

IABM BAM Awards™ Guidelines 2019

Each year our judges must review more than 100 entries, many allocated to multiple categories, so it's important your application stands out from the crowd!

Make it count - There is rarely enough time for our judges to research applications beyond what they receive from you. They are specialists, so they may know something about your submission, but they may not if it is new or significantly updated. So, what you put in the application will make the difference, they have nothing else on which to make a judgement.

Remember the judging criteria - "These awards recognize products, projects and services that, in the view of the judging panel, offer significant benefits or new opportunities to the industry." And "Judging will be based on the perceived industry impact within the chosen category, in terms of end user benefit, value for money, innovation, implementation, performance or new opportunities created." Your application must highlight and clarify to the judges how your product, project or service achieves these criteria.

Avoid marketing speak - The judges are looking to see beyond the two extremes of marketing superlatives and deep specifications or technical details. Rarely does a website "cut and paste" or press release impress and a page of detailed technical specifications rarely adds value.

Choose the correct categories - One of the most common mistakes is to choose the wrong categories or just select the first in the list. The judges only work on their chosen categories, it's your responsibility to choose the categories that will work best for you. Applying to an irrelevant category is a wasted application!

Can't find a suitable category? - Then consider "Project, collaboration, event or alternative product/service". Innovation is not always a product or service. It may be a project, a system, a collaboration or workflow innovation for example. Or if your product does not fit the other nine categories, then this category is here for you!



Create

Original acquisition of raw content. Live ("real time") or recorded. In a studio or in the field.

Example:

Acquisition - cameras, camera accessories, audio acquisition, lighting, social/UGC



Produce

The production process (real-time/live) and post-production (file-based) to create a finished piece of content.

Example:

Real-Time Production – RT prod graphics, audio production, video production, production services

Manage Production – production software, post-production software

Post-Production – film transfer, editing, audio post, finishing, VFX & graphics, post-production services



Manage

The aggregation, preparation and management of completed content items ready for distribution.

Example:

Manage & Orchestrate – content & workflow management

Prepare – content preparation, content services



Publish

The playout or publication of content ready for consumers, and its subsequent distribution to reach consumers.

Example:

Linear Playout – linear playout systems, linear playout services

Non-Linear Publishing – non-linear publishing systems, non-linear publishing services

Venue Exhibition – projectors, large LED screens

Content Production – protection & encryption

Linear Distribution – distribution & encryption, Cable, IPTV, satellite, terrestrial distribution

Internet Distribution – internet distribution



Monetize

The business activities that support the creation, acquisition and generation of sales/advertising revenue of content.

Example:

Acquire – rights management

Schedule – broadcast management

Sell – advertising systems, subscription & CRM systems

Analyse – data analytics



Consume

The touchpoints with the end consumer of the content.

Example:

User Experience – identity management, UI & UX, apps and platforms



Connect

The infrastructure, connectivity and bandwidth used to move content within and between facilities.

Example:

Provide Access and bandwidth connectivity

Real-Time Transfer – intra-facility connectivity, inter-facility connectivity, video interfacing & conversion, audio interfacing & conversion

File transfer – file & object delivery



Store

The storage of raw, work-in-progress, completed and archived content.

Example:

Real-Time Storage – VTR's & DVR's, video servers

File & Object Storage – portable storage, on-premise storage, cloud storage



Support

The supporting capabilities used across the content supply chain to monitor and secure content and run operations.

Example: video monitors, intercom, compute power, cybersecurity, software development.

Monitor, Control Comms – video monitoring, audio monitor, system monitoring, test & measurement, communications

Secure – access, protect

Compute – on-premise compute, cloud compute

Design Build Run – facility hardware, implementation services, rental services



Project, collaboration, event or alternative product/service

Applicable for projects, events, team collaborative efforts, products or services not adequately covered by the above nine categories.