

**BROADCASTER SHORTLIST - CREATIVE ABBY 2019**

Category Code	Entry No.	Brand	Campaign
<b>1 - Best launch of a TV channel</b>			
1	5	Zee Bollywood	Zee Bollywood Channel Launch
1	6	Zee Hindustan	Khabrein Khud Bolengi
<b>2 - Best launch of a TV program using multi-media</b>			
2	1	Disney	Ducktales Launch Campaign
2	5	StarPlus	Kasautii Zindagii Kay
2	6	StarPlus	Kullfi Kumarr Bajewala
2	7	RadhaKrishn	RadhaKrishn Launch
2	8	Colors	Kesari Nandan
2	9	Colors	Gathbandhan
2	10	Colors	India's Got Talent
2	12	Colors	Dance Deewane
2	14	Sony SAB - Sony Pictures Networks India Pvt. Ltd.	Aladdin-Naam Toh Suna Hoga
<b>3 - Best TV reality show promo</b>			
3	2	AXN	Top Chef
3	4	starplus	Dance plus season 4
3	5	MTV	DATING IN THE DARK - ANIMALS
3	6	Sony Pictures Network India - Sony Entertainment Television	The Kapil Sharma Show
3	7	Sony Pictures Network India - Sony Entertainment Television	Comedy Circus
3	8	Sony Pictures Network India - Sony Entertainment Television	Kaun Banega Crorepati
3	9	Sony Pictures Network India - Sony Entertainment Television	Indian Idol
3	10	MTV	The Anti-social Network Launch
<b>4 - Best TV fiction promo</b>			
4	2	AXN India	The Handmaids Tale Season 2
4	3	AXN India	AXN Bestsellers
4	4	starplus	kasautii zindagii kay
4	5	starplus	kullfi kumarr bajewala
4	6	RadhaKrishn	RadhaKrishn Launch Music Video
4	7	Sony Pictures Network India - Sony Entertainment Television	Vighnaharta Ganesh
4	8	Sony Pictures Network India - Sony Entertainment Television	Mere Sai - Shraddha Aur Saburi
4	9	Sony Pictures Network India - Sony Entertainment Television	Patiala Babes
4	11	Sony SAB - Sony Pictures Networks India Pvt. Ltd.	Bhakarwadi-Cooking Soon
4	12	Sony SAB - Sony Pictures Networks India Pvt. Ltd.	Shriman Shrimati Phir Se
<b>5 - Best TV comedy show promo</b>			
5	1	Sony Pictures Network India - Sony Entertainment Television	The Kapil Sharma Show
5	2	Sony Pictures Network India - Sony Entertainment Television	Comedy Circus
5	3	Sony Pictures Network India - Sony Entertainment Television	Dus Ka Dum
5	4	MTV BEATS	Baba Ki Chowki - 50+ Episodes
<b>6 - Best TV kids program promo</b>			

6	1	Hungama	Bola kampung launch promo
6	2	Hungama	Shinchu Sustainance promo
6	3	Disney	Ducktales Family sell promo
6	4	Sony Pictures Network India - Sony Entertainment Television	Super Dancer Chapter 3
<b>7 - Best TV news channel promo</b>			
7	1	News18 India	News18 India Leadership Campaign
7	4	CNN-New18	The Reporters Project
7	6	ABP News	ABP News - Khabrein jo Desh ko Rakhein Aage
7	7	News18 Network	News18 Network Campaign
7	9	India Today TV	Vote On (Karnataka Election)
7	11	Zee Hindustan	Khabrein Khud Bolengi
<b>8 - Best TV sports channel program promo</b>			
8	1	SONY SIX AND SONY TEN 2 - SONY PICTURES SPORTS NETWORK	AUSTRALIAN OPEN 2019- STAGE OF GREATS
8	2	Sony Ten 2	2018 FIFA World Cup - Meri Doosri Country
<b>9 - Best movie promo by a TV channel</b>			
9	4	UTV MOVIES	DHOOM DHAAM DIWALI
9	6	UTV ACTION	RANG DE GOLI
9	7	Sony PIX	Children's Day
9	8	Sony PIX	Halloween Special
9	10	Zee Bollywood	101%Shuddh Romance Promo
9	11	Zee Bollywood	101%Shuddh Panga Promo
9	12	Zee Bollywood	101%Shuddh Drama Promo
<b>10 - Best TV program for Cause related Marketing</b>			
10	3	TIMES NOW	Path To Life
10	6	Colors	India's Got Talent
<b>11 - Best regional TV program promo (other than Hindi and English)</b>			
11	2	ABP Ananda	ABP Ananda - Kaar Dokhole Graam Bangla
<b>13 - Best original music score for a TV Program</b>			
13	1	Sony BBC Earth	Sony BBC Earth Brand Film
13	2	Sony PIX	PIXMAS Special
13	3	starplus	kulfi kumarr bajewala
13	4	RadhaKrishn	RadhaKrishn Title Track
13	5	Sony Pictures Network India - Sony Entertainment Television	Mere Sai - Shraddha Aur Saburi