

## 2024 AWARD CATEGORIES

**AUDIO – PRODUCER** | This award recognises the talent behind the microphones of radio shows and podcasts that have established themselves as future leaders in their field through achievements, creativity, and innovation.

**AUDIO – TALENT** | This award recognises the on-air talent of radio shows and podcasts that have established themselves as future leaders in their field through achievements, creativity, and innovation.

**ON-SCREEN CONTENT – PRODUCER** | This award recognises the talent behind the camera of on-screen content production from the big screen to the small screen that have established themselves as future leaders in their field through achievements, creativity, and innovation.

**ON-SCREEN CONTENT – TALENT** | This award recognises on-screen talent from the big screen to the small screen that have established themselves as future leaders in their field through achievements, creativity, and innovation.

**DIGITAL VIDEO - TALENT** | This award recognises the accomplishments of on-screen talent across various digital platforms, including YouTube, TikTok, Snapchat, and other live streaming platforms. It celebrates individuals who have distinguished themselves as future leaders in their field through notable achievements, exceptional creativity, and innovative approaches to content creation.

**PUBLISHING** | This award recognises journalists where digital is the primary form of publishing by its publication. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**THINKNEWS BRANDS BEST USE OF NEWS PUBLISHING** | Mediaweek has partnered with ThinkNews Brands to present a new award. This award will highlight the best use of news publishing. The campaign based award, Think News Brands Best Use of News Publishing, has been made to give publishers, media agencies, and creative agencies a platform to highlight and reward the tremendous campaigns in news publishing in the last twelve months.

**MEDIA AGENCY – INDEPENDENT** | This award recognises media agency specialists who work for independent agencies. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**MEDIA AGENCY – ALL AGENCIES** | This award recognises media agency specialists who work for any media agency in Australia, whether it be an independent agency or part of a holding company. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**CREATIVE AGENCIES** | This award recognises creatives agency specialists who work for any media agency in Australia, whether it be an independent agency or part of a holding company. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

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# NEXT OF THE BEST

CELEBRATING THE LEADERS OF TODAY AND TOMORROW

**SOCIAL MEDIA SPECIALISTS** | This award recognises social media specialists who work for any agency, media company, or brand in Australia. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**MARKETING – BRANDS** | This award recognises marketers who work for corporate brands in Australia. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**MARKETING – MEDIA COMPANY** | This award recognises marketers who work for media companies in Australia. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**PR SPECIALISTS** | This award recognises PR specialists in Australia, this can be across agencies, brands, or media companies. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**AD TECH** | This award recognises Ad Tech specialists in Australia. This award focuses on the product and operation side, not sales. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**NEW BUSINESS GROWTH – AGENCIES** | This award recognises the people that are driving new business growth for agencies in Australia. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**SALESPERSON** | This award recognises the people that are driving revenue for vendors through sales across the media industry in Australia. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**CHANGE MAKER** | This award recognises individuals within our industry whose exceptional efforts have propelled, supported, and empowered various communities, charities, or causes, catalysing invaluable and necessary transformation.

**CULTURE AWARD** | This award recognises the people in the media industry that best drive their companies culture through either leadership of the company or leadership of cultural programs and initiatives.

**DATA & RESEARCH** | This award recognises the people that are leading the future of data & research in the Australian media industry. These nominees have established themselves as future leaders in their field through achievements, creativity, and innovation.

**LEADERSHIP AWARD** | This award recognises the future leaders of the media industry and can include nominees of the previous categories as well as new nominees that may not fit any of the previous categories. This award recognises the most outstanding future C-suite leader in the media industry.