated Meetings in Mongolia from 25-28 July 2011.
- ⇒ A video clip of the winner's programme will be screened during the GC.