

CONTENT INNOVATION AWARDS 2019

From **TBI** Television Business International and **DIGITAL TV EUROPE**

13 October 2019
Hôtel Barrière Le Majestic, Cannes



Media info

Celebrating innovation in content and distribution

The **Content Innovation Awards** is an initiative from **TBI - Television Business International** and sister publication **Digital TV Europe**, that celebrates innovation in content, distribution and the wide-ranging achievements of the companies and individuals who are helping transform today's global television industry.

The shortlist will be announced in August and the winners revealed at a gala dinner at Hotel Barrière Le Majestic on 13 October 2019, just before MIPCOM in Cannes.

Key dates

Entry submission deadline: July 3

Shortlist announced: August 7

Awards dinner: October 13



Meet the judges

Christian Drobnyk, EVP, Programming Strategy and Acquisitions at National Geographic

Bea Hegedus, VP Global Content, Scripted at ITV Studios GE

David Ellender, president, global distribution & co-production, Sonar Entertainment

Karin Heijink, VP, Pay-TV Channels and Products, Viasat World

Mark Lawrence, executive director, EMEA, Endemol Shine International

Jeff Ford, consultant

Manori Ravindran, editor, TBI

Paul Robinson, CEO, Imira Entertainment

Stuart Thomson, editor, Digital TV Europe

Laurent Dumeau, international CEO and group chief commercial officer, TRACE

Nick Smith, Executive Vice President, Formats, all3media international

Solange Attwood, EVP, Blue Ant International

Richard Middleton, managing editor, TBI

Andrea Jackson, CEO, Magnify Media

Dave Clarke, EVP content, DRG

2019 categories include

Series Launch of the Year

Best Debut Drama Series

Best Returning Drama Series

Entertainment Format of the Year

Best Use of Social Media

Factual TV Project of the Year

Lifetime Achievement Award

The YouTube Award

Contribution to Content Award

Factual Entertainment Programme of the Year

Best Digital Original

Best Musical Format

NEW - Rising Star of Development

NEW - Best Animated Kids Programme

NEW - Best Live Action Kids Programme

NEW - Best Documentary Series

NEW - Best Short-Form Series

NEW - Distribution Innovation

NEW - Representation on Screen

NEW - Branded Content of the Year



Sponsorship opportunities and packages

The **Content Innovation Awards** offer an unrivalled 6-month multiplatform campaign that positions sponsors at the heart of its marketing, and showcases your brand across all our channels; in print, online and in our social media space.

The event will be a unique opportunity to network with new and existing clients and peers in the fantastic Cannes setting.

Contact Michael Callan on +44 (0)20 7017 5295 for pricing details.

Headline Sponsor (exclusive package) - £12K

- > Official status as Headline Sponsor including exclusive placement of your logo centre stage on the awards night
- > Most prominent branding on all collateral marketing promoting the awards including logo on emails, page adverts, logo and company profile on the awards website
- > Most prominent branding onsite: on the screen and stand up banners. Branding alongside other sponsors on press back drop
- > Opportunity to hand in a branded gift bag to all attendees
- > Double page advert in TBI's October issue distributed to all subscribers
- > Most prominent branding on the invitations sent out to attendees
- > 5 seats on a standard table at the awards night

Champagne Reception Sponsor - £9K

- > Branding on all collateral marketing promoting the awards including logo on emails, page adverts, logo and company profile on the awards website
- > Full page advert in TBI's October issue distributed to all subscribers
- > Branding on the invitations sent out to attendees
- > On site branding: on the screen, stand up banners and press back drop
- > Exclusive branding on the night as Champagne Reception Sponsor including stand up banner and branded tags on champagne glasses
- > Opportunity to make a short welcome speech
- > 2 seats on a standard table at the awards night



Sponsorship packages (continued)

Award Category Sponsor - £7K

- > Branding on all collateral marketing promoting the awards including logo on emails, page adverts, logo and company profile on the awards website
- > Full page advert in TBI's October issue distributed to all subscribers
- > Branding on the invitations sent out to attendees
- > On site branding: on the screen, stand up banners and press back drop
- > A representative from your company to present the award for the category you are sponsoring
- > 2 seats on a standard table at the awards night

Photobooth sponsorship - £7K

- > Branding on all collateral marketing promoting the awards including logo on emails, page adverts, logo and company profile on the awards website
- > Full page advert in TBI's October issue distributed to all subscribers
- > Branding on the invitations sent out to attendees
- > Exclusive branding on the photobooth and photos
- > On site branding: on the screen, stand up banners and press backdrop
- > 2 seats on a standard table at the awards night



Sponsorship packages (continued)



Awards Associate Sponsor – £4.5K

- > Branding on all collateral marketing promoting the awards including logo on emails, page adverts, logo and company profile on the awards website
- > Half page advert in TBI's October issue distributed to all subscribers
- > Branding on the invitations sent out to attendees
- > On site branding: on the screen, stand up banners and press back drop
- > 2 seats on a standard table at the awards night

Sponsored table of 10 – £3.4K

- > Drinks Reception in the Hotel Barrière Le Majestic
- > Guaranteed premium positioning
- > Company branding on the table
- > Two bottles of champagne at your table
- > Five bottles of wine
- > Three course meal
- > Awards ceremony
- > Post awards entertainment