

CONTENT INNOVATION AWARDS 2018

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

14 October 2018
Carlton Hotel
Cannes



Media info

Celebrating innovation in content, distribution and delivery



The **Content Innovation Awards** is an initiative from **Digital TV Europe** and sister publication **TBI - Television Business International**, that celebrates innovation in content, distribution and delivery and the wide-ranging achievements of the companies and individuals who bring video content to the world.

The shortlist will be announced in September and the winners revealed at a gala dinner at the Grand Salon in the Carlton Hotel on 14 October 2018, just before MIPCOM in Cannes.

Key dates

Entry submission deadline: July 2

Shortlist announced: August 7

Awards dinner: October 14



Meet the judges

Cornel Ciorcirlan, CTO, EMEA, Arris

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

Bea Hegedus, head of television, Silver Reel Partners

Irina Gofman, president and CEO at Viasat World

Stuart Thomson, editor, Digital TV Europe

Manori Ravindran, editor, TBI

Aleks Habdank, managing director, TV, Talk Talk

Richard Waghorn, chief technology officer, RTE

Mark Lawrence, executive director, EMEA, Endemol Shine International

Elliot Seller, head of interactive TV, Sky

Paul Robinson, CEO, Imira Entertainment

Tamara Leemans, partner, Brainz4

Simon Murray, principal analyst, Digital TV Research

Claudia Vaccarone, director, global market research & customer experience, Eutelsat SA

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

Ken Morse, chief technical officer, SP Video Software and Solutions, Cisco Systems, Inc.

Janine Stein, editorial director, ContentAsia



2018 categories

Advanced TV Innovation of the Year

TV Brand of the Year *NEW*

Next Gen Advertising Award

Advanced TV Service of the Year *NEW*

OTT TV Service of the Year

Series Launch of the Year

OTT TV Technology of the Year

Factual Entertainment Programme of the Year *NEW*

Best Returning Drama Series *NEW*

Best Musical Format *NEW*

Best Debut Drama Series *NEW*

TV App of the Year *NEW*

Entertainment Format of the Year

Best Use of Social Media *NEW*

Factual TV Project of the Year

The UX Award

Lifetime Achievement Award

The YouTube Award

Outstanding Digital Achievement *NEW*

Virtual Reality Initiative of the Year

Contribution to Content Award *NEW*

Live-streaming Initiative of the Year *NEW*

Best Digital Original *NEW*

Services to Broadcasting *NEW*

www.contentinnovationawards.com

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 Patricia Arescy on +44 (0)20 7017 5320 for more details.

Headline Sponsor (exclusive package) - £12K

- > Official status as Headline Sponsor
- > Most prominent branding on all collateral marketing promoting the awards from May up until the awards date - including logo on emails, page adverts, logo and company profile in 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 or DTVE's Content Innovation Awards special issue, getting first show at MIPCOM and distributed to all subscribers
- > Most prominent branding on the invitations sent out to attendees
- > 4 seats on a standard table at the awards night

Champagne Reception Sponsor - £9K

- > Branding on all collateral marketing promoting the awards from May up until the awards date - including logo on emails, page adverts, logo and company profile in the awards website
- > Full page advert in TBI or DTVE's Content Innovation Awards special issue, getting first show at MIPCOM and 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 - £6.5K

- > Branding on all collateral marketing promoting the awards from May up until the awards date - including logo on emails, page adverts, logo and company profile in the awards website
- > Full page advert in TBI or DTVE's Content Innovation Awards special issue, getting first show at MIPCOM and 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 - £6K

- > Branding on all collateral marketing promoting the awards from May up until the awards date – including logo on emails, page adverts, logo and company profile on the awards website
- > Full page advert in TBI or DTVE's Content Innovation Awards special issue, getting first show at MIPCOM and distributed to all subscribers
- > Branding on the invitations sent out to all 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 from May up until the awards date - including logo on emails, page adverts, logo and company profile in the awards website
- > Half page advert in TBI or DTVE's Content Innovation Awards special issue, getting first show at MIPCOM and 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 Carlton hotel
- > 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