



AIBD Radio Award 2011 on Web Radio

Topic

AIBD Radio Award 2011 on “Web radio”

Radios are facing the digitalization of their networks, the diversity and the fragmentation of their audience and the new evolution of the market. Radios are now released on various platforms and they have to adapt their contents to the platform and to provide additional and tailor-made services in order to reach a always more demanding audience. In that framework, AIBD will this year award the radio broadcasting organization which have implemented the best Web Radio in terms of: Interactivity, Creativity, Production of specific/additional programmes dedicated to the Web format, Web site architecture/Use/Ergonomics/Archives.

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

Idea:

- How effective is the web radio?
- Is it properly targeted?
- Is it instructive, creative, entertaining and/or innovative?
- Does it capture and hold attention?

Production values:

- Are the production, sound recording, editing, and mixing quality coordinated so as to enhance the programme?

Dead line

An entry form and a copy of the programme should reach the AIBD **not later than 25th April 2011.**

Tape format

URL address requested. (And full English script if the programme is in another language.)

Submission form available at <http://www.aibd.org.my/aibdradio> should be sent to Ms. Geraldine Mouche at the following address:

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

Jury

Jury members are senior media managers from various countries.

Prize

- ⇒ US\$500.00 cash in favor of the producer & his/her broadcasting organization par category.
- ⇒ 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 9th 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 clip of the winner's programme will be played during the AMS as well as during the AIBD General Conference organized in Mongolia, from 25 to 28 July 2011.