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**MIA
AWARD**

**MEDIA INDUSTRY AWARD
THE 1ST MIA 2020**



THE MIA AWARD CONCEPT

In view of the great challenges that our Arab media has faced during the past decades and the under-representation of Arab reality inspite of facing massive investments in the media sector in various respects, the media community has come to realize the need for joint efforts between investors and production companies to put an end to this deficit. This program focuses on visual content to increase competition, develop the content of Arab artistic works production industry and become the link between the investor and the producer in order to properly develop the visual and digital Arab reality.



MIA 2020

♦ With the participation of 22 Arab countries ♦

The first season of MIA AWARDS 2020 will be launched on the 15th of December 2020, where we warmly welcome the engagement of 22 Arab countries. The Award aims to present a distinguished set of television and digital works to eager and enthusiastic audiences. The Award also seeks to create an effective communication between the public, producers and technicians through its events. The intention is to discover young talents, along with enhancing the spirit of cooperation, cultural exchange and advancement in the television and digital art industry in the Arab world. It focuses on presenting new visions for the Arab production market needs; such as innovative and important ideas that strongly support and contribute to the development of Arab television productions where it is not only limited to Middle East but also internationally.



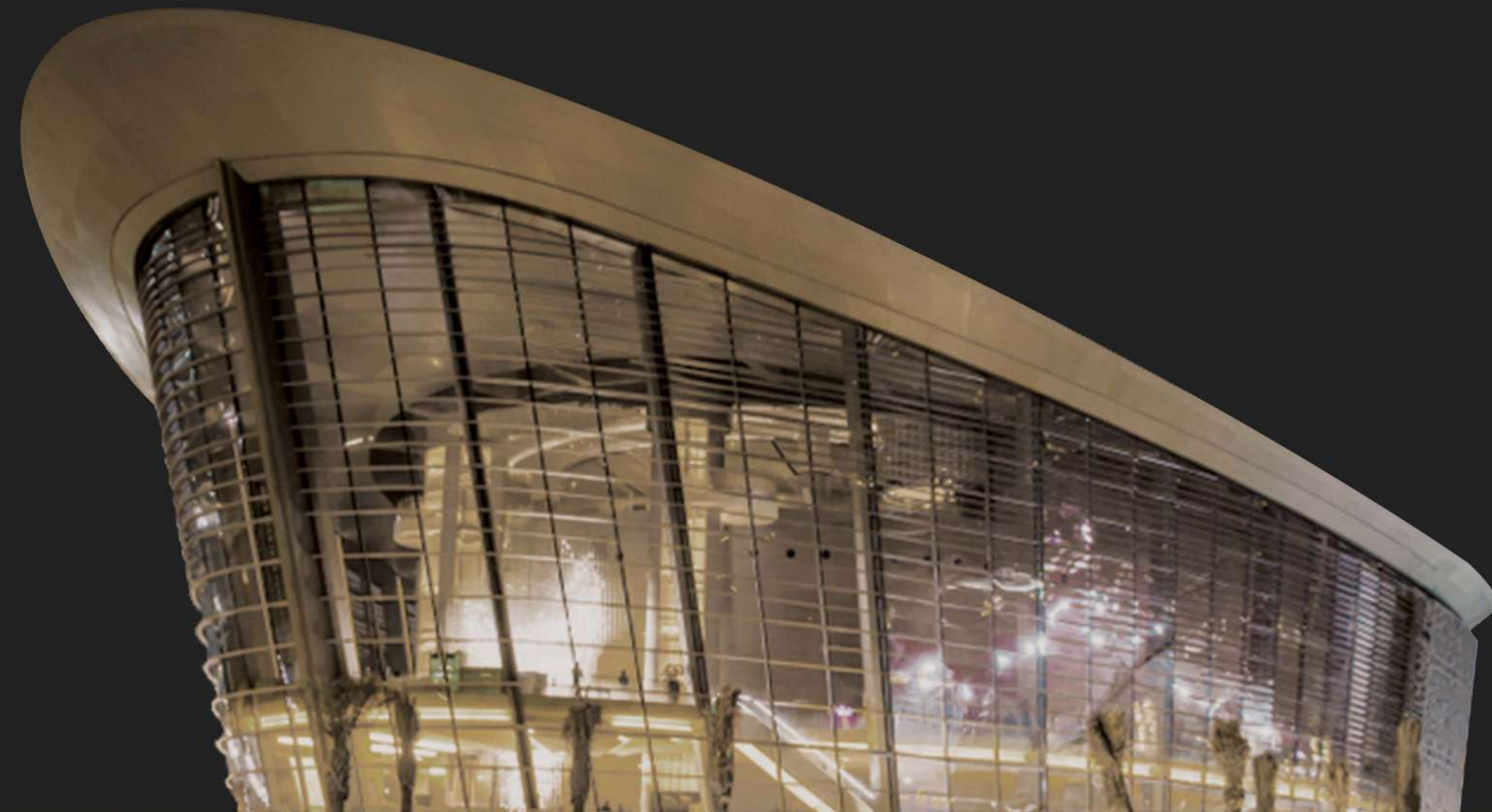
MIA AWARD 2020 TROPHY



DUBAI OPERA

AN ARAB AWARD GOING GLOBAL

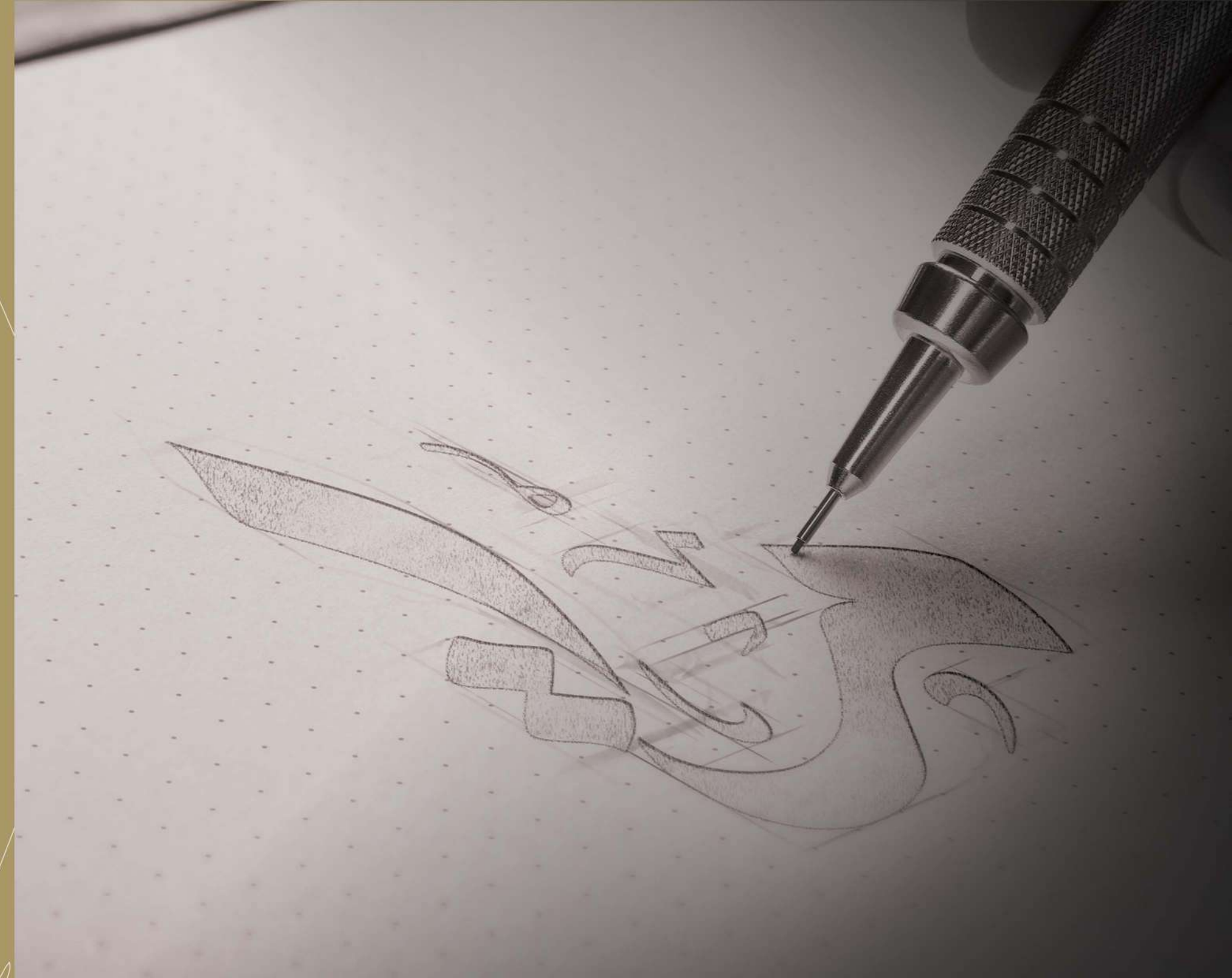
The first season of MIA will be held from 12th - 15th Dec 2020 in Dubai. MIA AWARD offers a comprehensive program including the most important and most recent Arab visual and digital works competing within the scope of its official competition.



MIA SLOGAN

♦ ARAB MEDIA: NEW REALITIES ♦

The MIA AWARD which upholds the slogan: “Arab Media: New Realities”, is a manifestation of a distinct cultural and intellectual event, one of a kind in its field, as it helps strengthen links and exchange expertise between Arab innovators to achieve further intellectual creativity and stimulate the marketing of media production through a common Arab art market. The Award will also help examine the latest developments in communication technology through an exhibition accompanying the Award, in which various media companies and production companies would be there to showcase their devices and equipments contributing to the development of all types of visual media production. This would highlight the work of Arab productions to reach out to larger segment of viewers.





MIA VISION

To contribute to raising the standard and quality of Arab production content to expand globally and meet the aspirations and passion of the public in line with the Arab identity.

MIA MISSION

Our mission, inspired by our slogan “Arab Media: New Realities”, is to improve the quality of Arab television production content and become an Arab platform for distinguished and creative people in the field where the creative ideas emerge into a cognitive and technological output from which Arab communities benefit and face their different future challenges.

MIA OBJECTIVES

- ◆ Refining the taste of the Arab individual from all segments and introducing new future visions that contribute to the advancement of Arab television production, also activating and motivating the television industry and raising the standard of Arab production to reach international levels.
- ◆ Creating an opportunity for integration, interaction and multi-cultural convergence to reunify the Arab identity, so that together we create a bright future “with one power and promising generations”
- ◆ Discovering new talents and highlighting the distinguished ones by increasing communication between young talents in the Arab world, prominent producers and technicians active in the field and offering greater cooperation between the production sectors and between media organizations, TV channels and digital platforms.
- ◆ Appreciating and honoring the innovators and achievers across the Arab world by assessing their works, learning about professional opinions about them and celebrating the best.





MIA VALUES

♦ Fairness

Treating Arab world co-equally - incorporating equality and fairplay

♦ Objectivity

Independently of anybody's whim, we depend on one unified mechanism in dealing with every performance where creativity determines the position.

♦ Credibility

The basic elements of our work is integrity and professionalism in our approach in evaluating the participating works.

MIA CATEGORIES

As we respect all trends and tastes, MIA is keen to receive all types of media productions and classify them into three categories. MIA presents its 24 kt gold-plated awards to motivate the competitors to offer their best.

MIA for television programs:

1. MIA for best Talk-show
2. MIA for best Interview program
3. MIA for best Debate program
4. MIA for best TV seminar
5. MIA for most Popular show
6. MIA for best TV magazine
7. MIA for best Documentary production
8. MIA for best Entertaining, competitive program
9. MIA for best Field coverage and reportage
10. MIA for Best Drama

MIA for individuals:

1. MIA for best Actor
2. MIA for best Actress
3. MIA for best Male Presenter
4. MIA for best Female Presenter
5. MIA for best Director
6. MIA for best Conceptualizer and Producer
7. MIA for best Screenwriter
8. MIA for best Director of photography
9. MIA for best Cinematographer
10. MIA for best Music
11. MIA for best Promo

MIA Appreciation Award

A high-level award recognizing media personalities or organizations who for their outstanding artistic contributions.

MIA JURY

Based on our belief in the value of integrity as an essential element for the success of the Award, we developed a complete vision characterized by credibility, professionalism and confidentiality at the same time, supervised by prominent academics, artists and professionals in this sector from various Arab countries to evaluate and select the works that will receive the MIA Award, under the direct supervision of the Supreme Award Committee.

MIA CONTESTANTS

The MIA Award seeks to motivate production companies and their personnel to develop positive and influential media. The best works and contributions are selected from all Arab countries and are highlighted. Contestants from all Arab countries; whether individuals, government authorities, entrepreneurs, satellite channels or digital platforms that fulfill the conditions and criteria, can submit their works electronically through the MIA Award website and pay the registration fees. The MIA Award is entitled to deal with the work as soon as it is uploaded to the Award website without any legal liabilities for intellectual property rights.

MIA PLATFORMS



MIA ONLINE

www.miaaward.com website posts the Award updates, to follow and learn about all topics related to the Award.



MIA POST

presents a daily bulletin to follow the Award updates and activities.



MIA GALLERY

presents the photos of the nominated works, contributions, events and eminent personalities.



MIA TWITTER

posts the Award content and coverage.



MIA SNAPCHAT

presents live coverage of the celebrations, press conferences, seminars and workshops held on the sidelines of the Award.



MIA INSTAGRAM

posts the Award content and coverage.



MIA FACEBOOK

posts the Award content and coverage in full integration with the official website.



MIA LINKEDIN

posts the Award content and coverage and connects with the right talents.

MIA EVENTS

Events held within the scope of the Award program:

- ◆ Workshops to develop professional technical and technological capabilities.
- ◆ Specialized seminars by expert professional media makers and Arab stars.
- ◆ Presenting unique success stories.
- ◆ A special market serving production companies and digital and TV platforms, including the latest engineering and technological systems in media and TV production industry.
- ◆ Live interviews and discussion of important issues (Live broadcast)

MIA SOCIAL ENGAGEMENT

MIA Compassion

Compassion, sympathy and mercy are significant moral values representing noble human and cultural principles with profound impact on social life. One cannot forget the role of compassion in creating the spirit of solidarity, joint liability and engagement between people. Compassion is one of the reasons behind social engagement as advocated by our religion, to be united and coherent supporting each other. MIA Award has chosen to honor charitable works as humanitarian support under the topic “Social Compassion”, based on the belief in the necessity of enhancing human dimensions, spreading the spirit of compassion and concerted humanitarian efforts in all works in the various sectors, being an essential element and one of the top manifestations of Arab unity.

MIA SCHEDULE

- 1st Symposium** Mainstream Media and New Media: Competition or integration?
- 2nd Symposium** The future of Arab media in light of the Current Challenges.
- 3rd Symposium** Media Production and Artificial Intelligence.
- 4th Symposium** Measuring viewership ratings between credibility and misinformation.

	1 st Day 12 December 2020 Meydan Hotel-Events	2 nd Day 13 December 2020 Meydan Hotel-Events	3 rd Day 14 December 2020 Meydan Hotel-Events	4 th Day 15 December 2020 Opera House
10:00		Kick-off day	Kick-off day	
11:00				
12:00		1 st Symposium	3 rd Symposium	
13:00				
14:00		Presentation of unique success story	Presentation of unique success story	
15:00				
16:00				
17:00	Registration of participants and exhibition inauguration tour	2 nd Symposium	4 th Symposium	
18:00				
19:00				
20:00				Guest reception
21:00	Exhibition	Exhibition	Exhibition	Awards Ceremony
22:00				
23:00				
00:00	End of the day	End of the day	End of the day	Closing

MIA VENUE

The Award ceremony will be held in the Dubai Opera ; the prime creative facade of arts, culture and music of Dubai City, while the other accompanying media events and activities (Exhibit) will be held in the Meydan Hotel.

MAP FOR
MEYDAN HOTEL



MAP FOR
OPERA HOUSE



MIA TOOLS

- 1- An experienced and talented team.
- 2- A fair for communication and interaction.
- 3- Halls for presenting ideas and cultures.
- 4- An art forum for the celebration.
- 5- Annual appreciation awards.



Be a part of one of the most
influential Arab Media Events.

Kindly share your experience
with us and one of our team
members will get back to you shortly.

Welcome



كن جزءًا من أحد أكثر الفعاليات الإعلامية العربية تأثيرًا
يرجى مشاركة تجربتك معنا
وأحد أعضاء فريقنا سيرد عليك قريبًا.

أهلاً بكم

