



EBUconnect AWARD 2012

List of the 5 selected promo per category with the percentage of "live" vote for the gold and silver awards winners in each category

CATEGORY 1 / BEST SPORT PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
34%	Channel - Russia	Russia - Ireland Promo
27%	S4C - Wales	Rugby World Cup 2011
	NRK - Norway	FIS - Nordic Worlds Ski Championships 2011
	ZDF - Germany	Audi Cup
	France 3 - France	Rugby world cup

CATEGORY 2 / BEST NEWS OR CURRENT AFFAIRS PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
33%	YLE - Finland	Living Archive - Where Yesterday Lives
31%	ZDF - Germany	William & Kate
	France 5 - France	History of America
	BBC - UK	BBC2 Money Season
	SVT - Sweden	9/11

CATEGORY 3 / BEST ENTERTAINMENT PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
26%	Rai - Italy	Cinderella 1922
25%	TV 2 - Denmark	DMA - Danish Music Award 2011
	BBC - UK	Art Revealed
	SVT - Sweden	Maestro - Who murdered Beethoven ?
	Georgia	Wakapedia

CATEGORY 4 / BEST MOVIE OR DRAMA PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
40%	BBC - UK	Luther
30%	Rai - Italy	Raidue Happy crime Christmas
	TV 2 Denmark	X-files - I want to believe
	ARD - Germany	Miss Marple
	TV 2 ZULU	Bloody Christmas

CATEGORY 5 / BEST CHILDREN'S OR YOUNG PEOPLES PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
50%	SVT - Sweden	15
39%	BBC - UK	Horrible Histories
	SVT - Sweden	Sommarlov
	VRT - Belgium	Wie wordt wrapper ?
	WDR - Germany	Fairytales - Time

CATEGORY 6 / BEST CHANNEL BRANDING PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
64%	ZDF - Germany	ZDFkultur
12%	ORF - Austria	ORF2 Rebranding
	DW - Germany	CI Campaign
	IBA - Israël	Something new in the air
	3sat - Germany	3sat - TRIALOG



CATEGORY 7 / BEST PROGRAMME OR EVENT BRANDING PROMOTION

NR.	BROADCASTER	TITLE OF PROMO
37%	BBC - UK	BBC 2 Christmas
22%	ZDF - Germany	Pixelmacher
	NRK - Norway	The Travel Radio - 4 films
	BR - Germany	programme campaign:"Abendschau"
	ARD - Germany	Christmas, and so on

CATEGORY / OUTSTANDING PROMOTION OF THE YEAR 2012

NR.	BROADCASTER	TITLE OF PROMO
	YLE - Finland	Living Archive - Where Yesterday Lives