



WORLD TV AWARDS 2015

CATEGORY SCIENCE/ENVIRONMENT

The Best TV Programme Supporting Climate Change Initiative

CRITERIA AND REGULATION

Genre:

TV Documentary, Short documentary/TV report, Docu drama,
Edutainment/Infotainment TV programme, Public Service Announcement/TV Spot

Length:

A maximum of 30 minutes

All the entries will be judged according to the following criteria:

1. The programme should touch upon the various aspects of climate change and focus on initiatives taken to address it. Further, it should describe the positive impact of such initiative.
2. The programme should create awareness, educate the public and highlight efforts that should be made to stop man-made impact on climate. It can also highlight human efforts that have either improved the climate of an area or arrested further deterioration.
3. The programme could either focus on a local, regional, sectoral or on global point of view.
4. The programme should be creative and innovative with the ability to capture audience attention, and offer excellent production values.
5. The programme must have been aired or must be scheduled for broadcasting in its originating country on national and/or any private TV network (broadcasting sheet to be provided).
6. The programme must have been produced in the last 24 months before submission.
7. The programme should use an engaging and easily understandable style. Information presented in the video must be factually accurate.
8. The programme must be either in English or in any other language with English subtitles. It can also be without words.
9. The programme must be the original work of the entrants. Entrants must be able to demonstrate that they have full copyright clearance on all music, image, artwork and other audio-visual elements used in the programme. While copyright of the selected programme will remain with the creators of them, Ministry of Foreign

Affairs and International Development of France must be granted the right to use the programme for communications purposes free of charge.

Who can submit an entry?

⇒ Television producers from public service broadcasting organisations, private networks, free lancers etc. are invited to participate in this competition.

How many entries can be submitted?

⇒ Each producer/organisation can submit up to **2 entries**.

Format requested:

⇒ Programmes must be submitted in **DVD format**.

⇒ **3 DVDs** are requested for each programme submitted.

Shipping information:

The DVDs and the submission forms should be sent to Ms. Geraldine Mouche at the following address:

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

Deadline:

The entry forms and the DVDs should reach AIBD **no later than Wednesday 1st April 2015**.

Jury:

Jury members are senior media managers from various countries and regions. In addition, a representative of the Ministry of Foreign Affairs and International Development of France will be among the jury members to select the winning programme.

Winner Prize:

⇒ **US\$5,000.00 cash** in favor of the producer and/or broadcasting organisation

⇒ **A trophy and a certificate** presented by the Asia-Pacific Institute for Broadcasting Development (AIBD)

⇒ **A trip to Kuala Lumpur, Malaysia** to receive the trophy and the certificate at the Asia Media Summit (AMS) on 26 May 2015, a global media gathering.

Note:

⇒ The announcement of the winner will be posted on the AIBD website from Monday 27 April 2015.

⇒ The winner will receive an invitation to attend the Asia Media Summit 2015 in Kuala Lumpur, Malaysia (26-28 May 2015), a global gathering of broadcasters.

⇒ The AIBD Director and representatives of the sponsors 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 organised in Chiang Mai, Thailand from 18 to 20 August 2015.

Information:

More information on World TV Awards is available at: www.aibd.org.my/worldtv/