

Media Release

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SBS AND STUDIO TAKE HOME THREE GOLD AND TWO SILVERS AT PROMAXBDA ANZ AWARDS 2013

SBS has walked away with both GOLD and SILVER at this year's PromaxBDA ANZ 2013 Awards, held on Friday 18 October. Its subscription TV channel STUDIO also picked up two GOLDS and a SILVER.

SBS collected the GOLD award in the Best Copywriting category for 'Film with Sandy George' and a SILVER award in the Best Television Image Campaign (In-House) category for the launch campaign of SBS2.

Helen Kellie, Director of Marketing SBS, said: *"We are absolutely thrilled to be recognised for our work at the PromaxBDA awards. Working at SBS, we are united by our passion and vision to acquire and create programs that inform, educate and entertain all Australians. These awards are a tribute to the team's constant ambition to push boundaries and creativity through our promotional and marketing work."*

STUDIO picked up the GOLD award in the Best Television Image Campaign (In-House) category for their 'Create STUDIO 2012' campaign. The 'Create STUDIO 2012 – Paint on Glass Animation' campaign took out the GOLD award in the Best Television Image Promo (In-House) category, with 'STUDIO: Black Mirror – Series 2' securing SILVER for Best Drama Promo.

Chris Keely, General Manager, SBS Subscription TV, said: *"To win these awards is a great testament to the small but hard-working team at SBS Subscription TV, whose commitment and passion are infectious. We look forward to continuing to present unique, thought-provoking television to Australian audiences."*

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