

Dear friends,

Prix Italia has constantly been promoting creativity and quality in the media, regardless of genre.

Keeping faith with this principle, we are this year intending to celebrate the best works with the introduction of two new prizes: **the Prix Italia Golden Award for New Radio Formats** and **the Prix Italia Golden Award for International TV Coproductions**.

I take special pleasure in drawing your attention to how **the Prix Italia Golden Award for New Radio Formats** celebrates the radio/audio format which stands out for being particularly innovative, unconventional, “groundbreaking”, daring and bold. This radio/audio programme with no limit of genre, platform and length, may also be only designed and created for the exclusive broadcasting in streaming or podcast and produced with or without the support of archive material. This Competition is open to everyone, to Prix Italia broadcaster members and other players, such as independent producers. Participation is free. The winner will receive a cash prize totalling Euro 7,000 (Gross)

The **Golden Award for International TV Coproductions** on the other hand envisages programmes resulting from a coproduction by the submitting member organisation with at least one further broadcaster from a different country, and possibly with other partners, such as independent producers, institutional partners or sponsoring organisations.

I would also like to remind you that the Web Competition is also this year open to every Prix Italia member (i.e. Radio/TV broadcasters) as well as external players, such as media companies and web-based audio/video content producers.

There are two Web categories in 2015:

- **The Best Trans-media Experience** (Internet projects proposing a complex trans-media/cross-media user experience, enhancing a Radio/TV broadcast, a thematic channel or another special project directly created on the Web).
- **The Best Digital Storytelling** (Internet projects offering an articulate experience of digital storytelling). Both fiction (e.g. web series etc.) and non-fiction (e.g. web documentaries etc.) projects may be entered in this category.

The entry fee for the Web competition (enabling 4 projects to be entered, 2 in each category) has been lowered to Euro 300.

I believe these categories may be of interest to COPEAM members.

In this light, I would like to ask you to consider the possibility of promoting Prix Italia's latest initiative for 2015 among the COPEAM member network and media players and broadcasters in the Mediterranean.

You can find the regulations for the competition 2015 on our website:

<http://www.prixitalia.rai.it/Default.aspx?lang=eng>

Paolo Morawski

Secretary General

of Prix Italia

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