

IABM BAM Awards® Guidelines 2020

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

Create covers the process of original acquisition or creation of raw content – live ("real-time") or recorded, in a studio or in the field and the technology that enables this process. While this naturally includes distinct products such as cameras and accessories, lighting and audio recorders, it also encompasses UGC and social media. Services such as OB/Remote trucks also come into the Create link. While these currently overlap into the Produce link, with the growing trend towards remote production using IP, OBs/Remotes will increasingly be fully described within Create.

Examples

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



Produce

Produce encompasses the production process (real-time/live) and post-production (file-based) to create a finished piece of content. The enabling technology that supports Produce includes graphics, audio production, video production and services, production and post-production software – including film transfer, editing, audio post, finishing, VFX and graphics, and services.

Examples

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

Manage defines the aggregation, preparation and management of completed content items ready for distribution. This includes content preparation and services, content and workflow management and orchestration, metadata, and operational analytics – everything from ingest and QC to transcoding; the process of readying content for delivery to the end-user customer.

Examples

Manage & Orchestrate – content & workflow management
Prepare – content preparation, content services



Publish

Publish covers an ever-growing field as viewing and listening choices continue to expand. It is defined as the playout or publication of content ready for consumers, and its subsequent distribution to reach consumers. Enabling technology for Publish includes linear playout systems, linear playout services, non-linear publishing systems, non-linear publishing services, projectors, large LED screens, protection & encryption, linear distribution & encryption, Cable, IPTV, satellite, terrestrial distribution, and internet distribution.

Examples

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

Managing business processes for content rights and royalties, scheduling linear and non-linear services, and selling and managing advertising.

Examples

Broadcast management systems including scheduling, traffic, and rights and royalties tools. Advertising, including addressable and programmatic. Data aggregation and analysis.



Consume

The final link in the content chain – and the force that ultimately powers it – Consume defines all the touchpoints with the end-consumer of the content. Examples include a consumer-facing app that makes content recommendations and captures consumer data.

Example

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



Connect

Connect defines the infrastructure, connectivity and bandwidth used to move content within and between facilities. This includes intra-facility connectivity, inter-facility connectivity, video interfacing & conversion, audio interfacing & conversion, and file & object delivery.

Examples

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

Every process in the chain also needs access to storage, whether it's raw content, work-in-progress, completed projects or archived content. This includes VTRs & DVRs, video servers, portable storage, on-premise storage, and cloud storage.

Examples

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

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



Support

The Support link encompasses the supporting capabilities used across the content supply chain to monitor and secure content and run operations. This includes video and audio monitoring, system monitoring, test & measurement, communications, cyber-security and protection, on-premise compute, cloud compute, facility hardware, implementation services, and rental services.

Examples

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, systems or services not covered by the above nine categories