



The 2010 AIBs

Winners and finalists

The Association
for International
Broadcasting



The 2010 AIBs

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Welcome to the 2010 AIBs – we are in our sixth year now, and the international media excellence awards organised by the Association for International Broadcasting are well and truly established. A clear sign that the AIBs are considered one of the major international competitions is this year's immense response from broadcasters, production companies and independent producers throughout the world.

The range and quality of entries was exceptional, and consequently narrowing down the entries to arrive at our short-list was extremely challenging. We took the decision to have up to ten entries in our short-list which elicited a range of reactions from our international panel of judges. Some welcomed the opportunity to see such a wide variety of entries while others suggested we should limit the short-list to no more than five entries. Our judges are a key element in the AIBs – so my special thanks go to those media professionals who served on the international judging panel and gave their time and expertise so generously.

Our judges' results were extraordinarily close in many categories. We had the top finalists separated by as little as one point in at least four categories, so we checked and double-checked the votes. It would, of course, be great to reward all the entrants whom the judges marked highly but there do have to be overall winners. It is fair to say though that every production that made the short-list is among the best of the best.

Among my most pleasant surprises this year were the vast improvements in entries to the cross-media category and the response to our new children's factual category. In cross-media we saw a range of submissions that ably demonstrated the potential for story-telling across multiple platforms, whether serving a highly web-literate audience or an audience in an area where mobile rather than web is the most effective way to reach people.

In children's factual, we saw great programmes and extracts from series that deliver genuinely worthwhile content to children without patronising them, with a mix of programmes that introduce news stories and those dealing with "softer" topics. It is good to see that kids' programming is very much alive, and able to hold its own against the pull of the Web.

Our other new initiative in 2010 was our People's Choice Award – giving the viewing population around the world the chance to determine the winner in this category via online voting. For our initial People's Choice, we decided that "Best coverage of climate change" would be appropriate. We supported our social media initiatives with a climate change coverage portal at climate.aib.org.uk that will continue to run after this year's AIBs.

As a not-for-profit organisation, AIB cannot organise these awards without the support and involvement of the industry. I therefore extend my special thanks to our sponsors – Bloomberg Television, ADB, Eurosport, Sony Professional and 1GOAL – for their support of the 2010 AIBs. I also thank our host for the evening, Vanessa Mock.

This year's AIBs have been a great experience – we look forward to the AIBs in 2011.

A handwritten signature in blue ink, appearing to read 'Simon Spanswick'.

Simon Spanswick
Chief Executive, AIB



The 2010 AIBs

THE JUDGES

Malika Alouane, Director of Channels' Programming, JCC & Baraem TV, Qatar

Salim Amin, Chairman, A24 Media, Kenya

Samuel Attah-Mensah, MD, Omni Media Limited, Ghana

Zeinab Badawi, Journalist/Presenter, BBC World News, UK

Paul Bristow, VP Strategy Middleware & Consumer Experience, Advanced Digital Broadcast, Switzerland

Jay Chauhan, VP Technology, NDTV, India

Linden Clark, Manager, RNZI, New Zealand

Julian Clover, Editorial Director, Broadband TV News, UK

Bryan Coombes, Director Business Development, Babcock, UK

Natasha Elkington, Reporter and Online Editor, Thomson Reuters, UK

Adelheid Feilcke-Tiemann, Director International Relations, Deutsche Welle, Germany

Jeff Gedmin, President, RFE/RL, Czech Republic

Jill Grinda, Worldwide Distribution Director, euronews, France

Amir Jahangir, CEO, Mishal, Pakistan

Abubakar Jijiwa, Director General, Voice of Nigeria, Nigeria

François Laborie, Chief Commercial Officer, Vizrt, Norway

Stanislas Leridon, Head of Internet and New Media, France 24 /AEF, France

Ma Guoli, CEO, Infront Sports and Media, People's Republic of China

Brian Martinez, International Managing Director, Bloomberg Television EMEA, UK

Marcus Metzner, Head Marketing & Communications, S4M, Germany

Charles-Antoine Moulin, Editorial Director, Eurosport 2, France

Naveen Naqvi, Journalist/Producer/Anchor, Pakistan

Mark Rhodes, President, Intermedia, USA

Lior Rival, VP Sales and Marketing, RRsat Global Communications Network, Israel

Vatche Sarkisian, Director of Research and Program Review, Middle East Broadcasting Networks, USA

Bhavneet Singh, MD & Executive VP, MTV Networks International, UK

Debra Soon, MD TV, Channel NewsAsia, MediaCorp, Singapore

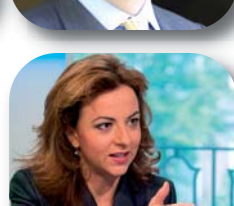
Simon Spanswick, CEO, AIB, UK

Victoria Vorontsova, Head of Spanish Channel, RT Channel, Russia



Our host

The 2010 AIBs are hosted by **Vanessa Mock** (right), EU correspondent of Feature Story News. Until recently, Vanessa was the Brussels-based correspondent of Radio Netherlands Worldwide.



Clearest coverage of a single news event - TV

Al Jazeera English

The quantity of entries to this year's single news award was lower than in previous years, although the number of high impact international stories remains as high as ever. We saw extracts of rolling news coverage where the aim was to be first, rather than to provide context for viewers.

Our short-list had eight entries, taking into account events of interest nationally, regionally and internationally, and produced by organisations with very different budgets in very different markets.

Our judges awarded the top prize in this category to Al Jazeera English for its coverage of the **Gaza flotilla** earlier this year. The judges remarked that the coverage was well-rounded, with journalists on the ground everywhere (and on board ships, as well), ensuring that all sides of the story were presented to Al Jazeera English's global audience. The channel's compilation of background footage, combined with compelling content, excellently chosen guests who were asked incisive questions, plus high quality analysis meant Al Jazeera English's coverage definitely deserved the award for clearest coverage of a single news event.



Highly commended

France 24

The Battle of Bangkok

A tremendous piece of outstanding journalism, told from behind the lines on both sides. The coverage was high risk but achieved high impact.

Al Jazeera English

Thai protests coverage

Excellent live coverage with good analysis and commentary accompanying a developing story made this entry stand out.

Clearest coverage of a single news event - radio

BBC World Service

As with our news television award, there were fewer entries into this year's radio single news category - yet AIB's monitoring of radio broadcasters around the world shows that coverage of major news events has not greatly decreased on the radio medium.

Our short-list narrowed the entries to just three, and the judges were unanimous in their decision to award the top prize to BBC World Service for **Connexion Haiti**, a Creole-language service started in the aftermath of the Haitian earthquake. The programme focused on practical information and public health advice, providing a lifeline to the survivors and trying to publicise information about missing people.



The judges said that this was exactly the sort of thing that international broadcasters can do so well when disaster strikes - BBC World Service managed to get the 20-minute daily programme on the air on FM in Haiti's six largest towns and cities as well as making the programme available on satellite, online and via social media within four days of the quake. The BBC's Miami studios were the base for the programme, with a multilingual team assembled specially for the programme.

The 2010 AIBs

Best creative feature - TV VRT

TV has the power to undo wrongs and to keep commercial organisations on their toes. VRT's **Volt** consumer affairs programme is an example to broadcasters throughout the world, said the judges, of TV holding companies to account.

Volt and its presenters set out to uncover the truth about everyday, seemingly innocuous, claims from major advertisers in an ironic, self-deprecating way. It's wonderfully subversive, said one judge, while not taking itself or the subjects of its investigations too seriously. A couple of judges said that they laughed out loud throughout - a direct hit!



Highly commended

Voice of America
Bai Jie Speaks English

This programme is hosted by a teacher who really makes you want to learn - explaining the differences between American and British English. It's a great concept, nicely realised with a good portion of humour (or should that be humor?).

WDR

Pizza in Auschwitz

An overwhelming story that often takes your breath away, said the judges. Sometimes a completely unbelievable set of circumstances make you think this is a fiction production, rather than a fly-on-the-wall documentary. It's a "must-see" that leaves you deeply impressed.

Best creative feature - radio

Tinderbox Production

Judges were listening for exceptional, and especially creative, use of the radio medium. Their unanimous verdict was that they found what they were looking for in the Tinderbox Production **Flexible Friend or Foe**, a history of the credit card that traced its beginnings back to the 1930s.



Our judges noted the excellent editing and all said that the programme had definitely succeeded in engaging them, thanks to an amazing display of creativity and superb production values. A highly relevant story at a time when the world is only just starting to recover from people's over-reliance on easy credit and those not *quite* so flexible plastic cards.

Highly commended

BBC World Service
The Day that Lehman Died

An absolutely gripping programme and such a good story told very well, said our judges, with excellent and creative re-enactments to illustrate a complex tale.

Radio Netherlands Worldwide
Down's but Not Out

This production tackled the challenging subject of a young adult Down's sufferer who wants to lead a normal life, one that includes sex. The main players are treated with sensitivity and warmth and the programme is worth listening to more than once, our judges said.

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Most innovative technology

Sony Professional and HBS

Each year AIB searches for technology that is innovative and transferable throughout the international broadcasting industry. This year our category judges came from technology suppliers and broadcasters - and for the first time we had significant differences of opinion between the two groups.

There was however consensus about the winner for sheer innovation - Sony Professional and Host Broadcast Services for the **World's First 3D World Cup**. Very, very cool remarked one judge, while the impressive effect on a massive scale marked this out as one of the technology highlights of the year said



another. While there were some question marks about the relevance in everyday TV consumption, one judge said that it's really not often that something comes along that can be so game-changing and deliver an experience that's genuinely new in the TV world.

The judges complimented Sony Professional for its collaborative efforts with HBS to deliver a world first.

Highly commended

CNN International
CNN International/YouTube Debate on Climate Change

'Innovative' was a word repeatedly used by the judges when commenting on this entry. One said that this was an ingenious use of existing technology to create excellent audience interactivity on a truly global basis, while another commented on the fact that this was both cost-effective and open. Next time there needs to be twitter-like input to the debate as it happens to increase the interactivity between the audience and panel, suggested one of our broadcaster judges.

Ruwido Austria

Invitro remote control

"I want one!" was a repeated refrain from our judging panel. This is a clever twist on a commoditised household product with real relevance and attraction to the iPhone generation. And hey, it looks really cool, too. It's simple, well thought out and beautifully designed.

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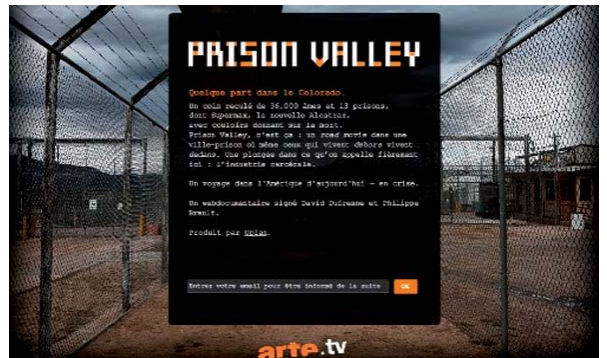


Best cross-media/online production

Arte France

Since we introduced this award we've witnessed a dramatic rise in the confidence of multimedia programme producers and a significant increase in the quality of productions for multiple platforms. This award is designed to recognise productions that work across platforms, delivering content in a way that's innovative and truly harnesses the power of each platform it's consumed on.

This year's winner is the beautifully crafted **Prison Valley** from Arte France. This comprises a documentary, an interactive web site, a book, an iPhone app, forums, blogs and tweets, all with one aim: to engage the viewer/reader/blogger/tweeter in a broader reflection around the central topics presented in the documentary. Prison Valley was critically acclaimed by all our judges as the most advanced form of web documentary and truly multimedia production - they said it shows the way ahead for broadcasters and content producers aiming to capture the attention of audiences across platforms.



Highly commended

Radio Free Asia
Travelling Down the Mekong

The multilingual efforts alone make this production stand out, but combined with the high quality journalism, great story and good production values, this is something to be truly proud of, said the judges.

BBC World Service Trust
BBC Janala

English-language teaching is at the centre of this multi-platform production. Highly creative, with clever use of technology to make language teaching more accessible and with excellent use of mobile to deliver something thoroughly worthwhile were some of our judges' remarks.

Winners and finalists

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Most creative marketing strategy

Shree FM

Inspiring audiences to tune in, access programmes or remain loyal to a media brand is a constant challenge for broadcasters. AIB wants to highlight the companies that are meeting this challenge and inspire others to follow their lead.

For this category our judges were unanimous in their verdict. Sri Lanka commercial station Shree FM's **Badumalla** campaign worked on two levels - firstly as a way to promote the station across the country, and secondly as a corporate social responsibility campaign.

It was a simple concept. Listeners were encouraged to put up signs saying "I am a Shree FM listener". Anyone displaying a sign had the chance to win Rs5,000 (Eur32) worth of groceries - a month's worth for a family of five - when spotted by teams from Shree FM who toured the country.

As an extension of the campaign, villagers were encouraged to join forces and the village with the largest number of listener signs was rewarded with a new community hall built by the station.

It was a cleverly devised campaign, well executed and delivered a significant growth in audience numbers.



Best children's factual programme or series

BBC

In 2010 the AIB has introduced a new award to celebrate the work of programme makers who are encouraging children - one of the hardest-to-reach groups of viewers - to stay connected to linear TV.

Many of our judges told us that they'd watched the short-listed programmes with their children to gain an additional view on the voting. So our panel of the middle-aged and the far, far younger sat down and watched programmes from a number of countries, produced with very different budgets and aimed at audiences that might not all have the same number of technological gadgets and entertainment sources at home that many of us and our kids take for granted.

The results named **Horrible Histories** from the BBC as the best programme in this category, offering its audience a history lesson by concentrating on the gory, messy and downright disgusting - all things kids love!

Our judges said that this is a thoroughly engaging and educational series, and a format that will work in territories worldwide. Clearly a high budget production, the programme looks great on the screen with inventive use of graphics and first-rate story-telling.



Highly commended

KI.KA - Der Kinderkanal von ARD und ZDF
Next stop...happiness

Nicely edited with excellent production values, this philosophical programme stretches the viewer's imagination. Great viewing.

BBC

Newsround

Thoroughly accessible for kids of different ages, making clever use of illustrations, graphics and visual support. Well-paced, the programme offers good variety of subjects.

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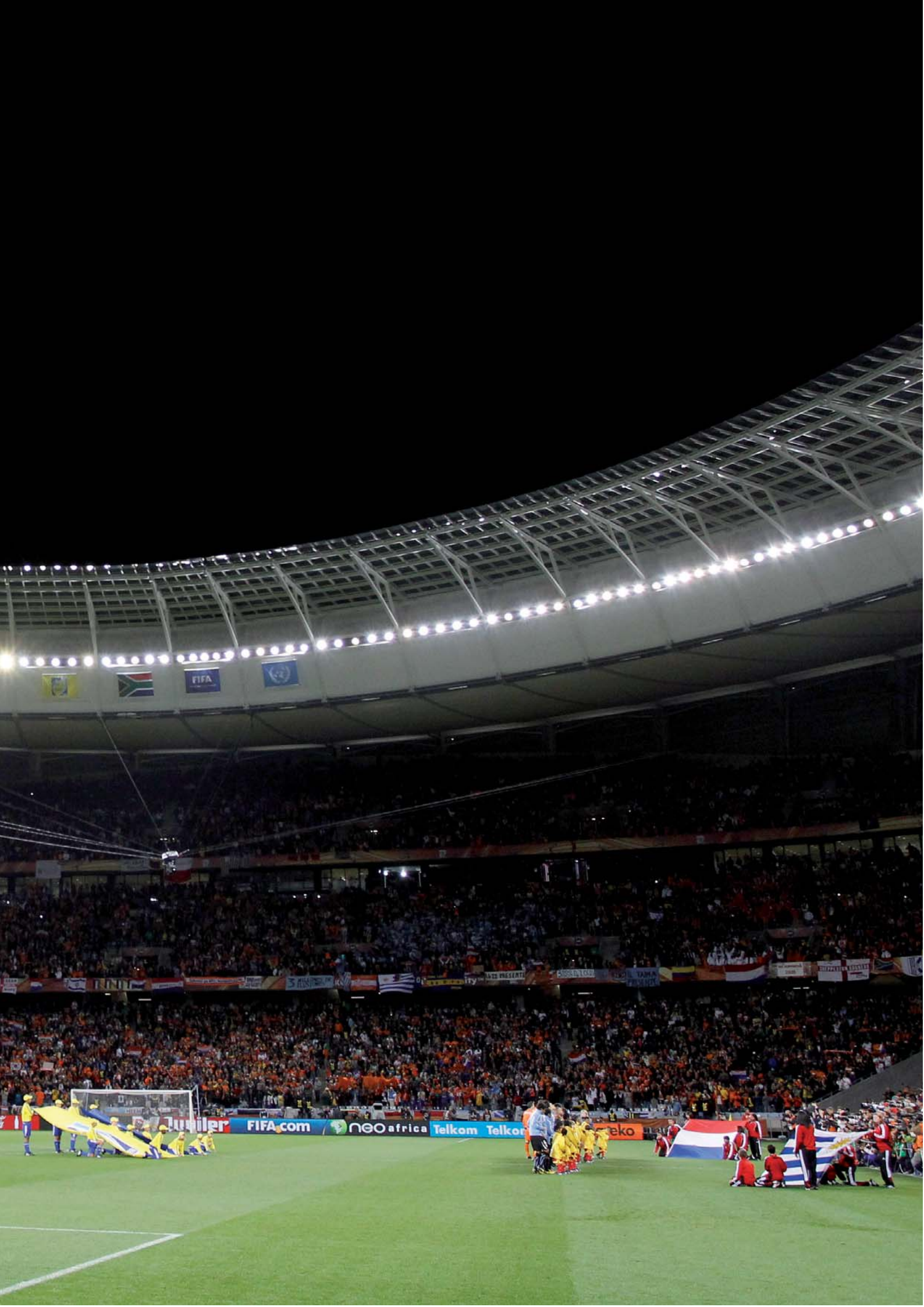
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Best investigative documentary - TV

Clover Films

The 2010 AIBs had a record crop of investigative TV documentaries to review and sifting through the entries proved challenging for the short-listing team and the judges. There were outstanding productions demonstrating real determination by journalists from many countries.

Our winner this year is UK independent producer Clover Films for its fascinating and disturbing film **The Dancing Boys of Afghanistan**. The judges



commented on the remarkable access that reporter Najibullah Quraishi gained to the men who were, in effect, pimps for child prostitutes. Children as young as 11 were handed over by their families, desperate for cash. This type of investigation is risky, our judges noted, and requires immense self-control on the part of the reporter and production team.

Quraishi and his team clearly wrote the book on how to handle this type of TV investigation, one judge said.

Highly commended

Al Jazeera English
Dirty Little Secrets

This investigation into the claims that the US used biological weapons against civilians in the Korean war 60 years ago tackled an interesting and little known episode - an excellently executed documentary, our judges commented.

VRT

Blood Antiques

A descent into the dark world of Afghan "blood antiques" and the way top-class Belgian antique dealers conspire with looters - expertly uncovered by VRT using good dramatisation and interviews to reveal the truth.

Prospero Productions
Every Family's Nightmare

Remarkable access to a family being torn apart by Australia's criminal justice system, with sensitively-handled interviews. This investigation was thoroughly educational.

Best investigative documentary - radio

Czech Radio

Radio can take a more measured, sometimes less sensationalist, approach. The investigative programmes entered for this year's AIBs illustrate this point.

The winner, by unanimous decision of our judges, is Czech Radio's **A Boy and the Stars**, which looked at the story of Petr Ginz, a Jewish boy from Prague who perished in the gas chambers of Auschwitz. Czech journalist Stanislav Motl investigated how the name of Petr Ginz - and his fascination with space and space travel - lives on in people's consciousness even today.



The judges highlighted the use of the sound stage in this production and the sensitive way in which Motl talked about a difficult, painful subject.

Highly commended

RFE/RL

Plight of Afghan, Tajik Prisoners

RFE/RL Afghan presenter Zarif Nazar worked on behalf of listeners to investigate - and ultimately bring to an end - the bureaucratic limbo surrounding an agreement between the Afghan and Tajik governments over prisoner exchanges.

Our judges noted the way in which the "Liberty and Listeners" programme delved into the issue and stirred up interest within - and responses from - the highest levels of Afghan government to resolve the issue.



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Best current affairs documentary - TV

Channel Four

This was our most popular category once again, with numbers of entries submitted from broadcasters in every continent considerably up from last year. The short-listing team sifted through several hundred hours of generally excellent programmes to narrow down the field for the final judging.

The results were extremely close as each of the short-listed programmes was described as excellent or compelling, but the judges said that one programme stood out - **Afghanistan: Behind Enemy Lines** from Channel Four Television's Dispatches strand. Providing a unique perspective, this was one of the best documentaries in the Channel Four tradition. While there was clearly a generous budget attached to the production, this was a programme where the whole team was prepared to take a risk to deliver outstanding television.



The title most certainly did not overpromise, the judges said, with the programme at once compelling and disturbing, with excellent production values.

Highly commended Société Radio-Canada The Ultimate Forgiveness

A heart-wrenching story about a community with which, said one judge, I have no connection but which I felt compelled to watch and couldn't stop my tears during the programme. A compelling story, movingly told with beautiful images.

BBC Three Women, Weddings, War and Me

An excellent programme looking at what a 21-year old Afghan woman living a cosmopolitan life discovers when she goes to Afghanistan. Shocking pictures, strong emotions in an excellent film said our judges.

Best current affairs documentary - radio

BBC World Service

Radio current affairs documentaries came to us from all over the world, mixing productions aimed at domestic audiences with those for international listeners. All of them were a great listen, ably showing that the current affairs genre remains key to radio programming globally.

Our winner comes from BBC World Service with a programme that drew the listener in from its opening seconds - right into the delivery room in a Karachi hospital and into an emotional and often heart-wrenching story. Judges said that once listening to **Dying to Give Birth**, it was impossible to stop, so compelling was the production. With UN figures suggesting that in Pakistan practically every half-hour a woman dies because of problems in pregnancy or childbirth, this was a timely reminder that most women in the country cannot afford to buy proper medical care. The programme demonstrated the exceptional power of radio.



Highly commended Radio Taiwan International Breaking into Death Row

This programme dealt with a very challenging subject in a way that probably could not be bettered, said one judge. It had exactly the right distance between journalist and subjects.

Ruth Evans Productions A Dollar a Day

The daily grind takes on a new meaning when you're earning almost nothing. In this programme we learnt that the Millennium Goals to reduce global poverty are not making an impact. Great context and a thoroughly well-told story brought to life by good production values.

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GCE and 1GOAL continue to campaign for children's education but to achieve our ambitious aim, we need your support. Please join us to make the dreams of 69 million children come true.

The 2010 AIBs

Best historical documentary - TV

WDR

Broadcasters have a unique opportunity to retell history for a modern audience and this award celebrates the best in historical documentary making.

Our judges were highly impressed by WDR's **Picture of the Napalm Girl** and awarded this the top prize in the category. Judges said that this was a disturbing programme to watch. It posed some uncomfortable questions about the intrusiveness of photo journalism and gave remarkable insight into the Vietnam War, the photographer and his subject.

The film was, said the judges, an amazing look at a very personal story behind a photograph that changed the way the Vietnam War was perceived in the USA, demonstrating the power of photography and recounting the courage of an amazing woman and a brave photographer.



Highly commended

Phoenix Satellite Television
Journey to North Korea

This offered viewers a tantalising glimpse of North Korea with good access to military personnel and areas normally closed off to visitors from abroad. Excellent pace and great content were complemented by sophisticated editing and sound.

Best specialist genre - TV

The Doha Debates

This category celebrates productions that fall outside traditional awards categories. We look for the very best in imaginative programming - a fresh angle, a departure from the usual.

Our judges were impressed with **The Doha Debates**, produced in Qatar and aired on BBC World News around the world. It's an extremely engaging debate programme that tackles subjects that affect life in the Middle East, bringing students from Qatar's universities into the studio to ask leaders from the region the most searching questions.

One judge commended host Tim Sebastian as "amazing" and doing a fantastic job. An outstanding contribution to TV in the Middle East and around the world.



Highly commended

SBS TV
Italian Food Safari

This tour of Italian gastronomic destinations in Australia was commended by our judges for being a beautiful and lovingly produced programme. While principally a cookery show, it adds a sense of cultural perspective and great visual appeal alongside the recipes.

Russian Travel Guide
Finding Seal Pups

Looking at Russia from the inside, and finding the places we simply wouldn't otherwise learn about said our judges. Beautifully photographed, with insightful context provided throughout. A remarkable programme.

International personality of the year - TV

Stephen Sackur

Coming across as knowledgeable and well-prepared, Stephen Sackur is this year's TV personality of the year. Sackur is not afraid to hold his interviewees to account, ensuring that they answer the questions the viewer wants asked. He demonstrates that he knows his subject, sometimes better than those of whom he is asking the questions.

He doesn't let his own ego get in the way of his interviews, but seems to be firmly on the side of his audience when tackling difficult issues in trying circumstances.



International personality of the year - radio

Alain Lefèvre

AIB is passionate about broadcasting. This award celebrates the on-air talent behind the microphone who can convey their passion to an audience, engaging them and making them want to tune in time and time again.

This year our judges selected Alain Lefèvre as international radio personality. Lefèvre is a classical musician who has a two hour weekly programme on CBC/Radio-Canada's Espace Musique network.

He is knowledgeable about his subject, as you would expect, but it's his genuine passion for the things he talks about that comes across so clearly and this commitment was the deciding factor for our judges in awarding him the 2010 title.



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People's Choice

Phoenix Satellite Television

Our People's Choice award has been designed to showcase the world's best media coverage of particular subjects to a wide global audience through social networking and video sharing sites. AIB aims to increase awareness of entrants' programming beyond the conventional core audience, and to encourage younger people to watch and enjoy content that otherwise they might not see.

For 2010, we chose climate change coverage as the subject - something that's been extremely topical in the last year or so, with the Copenhagen Summit making the news, for example, along with natural disasters linked, potentially, to the globe's changing climate.



The shortlist of six entries - from UN TV, VRT, CNN, BBC, Sky Television and Phoenix Satellite TV - was made available on YouTube and promoted via Facebook, twitter and other social networks. We received thousands of votes from people all over the world, particularly in Asia, and online voting decided that the winner was Phoenix Satellite Television's **Earth Rescue Operation**.

This programme examines the major problems of pollution, carbon dioxide emissions and increasing demand for resources while looking optimistically at new technological solutions and man's ingenuity in solving problems.

It was clearly a big hit with viewers, winning our inaugural People's Choice award by a considerable margin.

Other shortlisted entries

Going Green – The Climate Summit

CNN International

At the time of the UN Climate Summit in Copenhagen CNN's programme looked at a broad range of the major issues on the table – from the impact of the "Climategate" scandal to the effects of melting glaciers in Greenland and rising sea levels in Asia, from deforestation in Indonesia to efforts to combat pollution in countries as widely spread as Argentina, China, Sudan and the USA.

Low Impact Man

VRT

This is a humorous but telling look at the struggles of one man to reduce his ecological footprint and the impact on his family and life.

Hard Talk on the Road to Greenland

BBC

Hard Talk's format of probing questioning of interviewees is set against the background of a country covered by rapidly melting ice. In the programme ministers from developed and developing countries are asked how differences can be overcome in order to agree inter-governmental action on climate change.

Ross Kemp: Battle for the Amazon

Sky Television

The interviewer looks at how the production of two highly-valued commodities, cocaine and gold, is destroying and polluting the countryside in Peru, with farmers and workers struggling for existence, middlemen making vast profits and neither group caring about the long-term consequences.

21st Century

UN Television

This special programme in the series looks at striking evidence of how the glaciers of Bolivia are disappearing and the effect on water supplies to cities. It also examines the strains on food resources in Vietnam and increasing problems of flooding in low lying areas of the world, such as Jakarta.



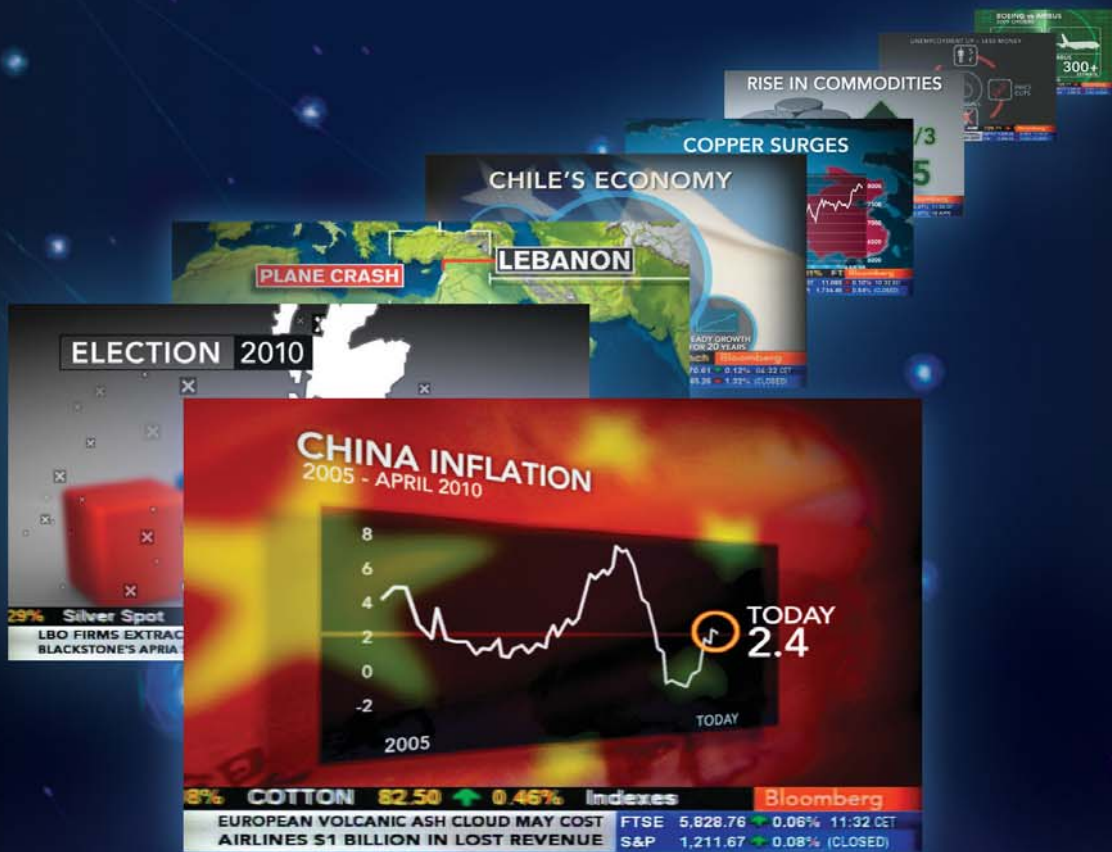
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