



***Telecommunications and Broadcasting
Industry (TBI)***



CATEGORIES BROCHURE

*Regulating for a Sustainable
Digital Society*

#TBI Awards

Introduction

In 2019 the Telecommunications Authority of Trinidad and Tobago (TATT) launched its inaugural Telecommunications and Broadcasting Industry (TBI) Awards to recognise and reward innovation, high standards and excellence in the telecommunications and broadcasting sectors of Trinidad and Tobago.

In commemoration of its 20th Anniversary, TATT is hosting the second edition of this signature event under the theme *Regulating for a Sustainable Digital Society*.

The aim of these awards is to recognise, appreciate and highlight the contributions and achievements of industry stakeholders.

In 2024 there will be nine award categories.

Thirteen awards will be presented at the gala ceremony to be held on 14th December 2024.

TATT encourages all concessionaires to participate.



Why Enter?

■ **Industry Recognition**

Winning awards gives the opportunity to be recognised among competitors in the industry, thereby obtaining “*bragging rights*” until the next awards.

■ **Reward and motivate your employees**

Submitting entries for the Telecommunications and Broadcasting Industry (TBI) Awards sends a message to the staff of your organisation that they are a part of a leading-edge company and that their achievements are worth recognising and celebrating. Winning awards is a huge boost to employee morale.

■ **Increased Visibility and Audience Reach**

This is a high-profile public relations and marketing opportunity that gives you the chance to tell your story, share your successes and attract new customers and media attention.

■ **Soft Benchmarking of Quality**

Industry awards are another avenue for benchmarking performance within the two sectors.



Entry Requirements

To view the entry requirements, please visit the Industry Awards page:

<https://tatt.org.tt/consumer/media/tbi-awards-2024/>

Each Concessionaire will be required to nominate a representative to submit entries on its behalf.

The Concessionaire must submit the name and email address of the nominee to awards@tatt.org.tt by 6th September 2024.

All information and materials submitted will be treated as confidential. TATT reserves the right to publish brief synopses of the winning entries.



Submission of Information

All qualifying entries must include the following:

- **INTRODUCTION** (50 words or less.)
SUMMARY (What you did and why, in 350 words or less.)
- **RESULTS** (Show evidence, in under 350 words.)
- **SUPPORTING DOCUMENTS** (Supporting documents can include up to two testimonials.)

When working on your submissions, please remember that the judges will place value on:

- **INNOVATION:** Did you develop or implement something that was truly game changing in the industry?
- **UNIQUE SELLING PROPOSITION:** What feature or characteristic of your product, service, etc. distinguishes it from others of a similar nature and/or makes it more appealing?
- **SUCCESS:** Can you prove it? Sales, revenue market share or consumer uptake. Statistics count!
- **DO PEOPLE LIKE IT?** Judges love testimonials. There is nothing more powerful or persuasive than someone else saying your product or service is great.

Judging Process

All entries will be assessed by an independent panel of expert judges.

- The judging panel will deliberate on the materials submitted.
- All materials submitted will be treated as confidential.
- The decisions of the judging panel will be final.

Queries

Please submit all questions or comments to the following email address:

awards@tatt.org.tt



Accessibility Award

About the Award

This award is open to all telecommunications and/or broadcasting concessionaires. The judges are looking for inspiring examples of accessible technologies that help persons with disabilities (PWDs). A winning entry will demonstrate:

- The nature of the disability the technology addresses.
- What and how the assistive technology has been used to address the issue.
- What impact it has had on the lives of PWDs.

The entry may refer to the work your organisation does as a whole or one specific project from 1st July 2019 to 31st August 2024.



Connect the Unconnected Award

About the Award

This signature award is open to all telecommunications and subscription TV concessionaires. There are areas and/or persons in Trinidad and Tobago with no access to telecommunications and/or broadcasting services. This award focuses on technological initiatives that have resulted in a significant improvement in the reach and quality of communications and/or broadcasting service delivery. A strong entry will demonstrate the uptake of services within unserved or underserved communities as well as highlight the benefits brought by the innovation in the use of the network solutions or service provision. It should explain:

- The nature of the issue that the technology addresses.
- How traditional or wireless technology has been used to address the issue.
- The impact it has had on the lives of people within the community/group.



Sustainability Award

About the Award

This award is open to all telecommunications and broadcasting concessionaires. Entrants must demonstrate how notable gains were derived from the use of environmentally friendly equipment or services; how carbon emissions were reduced; and efficiency in energy consumption and waste management.

It should explain:

- The catalyst for this initiative.
- How equipment and/ or technology was used to implement the initiative.
- The impact it had on the business and/ or lives of people within the community/group (community can be defined by the applicant).



Innovative Broadcaster Award

About the Award

This award is open to broadcasters (Free-to-Air Radio, Free-to-Air TV and TV Channels via Cable) that have demonstrated exceptional innovation in their approach to broadcasting. The judges are looking for innovations that pushed the boundaries in technology, content and audience engagement. Entrants must demonstrate a major achievement that highlights business growth, technological advancement or product innovation, leading to significant transformation within the broadcasting sectors.

It should explain:

- Innovations that pushed the boundaries in technology.
- How the innovation was introduced into the markets.
- A measure of the transformation within the broadcasting sector during the period 1st July 2019 to 31st August 2024.



Innovative Service Offering Awards

About the Award

These awards are open to all telecommunications and broadcasting concessionaires that implanted an innovative service offering.

Entrants must demonstrate how implementing this innovative service offering:

- Distinguished it in the market;
- Made a significant impact on the concessionaires' customer base; and
- A “value-added” service that ran for a specific period within the last 5 years, (1st July 2019 to 31st August 2024).

The judges are looking for evidence of innovation and not the entrant with the broadest portfolio or largest customer base.

*There are 2 awards within this category.
Winners will be declared for the following:*

- Fixed Telecommunications (Fixed Voice and/or Fixed Internet).
- Mobile Voice and Data Services.



About the Award

This signature award is open to Free-to-Air TV and Radio Broadcasters and Broadcasters Over Cable that offer a channel or a station that currently broadcasts local content. The judges are looking at the conscientious efforts of the broadcaster to promote local content. Entrants must demonstrate how promoting local content has transformed the national mediascape and provided an enabling environment for local creative industries.



Social Contribution Award

About the Award

This award is open to all telecommunications and broadcasting concessionaires. Entrants must provide specific evidence of the social benefits* that their product or service has created/achieved on the market it seeks to help. The judges are looking for initiatives that were spearheaded by the entrants. Examples of social contributions can include job creation and corporate social responsibility initiatives. The project must have produced demonstrable results over the period 1st July 2019 to 31st August 2024.

*(*not revenue generation or profitability)*



Technological Disrupters Awards

About the Award

These awards are open to all telecommunications and broadcasting concessionaires. Entrants must provide specific evidence of significant transformation in the industry within the last 5 years, (1st July 2024 to 31st August 2024). A successful entrant must demonstrate the disruptive impact of their technological changes in the local market. The judges are looking for evidence that the introduction of such changes, blazed a trail, creating a sustainable response in the market and replacing legacy services or technology.

There are 3 awards within this category.

Winners will be declared for the following:

- Fixed Telecommunications (Fixed Voice and/or Fixed Internet) and Subscription TV.
- Free-to-Air Radio Broadcasting.
- Television Broadcasting (Free-to-Air TV and TV Channel over Cable).

Radio for “Our People” Award

About the Award

This award is open to FM Radio Broadcasters. The judges are looking for broadcasters, which have made a conscientious decision to focus their programming on the “best of our people”. Entrants must demonstrate the extent to which their programming promotes cultural heritage and celebrates our national identity from the period 1st July 2019 to 31st August 2024.





AWARDS SCHEDULE

**Entries Deadline
22nd October 2024**

**To enter, please visit
[https://tatt.org.tt/consumer/media/
tbi-awards-2024/](https://tatt.org.tt/consumer/media/tbi-awards-2024/)
and submit the online entry form.**

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