



2010 PROMAXBDA PROMOTION & MARKETING WORLD GOLD AWARDS FINALISTS

2010 SPECIALIZED CATEGORIES: 2010 OLYMPICS SPECIFIC

SPECIAL EVENTS PROMOTION (OLYMPICS)

XXI Winter Olympics on Channel One Russia
Channel One Russia

2010 Vancouver Olympics "One Day"
The NBC Agency

EUROSPORT - Olympic Games Vancouver - Spot
EUROSPORT

Das Erste, Vancouver 2010
UnitedSenses Munich

CTV BC – Believe Image
CTV Creative Agency

Olympic Winter Games Vancouver 2010
SF Swiss Television

SPECIAL EVENTS CAMPAIGN (OLYMPICS)

Das Erste, Vancouver 2010
UnitedSenses Munich

2010 Vancouver Olympics Campaign
The NBC Agency

Olympics
TNT Broadcasting Network

MuchMusic - MOD Live @ The Base
CTV Creative Agency

FOXTEL's (Very) Short Guides to Vancouver 2010
FOXTEL

■ **OUTDOOR, OUT-OF-HOME PRINT AND POSTER:**
GENERAL AND CONTENT PROMOTION

CONSUMER PRINT AD

Caprica
bpg

kabel eins "Kill Dill"
Creative Solutions - German Free TV

Air Crash Investigation
National Geographic Channel UK

Alice
bpg

ProSieben "Transformers"
Creative Solutions - German Free TV

History Channel Italy-The Seven Deadly Sins
FOX Channels Italy

CONSUMER PRINT CAMPAIGN

Destroyed In Seconds
Discovery UK

Sci Fi - Humans Are Among Us
NBC Universal Global Networks Italy

13TH STREET Reload – “The Art of Frightening”
NBC UNIVERSAL Global Networks Germany

HBO - FILHOS DO CARNAVAL
HBO LAG

Wipeout - Agonizingly Funny
Kanal 5

N24 "Why?"
Creative Solutions - German Free TV

TRADE PRINT AD

MTV/MUCHMUSIC – Trade Print Ad
CTV Creative Agency

Not Your Usual Suspect
Universal Networks International

Head for crime
Kanal 9

Earth Day - College Ruled
National Geographic Channels International

Known Universe MIP ad
National Geographic Channel

Perfect Quality - Perfectly Legal
Kanal 5

OUTDOOR/ENVIRONMENTAL/TRANSIT AD

ABC3 "It's A Kid's World"
ABC3 by TACTIC

Caprica
Bpg

OUR RUSSIA
TNT-Broadcasting Network

Don't Forget The Lyrics
MediaCorp Channel 8

E! News
Comcast International Media Group

Disney XD - Skateboard Billboard
The Walt Disney Company Latin America

OUTDOOR/ENVIRONMENTAL/TRANSIT AD CAMPAIGN

SBS - Ashes Scoreboards
SBS

ProSieben "Vote For Homer"
Creative Solutions - German Free TV

Chelsea Lately
Comcast International Media Group

ABC3 outdoor branding
ABC3 by TACTIC

Local News and the Olympics
CTV Creative Agency

Stitch! launch promotion
Walt Disney Television International Japan

SALES PROMOTION - COLLATERAL/SPECIALTY

Channel 5 Cougar Town
MediaCorp Pte Ltd

Channel NewsAsia GIFTS
MediaCorp Pte Ltd

Stitch Happi
Walt Disney Television International Japan

XMAS PACK
NBC Universal Global Networks Italy

Disney XD Leaflet Stand with Basket Ring
Walt Disney Television International (Japan)

Nat Geo Abu Dhabi Launch Sales Kit
Fox International Channels Middle East

PROMOTIONAL ITEMS

Stitch Solar Battery
Walt Disney Television International Japan

CTV-Olympic Pin Art
CTV Creative Agency

Mr Bean Teddy Bear
FremantleMedia Enterprises

Disney XD Media Kit
The Walt Disney Company Latin America

Live Curious T Shirts
National Geographic Channels International

Nat Geo Abu Dhabi – Recyclable Calendar
Fox International Channels Middle East

■ **OUTDOOR, OUT-OF-HOME PRINT AND POSTER:
CRAFT CATEGORIES**

ART DIRECTION/DESIGN

HBO - EPITAFIOS
HBO LAG

RT Question More Campaign/Hooligan
RT

DVD Imaginantes
Televisa

Movie Extra: Mad Men book
MOVIE NETWORK CHANNELS by TACTIC

13TH STREET Reload – “The Art of Frightening / Dead Body”
NBC UNIVERSAL Global Networks Germany

■ **RADIO:
CONTENT MARKETING USING RADIO**

PROMOTION FOR PROGRAM/SERIES

7Network City Homicide V1 30sec Radio Spot - single - marketing
Seven Network Ltd

BBC Knowledge- Moon Week
BBC Worldwide Channels Australia

7Network City Homicide V2 30sec Radio Spot - single - marketing
Seven Network Ltd

CBeebies- Animal Funtime
BBC Worldwide Channels

7Network Flash Forward V2 – 10 hours - 30sec Radio Spot - single - marketing
Seven Network Ltd

7Network Desperate Housewives V1 – 30sec Radio Spot - single - marketing
Seven Network Ltd

■ **TELEVISION-VIDEO PRESENTATION:**
NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

GENERAL BRANDING/IMAGE

AXN Moment in Time
SPT Networks Italy - AXN

SKY TG24 PORTRAITS
SKY ITALIA

Amaze Your Mind
BBC Worldwide Channels Asia

A Little Knowledge Goes A Long Way - BBC Knowledge Image Spot
BBC Worldwide Australasia

MNET - Magic Studio
ORIJIN

CELEBRITY SUPPORT GROUP - NETWORK TEN
NETWORK TEN

GENERAL BRANDING/IMAGE CAMPAIGN

Live Curious This Summer
National Geographic Channel

Our World
Disney Channel Taiwan

Raise The Voice
PLUG RTL

13TH STREET Image Spots
NBC UNIVERSAL Global Networks Germany

NAT GEO WILD
National Geographic Channel

They Know About Sport
Sky Sports, BSkyB Ltd

LOWER THIRD PROMOTION

FOX - Non Pensarci Lower Third
FOX CHANNELS ITALY

Harry Potter and the Goblet of Fire Megafilm Bug
TNTLA

Daddy At Home
MediaCorp Channel 8

Sanctuary Banners
NBC Universal Global Networks España

1+1 Christmas 2009 Lower Third Campaign
1+1 tv channel

You Me and Dupree Megafilm Bug
TNTLA

HOLIDAY/SPECIAL EVENT SPOT

Indiana Matrix
SBS Broadcasting

Cult Summer Festival
FOX Channels Italy

World Cup Spot "VIEJITOS"
DIRECTV Latin America

SUMMERSTOCK
MTV UK

After The Tennis - "Good Lovin"
Seven Network Australia

FOX CRIME – Xmas Spot
FOX Channels Italy

HOLIDAY/SPECIAL EVENT CAMPAIGN

XXI Olympic Winter Games
NINE Network Australia

Space - Star Wars Christmas Marathon
CTV Creative Agency

Halloween 09 Campaign
NBC Universal Global Networks España

75th Anniversary Elvis Presley
Sky Creative Services GmbH

Summer Image Campaign
TV1 Australia

Moon Landing Anniversary
National Geographic Channel

ON-AIR PROMOTION FOR WEBSITE

ProSieben "Entertain Key!"
Creative Solutions - German Free TV

ESPN Mobile TV – F1, TNA & Sportscenter
ESPN STAR Sports

ProSieben "The Lipstick"
Creative Solutions - German Free TV

Viasat on Demand
Viasat Broadcasting

Goal In The Shell
i-CABLE Entertainment Limited

7Games "Everybody Needs Somebody To Play!"
Creative Solutions - German Free TV

PROGRAM PROMOTION SPOT – IN-HOUSE

Secrets of Death
Channel One Russia

102 Minutes that Changed America
History UK

The Ashes
Sky Sports - BSkyB Ltd

Metal Detector
XYZ NETWORKS

The Bill "View From The Frontline" 90"
ITV

Rugby Union - The Race To Twickenham
Sky Sports, BSkyB Ltd

PROGRAM PROMOTION CAMPAIGN – IN-HOUSE

FOX8 The Contender Australia - Launch Campaign
FOX8 | FOXTEL Management Pty Ltd

CTV Olympics - Believe Campaign
CTV Creative Agency

102 Minutes that Changed America
History UK

Specials @ 10
SET-Multi Screen Media Private Limited

Iss Jungle Se Mujhe Bachao
SET-Multi Screen Media Pvt. Ltd.

Discovery' Summer Invasion
Discovery Networks Nordic

PROGRAM PROMOTION SPOT – OUT-OF-HOUSE

Ashita No Joe
Animax Broadcast Japan

Italia's Next Top Model 3
SKY ITALIA

Shocking Shorts Award
FEEDMEE Design GmbH

Human Prey
Discovery Networks Asia-Pacific

CYRIL TRANSFORMS AXN
SPE NETWORKS - ASIA PTE LTD (AXN)

Look Up
Versus

PROGRAM PROMOTION CAMPAIGN – OUT-OF-HOUSE

2010 Vancouver Olympics
THE NBC AGENCY

Glutton For Punishment 3
Discovery Networks Asia-Pacific

TCM Horror Picture Show
TCM Latin America

SBS - Post Ashes Campaign
SBS

IndyCar Series
Versus

Project Runway Australia Series 2
FOXTEL - ARENA

NEWS/INFORMATION PROGRAM SPOT

Extreme Universe: Explosive Force
National Geographic Channel UK

911 Theme
Viasat Broadcasting Ltd

SKY TG24 PORTRAITS
SKY ITALIA

Tuesday Documentary
Viasat Broadcasting Ltd

Rail and Road Report
NY1

Crime Night
Viasat Broadcasting Ltd

NEWS/INFORMATION PROGRAM CAMPAIGN

Global National - Puzzle
Canwest Broadcasting

9 NEWS Experience
NINE NETWORK AUSTRALIA

SBS - Dateline
SBS

American Hate Campaign
National Geographic Channel UK

Te Kaea 09
Maori Television

Recession / Flood / Presenters x 2
ITV

SPORTS PROGRAM SPOT (NOT A LIVE EVENT)

CTV Olympics - Hudec
CTV Creative Agency

FOX8 Football Superstar – Series 2 Launch
FOX8 | FOXTEL Management Pty Ltd

CTV Olympics - Omischl
CTV Creative Agency

ESPN It's Great to Be Here
BDA CREATIVE

ITV1 Football Brand Spot #2 (We Are Football UTD)
ITV

CTV Olympics - Groves
CTV Creative Agency

SPORTS PROGRAM CAMPAIGN (NOT A LIVE EVENT)

Spots_Vinnareplus
Kanal 75 Interactive Media AB

CTV Olympics - Believe Campaign
CTV Creative Agency

HOME OF SPORT
SKY ITALIA

UEFA Champions League on Al Jazeera Sport
Mrs. K

ITV1 Football Brand Spot #1 (We Are Football UTD)
ITV

LIVE EVENT SPOT

NASCAR on FOX "Gas Station"
FOX Sports Marketing

Soccer League Final- Coaches
ACIDMEDIA

French Open 2009
StarHub Cable Vision Limited

Hockey VM 2009 on TV6
Viasat Broadcasting Ltd

MLB All-Star Game "Magnet"
FOX Sports Marketing

28TH Hong Kong Film Awards Presentation
Television Broadcasts Limited

LIVE EVENT CAMPAIGN

Golden Globes Campaign
The NBC Agency

CTV Olympics - Believe Campaign
CTV Creative Agency

Summer Of Golf Campaign
ONE AUSTRALIA

Formula 1 Campaign 2009
Sky Creative Services GmbH

2009 Stanley Cup Playoffs - Every Second Counts Campaign
Versus

French Open 2009
StarHub Cable Vision Limited

COMEDY PROGRAM SPOT

Robot Chicken - No Toy Is Safe
Foxtel - The Comedy Channel

MBC MAX - Comedy Nights
MBC Group

Comedians At Work
Reshet Ncp

BAZZINGA
Warner Channel

Wednesdays... Will Leave You Speechless
Warner Channel

FM 60"
ITV

COMEDY PROGRAM CAMPAIGN

HAPPY TOGETHER: Silent movie
TNT Network

30 Rock
TV1 Australia

The Marriage Ref Campaign
The NBC Agency

What a Wonderful Country
Keshet Broadcasting LTD

HAPPY TOGETHER: The Bukinator
TNT Broadcasting Network

TNT-Comedy
TNT Network

ENTERTAINMENT PROGRAM SPOT

The Farmer Wants A Wife - Season 3
NINE Network Australia

COMICS
NBC Universal Global Networks Italy

Clash Of The Choirs - Pirates
Nelonen Media - Channel Four Finland

MNET - Magic Studio
ORIJIN

The Lick - A Whole Lotta Trev
MTV UK

Ant and Dec Saturday Night Takeaway "Stay Awake" 60"
ITV

ENTERTAINMENT PROGRAM CAMPAIGN

Destroyed In Seconds
Discovery UK

New York Take Over
Kanal 5

Glee Campaign with Akebono
Fox International Channels Japan

Specials @ 10
SET-Multi Screen Media Private Limited.

Who Can Beat Filip and Fredrik?
Kanal 5

Iss Jungle Se Mujhe Bachao
SET-Multi Screen Media Private Limited.

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM SPOT

FOX8 Summer Campaign
FOX8 | FOXTEL Management Pty Ltd

Indiana Matrix
SBS Broadcasting The Netherlands

Carry On Christmas
FOX Classics - FOXTEL Management Australia

DStv - Mid-year retrospective
StudioZoo for DStv

AXN DIWALI BLAST
SPE Networks - ASIA PTE LTD (AXN)

INDY CHRISTMAS: CANAL+
BDA Creative

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN

X Anniversary Bumpers
NBC Universal Global Networks España

10 Ka Dum Season 2
SET-Multi Screen Media Private Limited.

AXN Screening Week 2009 Spoilers
SPTI Networks Iberia - AXN

50 Movies You Should See Before You Die
TCM Latin America

SBS - Post Ashes Campaign
SBS

Specials @ 10
SET-Multi Screen Media Private Limited.

DRAMATIC PROGRAM SPOT

Medium "Backwards"
The NBC Agency

The Bill "View From The Frontline" "90"
ITV

Harper's Island: "Countdown"
CBS Television Network

Devi - The Goddess (Famine)
NDTV Imagine Ltd

ER WE GOTTA BEAT
Warner Channel

Emmerdale "Charity Returns" 60"
ITV

DRAMATIC PROGRAM CAMPAIGN

UNDERBELLY: A TALE OF TWO CITIES
NINE NETWORK AUSTRALIA

Harper's Island: Launch Campaign
CBS Television Network

The Silence Of The Lambs
FOX Classics - FOXTEL Management Australia

CSI: NY Season 5 Campaign
SPE NETWORKS - ASIA PTE LTD (AXN)

The Wire
FOX Channels Italy

MBC ACTION - 24 Teaser Campaign (Jack's Other 364 Days)
MBC Group

CHILDREN'S PROGRAM SPOT - LIVE ACTION

BOLLYWOOD
NICKELODEON

HATZOYA_PROMO
HOT

Nickelodeon Slip & Slime Summer
Nickelodeon Australia

In The Night Garden
BBC Worldwide Channels Asia

Explore Your Imagination
Maori Television

My Camp Rock
Walt Disney Television Italy

CHILDREN'S PROGRAM SPOT - ANIMATED/MIXED

CBeebies Recruitment Campaign
BBC Worldwide

Once Upon A Time On DStv
StudioZoo for DStv

MBC3 - Toy Story 2 (Remote Control)
MBC Group

Stitch!Kidnapped
The Walt Disney Company Australia

SpongeBobs Suburbia BBQ
NICK Germany

Ashita No Joe
Animax Broadcast Japan

CHILDREN'S PROGRAM CAMPAIGN - ANIMATED/MIXED

CBeebies Recruitment Campaign
BBC Worldwide

SPONGEBOB SEA! NEWS
NICKELODEON

Kikaninchen
FEEDMEE Design GmbH

Mickey Mouse Clubhouse_Hot Dog Dance
The Walt Disney Company Australia

Bruno the Great
Walt Disney Television Italy

Promos of The Spring Festival Animation Evening Gala
Beijing KAKU Cartoon Satellite TV

NON-FICTION/REALITY PROGRAMMING SPOT

The Farmer Wants A Wife - Season 3
NINE Network Australia

FOX8 Australia's Next Top Model - Cycle 5 Launch
FOX8 | FOXTEL Management Pty Ltd

Beyond Criminal: Josef Fritzl- Story of A Monster
CI Network - FOXTEL Pty Ltd with PICTUREDRIFT

Unlocking Autism
Discovery Networks Asia-Pacific

Guess Who's Been Watching DStv - Driving Lesson
StudioZoo for DStv

Wicked Women
Crime & Investigation Network UK

NON-FICTION/REALITY PROGRAMMING CAMPAIGN

FOX8 The Contender Australia Launch Campaign
FOX8 | FOXTEL Management Pty Ltd

MTV – Peak Season Teaser Campaign
CTV Creative Agency

National Bingo Night
Colors Viacom18.com

102 Minutes That Changed America
History UK

"I'm Alive" Season One - On-Air Campaign
Animal Planet

Iss Jungle Se Mujhe Bachao
SET-Multi Screen Media Private Limited.

MADE-FOR-TELEVISION MOVIE SPOT

LaMB “The Future of Justice”
SPE Networks - Asia Pte Ltd

Once Again on Channel One Russia
Channel One Russia

High School Musical 3: Senior Year Exclusive Pre-Special Stunt Promo
Walt Disney Television International (Japan)

Triangle Teaser
Celestial Movies Channel Ltd

MNET - Magic Studio
ORIJIN

LaMB Movie Trailer
SPE Networks - Asia Pte Ltd

THEATRICAL FILMS SHOWN ON TELEVISION PROMOTION

MBC ACTION - Tupac (In his Words)
MBC Group

M-Net "Wild Boys" Festival
Clearwater for M-Net

Manicure
Telecine

M-Net "Superheroes" Festival
Clearwater for M-Net

INDY CHRISTMAS: CANAL+
BDA CREATIVE

MBC MAX - Twilight Campaign
MBC Group

DAYPART/BLOCK OF PROGRAMS SPOT

LMAO Syndrome
The NBC Agency

Action Thursday
Sanoma Television Oy/Nelonen Media

MBC MAX - Comedy Nights
MBC Group

Captain Afternoons
TV1 Australia

From Kitchen To Crime
Viasat Broadcasting Ltd

Nations Favourite Reality Pop Star
MTV UK

DAYPART/BLOCK OF PROGRAMS CAMPAIGN

Action Thursday
Sanoma Television Oy/Nelonen Media

NCIS/NCIS Los Angeles Launch Campaign
CBS

FOXRETRO - Signorina Buonasera
fox channels italy

New Line Up
MediaCorp TV Singapore Pte Ltd

THRILLER NIGHTS: NBCU
BDA CREATIVE

Genre Blocks On Fox Life
Fox International Channels Japan

"BEHIND THE SCENES" PROMOTION - LONG/SHORT FORM

Once Again on Channel One Russia
Channel One Russia

Chuck BTS Long Form
The NBC Agency

Mad Men Series 2 - 'The Don'
MOVIE NETWORK CHANNELS

TMYK Green Story
The NBC Agency

Doctor Who Promo Looks
BBC America

It's Fun. Image Campaign
RTL II

STUNT PROMOTION - ON-AIR ONLY

Dance Sunday On TV1000 Classic
Viasat Broadcasting

Poltergeist Takeover
Discovery UK

MBC MAX - Fashion Week
MBC Group

75th Anniversary Elvis Presley
Sky Creative Services GmbH

Melbourne Cup - Crazy Lady
SEVEN Network Australia

Sci Fi Deep Sea Terror
NBC Universal Global Networks Germany

INTERSTITIAL/"PROMO-TAINMENT"/ PROGRAM WRAPS CAMPAIGN

WW2 - Royal British Legion Sponsorship Spots
Discovery UK

Ollie, Nollie, Flip, Grind
Walt Disney Television Italy

Survivors Inside Looks
BBC America

Doki & Friends Songs
Discovery Kids Latin America

TLC and The Knot: Wedding Tips
TLC

Topolino e gli animali da record
Walt Disney Television Italy

INTERSTITIAL/ADVERTISER INTEGRATION/PROGRAM WRAPS CAMPAIGN

Total / Nat Geo Adventure
Fox Channels Italy - Ad Sales and Fox Factory depts

Gosselins at The Museum
TLC

Unichips / FOX
Fox Channels Italy - Ad Sales dept / Fox Factory dept

Electrolux / FoxLife
Fox Channels Italy - Ad Sales dept / Fox Factory dept

MuchMusic - VJ 2.0 Campaign
CTV Creative Agency

BMW / Nat Geo Core
Fox Channels Italy - Ad Sales dept / Fox Factory dept

ON-AIR CONSUMER TIE-IN PROMOTION

Lunar Festival 2009
Television Broadcasts Limited

National Geographic & Geico : Mating
Wee Beastie

ION Singapore - Fun Taiwan Host Janet Hsieh
Discovery Networks Asia-Pacific

Cadbury Cross Promotion
SEVEN Network Australia

Suburban Rats
Kanal 5

SONY - World Cafe Asia Host Bobby Chinn
Discovery Networks Asia-Pacific

ON-AIR CONSUMER TIE-IN PROMOTION CAMPAIGN

Potepi-kun
Animax Broadcast Japan

Air Asia Factoids
Discovery Networks Asia-Pacific

TLC and Allstate Driving Tips
TLC

MBC - Hummer Competition
MBC Group

MuchMusic - VJ 2.0 Campaign
CTV Creative Agency

NOKIA Tie In Promotion Campaign
SCI FI Australia

PUBLIC SERVICE ANNOUNCEMENT

Habitat For Humanity
Astro Entertainment Sdn Bhd

Spread Information, Not The Virus
ONCE TV MÉXICO

FIREMAN
TNT Broadcasting Network

MultiChoice Film Talent Incubator
StudioZoo for MultiChoice

Born To Be Alive
RTL II

Maori Language Week
Maori Television

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

MTV2 CANADA – PSA Campaign
CTV Creative Agency

Nicktrition Billboards
Nickelodeon Australia

Folic Acid 2009
Fundacion Teleton Mexico A.C.

Xiao Tai Yang : Smart Kids
Astro

Culture
Fundacion Teleton Mexico A.C.

The Year Of The Youth
TNT-Broadcasting Network

TELEVISION-VIDEO PRESENTATION:
HOME ENTERTAINMENT

TELEVISION SERIES PROMOTION

SOS 2
Televisa

CSI
**Company not listed*

Hermanos y Detectives
Televisa

CSI
**Company not listed*

Terminales
Televisa

Pop Idol
**Company not listed*

■ **TELEVISION-VIDEO PRESENTATION:**
CABLE, SATELLITE AND ONLINE CONTENT PLATFORMS

BRANDING/IMAGE SPOT

MBC ACTION - Action April Opener
MBC Group

Amaze Your Mind
BBC Worldwide Channels Asia

Goddess of Music
SPACE SHOWER TV

Al Arabiya - Rawafed Generic
MBC Group

Festival of [V]
XYZ NETWORKS

Viasat Branding
Viasat Broadcasting

BRANDING/IMAGE CAMPAIGN

DStv Players Campaign
StudioZoo for DStv

They Know About Sport
Sky Sports, BSkyB Ltd

MAX summer
XYZ NETWORKS

Icons of Entertainment
Viasat Broadcasting

HD Summer Campaign
DIRECTV Latin America

We Are [V]
XYZ NETWORKS

ON-SCREEN SERVICES PROMOTION (VOD, PPV, ETC)

DBOX_HOTVOD_PROMO
HOT

DStv - Model Behaviour
StudioZoo for DStv

NEW_HOTVODYOUNG_PROMO
HOT

ViasatOnDemand (Goodbye TV Guide)
Viasat Broadcasting LTD

BT Vision Call Me
BT Vision

ViasatOnDemand
Viasat Broadcasting LTD

■ **TELEVISION-VIDEO PRESENTATION:
TRADE OR INTERNAL MARKETING**

MARKETING VIDEO/PRESENTATION - INTERNAL

Sky Cinema Rocks you
Sky Cinema

Star Search
MediaCorp Channel 8

TBSLA Reel
TNTLA

Life: Discovery Presentation Open
Discovery Channel Latin America

Advertisers
8tv

TBSLA Opening for the 2009 Upfront Presentation
TNTLA

MARKETING VIDEO/PRESENTATION - EXTERNAL

2010 Vancouver Olympics Theater Promo
The NBC Agency

DNAP CASBAA 15th Anniversary Sizzle 2009
Discovery Networks Asia-Pacific

TLC 2009 Upfront Close
TLC

kabel eins: Summerscreening 2009 - Opening
Creative Solutions - German Free TV

SET Sales Reel - Hazardous Materials
SPE Networks - Asia Pte Ltd

7TWO Launch Reel
SEVEN Network Australia

SALES/DEMO REEL

EMEA Reel
SPT Networks

MBC ACTION - Sales Tape
MBC Group

UP-FRONT INTRO REEL 2009
FOX Channels Italy

MBC2 and MBC MAX - Sales Tape
MBC Group

7TWO Launch Reel
SEVEN Network Australia

MBC Group - Sales Tape
MBC Group

**■ TELEVISION-VIDEO PRESENTATION:
*SPECIAL CATEGORIES***

SOMETHING FOR NOTHING

AXN HALLOWEEN
SPT Networks Italy - AXN

All-Day Business News promo
Channel NewsAsia, MediaCorp Pte Ltd

39.5 - comics
TVN

Discovery Kids Launch Spot
Discovery Networks Asia-Pacific

Generals At War
FOX Channels France

Cloverfield Promo
Showtime Australia

BEST WORK NEVER SEEN

UNDERBELLY: A TALE OF TWO CITIES
NINE Network Australia

JAWS
NBC Universal Global Networks Italy

Al Arabiya - Bush (My Way)
MBC Group

How do you ABC?
ABC TV

Tornado Rampage "The Hallelujah Version"
Discovery Networks Nordic

BT Vision Late Night TV
BT Vision

FUNNIEST PROMO

Conan O'Brien "The Quality Product"
The NBC Agency

National Geographic & Geico : Mating
Wee Beastie

Guess Who's Been Watching DStv - Driving Lesson
StudioZoo for DStv

M-Net "Tooth Fairy - Bring On The Magic"
Clearwater for M-Net

King Tut
National Geographic Channel UK

Melbourne Cup - Crazy Lady
SEVEN Network Australia

■ TELEVISION-VIDEO PRESENTATION:
CRAFT CATEGORIES

EDITING

M-Net "Superheroes" Festival
Clearwater for M-Net

TNT Comedy
TNT Broadcasting Network

M-Net "Tooth Fairy - Bring On The Magic"
Clearwater for M-Net

Specials @ 10
SET-Multi Screen Media Private Limited.

Dead or Alive
Viasat Broadcasting Ltd

M-Net "Tooth Fairy - Summer of Tooth"
Clearwater for M-Net

COPYWRITING

Rugby Six Nations- This Shirt
SKY ITALIA

Amaze Your Mind
BBC Worldwide Channels Asia

Primer Ascenso
FOX International Channels Espana

Classic Crime Capers
Viasat Braodcasting

SKY TG24 PORTRAITS
SKY ITALIA

Live Curious IF spot
National Geographic Channel

DIRECTING

Heroes "Football"
The NBC Agency

CTV Olympics - Hudec
CTV Creative Agency

MLB All-Star Game "Magnet"
FOX Sports Marketing

Trauma "Nancy"
The NBC Agency

Live Curious IF spot
National Geographic Channel

Specials @ 10
SET-Multi Screen Media Private Limited.

DESIGN

COMICS
NBC Universal Global Networks Italy

Galactica Teaser
NBC Universal Global Networks España

Super Swank
Discovery Networks Asia-Pacific

MEGASTRUCTURES
National Geographic Channel

American Hate: Nazi
National Geographic Channel UK

Rail and Road Report
NY1

USE OF ORIGINAL COMPOSITION IN A PROMOTION

Das Erste, Vancouver 2010
UnitedSenses Munich

FOX8 Australia's Next Top Model - Cycle 5 Launch
FOX8 | FOXTEL Management Pty Ltd

CTV Olympics - Hudec
CTV Creative Agency

Boomdeyada DNAP
Discovery Networks Asia-Pacific

TNT-Comedy
TNT Broadcasting Network

Canal+ Sport Promo
Devilfish

MUSIC PACKAGE/POST SCORE OR INSTRUMENTAL THEME WITH OR WITHOUT VOCALS

CTV Olympics - Omischl
CTV Creative Agency

Columbo spot
SPT Networks Central Europe

M-Net "Wild Boys" Festival
Clearwater for M-Net

Vancouver Olympic Winter Games - 2010 Opening Titles
FOXTEL

Robocop Festival 2009
e.tv

DStv - Mid-year retrospective
StudioZoo for DStv

SOUND DESIGN

ANNOUNCEMENT HD-VIALLI
SKY ITALIA

Stormchasers - Run Towards It
Discovery UK

ER WE GOTTA BEAT
Warner Channel

Dance Sunday On TV1000 Classics
Viasat Broadcasting

MK - Adagio
ORIJIN

Crime Stories
Crime & Investigation UK

■ **INTERACTIVE MEDIA:**

NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

NETWORK/CHANNEL/STATION/PLATFORM WEBSITE

Video Gallery
MediaCorp Pte Ltd

TNT_Online
TNT Broadcasting Network

scifi.de - The Website of Choice For Science Fiction fans
NBC UNIVERSAL Global Networks Germany

The Nick Shack
Nickelodeon Australia

SCI FI Australia Website
SCI FI, Australia

13thstreet.de - The Website for Thriller, Horror & Crime
NBC UNIVERSAL Global Networks Germany

■ **INTERACTIVE MEDIA:**

ONLINE/INTERACTIVE GAMES/IMMERGING PLATFORMS

GENERAL ENTERTAINMENT CHANNEL

Disney Channel Jam Session
The Walt Disney Company Latin America

Rakhi Game
NDTV Imagine Ltd

New Year, New You Resolution Generator
Discovery Health Channel

AXN Typing
AXN Japan

Disney XD - Zeke & Luther Skateboard Kings
The Walt Disney Company Latin America

INTEGRATED MEDIA PROMOTION:
NETWORK, CHANNEL, STATION, PLATFORM BRANDING/IMAGE PROMOTION

GENERAL BRANDING/IMAGE CAMPAIGN USING INTEGRATED MEDIA

ABC3 general branding
ABC3 by TACTIC

UNDERBELLY: A Tale Of Two Cities
NINE NETWORK AUSTRALIA

Get Closer
National Geographic Channel

CTV Olympics - Believe Campaign
CTV Creative Agency

It's Fun. Image Campaign
RTL II

ProSieben 3.0
Creative Solutions - German Free TV

HOLIDAY/SPECIAL EVENT CAMPAIGN USING INTEGRATED MEDIA

NAT GEO MUSIC LIVE FOR EARTH DAY - National Geographic Channel Italy
Fox Channels Italy

ANIMAX MUSIX
Animax Broadcast Japan

CTV Olympics - Believe Campaign
CTV Creative Agency

NBC UNIVERSAL Dark Mysteries
NBC UNIVERSAL Global Networks Germany

Day of the Dead
Televisa

South East Asia 15th Anniversary
Discovery Networks Asia-Pacific

**INTEGRATED MEDIA PROMOTION:
CONTENT PROMOTION**

PROGRAM/MOVIE PACKAGE MARKETING CAMPAIGN USING INTEGRATED MEDIA

The Monster of Florence
FOX INTERNATIONAL CHANNELS ITALY

30 Rock
TV1 Australia

ProSieben "Help me!"
Creative Solutions - German Free TV

Torchwood - Children of Earth
BBC Worldwide Channels Australasia

Moon Week - BBC Knowledge
BBC WW Australasia

ProSieben "Vote For Homer!"
Creative Solutions - German Free TV

HOLIDAY/SEASONAL/SPECIAL EVENT PROGRAM CAMPAIGN USING INTEGRATED MEDIA

ANIMAX Park
Animax Broadcast Japan

I LOVE SU
NBC Universal Global Networks Italy

Sci Fi Star Trek Marathon
NBC UNIVERSAL Global Networks Germany

Disney Pixar Special Programming Stunt
Walt Disney Television International (Japan)

CTV Olympics - Believe Campaign
CTV Creative Agency

DRAMATIC PROGRAM CAMPAIGN USING INTEGRATED MEDIA

InuYasha The Final Act Promotional Campaign
SPE Networks - Asia Pte Ltd

Harper's Island: Integrated Launch Campaign
CBS Television Network

Caprica
bpg

Fighting Spiders
MediaCorp TV Singapore Pte Ltd

AXN Stargate Universe
SPT Networks Italy - AXN

ProSieben "Help me!"
Creative Solutions - German Free TV

NON-FICTION/REALITY PROGRAMMING CAMPAIGN USING INTEGRATED MEDIA

Glutton For Punishment
Discovery Networks Asia-Pacific

"I'm Alive" Season One - Integrated Media Campaign
Animal Planet

Singapore Idol 2009
MediaCorp TV Singapore Pte Ltd

Casal Rock
TV3 - Televisio de Catalunya

CTV-So You Think You Can Dance Canada
CTV Creative Agency

"Jockeys" Season Two - Integrated Media Campaign
Animal Planet

CONSUMER TIE-IN PROMOTION CAMPAIGN USING INTEGRATED MEDIA

Hawthorne Tie-In Promotion With Japanese Nursing Association (Including Poster, Leaflet, Novelty)
AXN Japan

"Brothers & Sisters" Family Photo Session
AXN Japan

ANIMAX x Lotteria "Kids Meal Set"
Animax Broadcast Japan

"LOST" Beach House
AXN Japan

Golden Globe Awards Tie-In Promotion With SkyPerfecTV! "Party Queen of The Year" Press Event
AXN Japan

■ SPECIAL CATEGORIES

SPECIAL PROJECT AWARD

Star Search
MediaCorp Channel 8

NBC "More Colorful" Brand Manifesto
The NBC Agency

M-Net Carte Blanche '20 Years' Special
Clearwater for M-Net

Help me!
Creative Solutions - German Free TV

Framed Presenter Reel
Area 51, FOXTEL Management Pty. Ltd.

ProSieben "The Lipstick"
Creative Solutions - German Free TV

****PLEASE NOTE****

Due to select categories being judged at a later date, the finalists/winner in those categories will be announced at the awards show.