

NEWS

Skype dials InShot



Skype has appointed Australian brand integration agency InShot to carry out strategic placement of Skype video in-programming as part of a national television campaign.

The first activity this quarter included the use of Skype video in Network Ten's breakfast show, 9am with David and Kim. The project was the first time Skype video has been recorded live in-programming with a national Australian broadcaster outside the United States.

James Grant Hay, InShot's managing director (pictured), said the campaign is a first in a series of television activities to be deployed on behalf of the global internet communications company to increase the number of paid Skype users in Australia.

There are currently around three million Skype users in Australia. In Q2 2008, Skype added nearly 29 million users to its worldwide customer base – ending the quarter with more than 34.3 million users globally.

Hay's startup enterprise InShot is an inte-



grated marketing services company specialising in product placement, branded entertainment and in-game advertising and digital product placement marketplace services for online video content producers and brand owners internationally.

Hay has also launched InShot Labs, an application service provider of hypervideo software authoring tools which allow objects in online video to be clickable.

The initial Network Ten spot which screened in early November was for Skype's sponsorship of CARE Australia's Cycling Challenge across northern Laos.

Oprah Winfrey's Harpo Productions is a regular user of Skype video, using the technology to interview international guests. **DM**

Digital Emmy's up for grabs

The call for entries for the Reed MIDEM and the International Academy of Television Arts & Sciences fourth International Digital Emmy Awards has opened.

The Digital Emmys recognise excellence in content created and designed for viewer interaction and/or delivery on a digital platform (interactive TV, mobile, internet, etc) originating outside of the United States. The Digital Emmys include three award categories: Digital Program – Fiction; Digital Program – Non-Fiction and Digital Program – Children and Young People

Eligible submissions must have been created and initially distributed outside of the United States. The deadline for entries is January 12, 2009.

Winners will be announced at a ceremony during MIPTV 2009 (March 30 –

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B&T Awards honour digital sector

The 2008 B&T Awards have attracted the strongest ever participation from the digital community, recognising excellence in the sector across four distinct categories.

These are: Interactive Agency, Digital Services Company, Best Digital Campaign and the inaugural category – The KPMG Digital Export Leaders Award.

KPMG congratulated all the companies that entered the new category and said: "When KPMG decided to support the Digital Export Leaders Award we were genuinely curious and open-minded as to the number, breadth and quality of responses we would get. We are delighted to say that we have been well-rewarded on all three counts. The entries spanned people-centric services businesses to IP-based global leaders from start-up to relatively mature stages of the life cycle. We congratulate all the finalists who took the time and trouble to nominate and wish them all the very best as they increase their penetration and revenue share around the digital world."

Judges comments on the export finalists:

Booking Angel: "A highly promising emerging business with genuine global potential reach and

a clear and simple business proposition and value to customers that they look forward to seeing bloom in the next 12 months."

Content Keeper: "This Canberra-based commercial business impressed the panel through its penetration of multiple markets globally. An impressive development history and future road map for their product suite in the e-security space, the demand for which will only continue to grow."

MassMedia Studios: "The Traction suite in particular revealed sustained export growth with an outstanding blue chip client list across diverse sectors in multiple geographies."

Overall over 70 advertising, media, PR, digital, experiential agencies and publishers were nominated across the 25 categories in the 2008 B&T Awards. Winners will be announced at a gala dinner at Sydney's Luna Park on December 5. **DM**

B&T AWARDS SHORTLIST - Digital sector

Interactive agency

- BMF
- Colenso BBDO
- Host

• Soap Creative

Digital services company

- August
- m.Net Corporation
- Salmat Digital Force
- TigerSpike
- Viocorp

Best digital campaign

- Air New Zealand – Colenso BBDO
- Bondi Blonde – New Dialogue
- Defence Force Recruiting – Visual Jazz
- Domain.com.au – Fairfax Digital
- UN Voices – Saatchi & Saatchi

The KPMG Digital Export Leaders Award

- Booking Angel
- MassMedia Studios
- Content Keeper



Dean McEvoy from Booking Angel



Steve Fanale from Mass Media



Content Keeper site