



BAFTA ANNOUNCES THE PHILIPS AUDIENCE AWARD NOMINEES

The Apprentice, Coronation Street, Outnumbered, Skins, Wallander and X Factor battle it out

Thursday 2 April 2009

The British Academy of Film and Television Arts today announced the shortlist of nominated shows for the **Philips Audience Award** for the Best Programme of 2008 at this year's British Academy Television Awards.

The **Philips Audience Award** is open to all genres and is the only award at the BAFTA ceremony voted for by the public. It honours the programmes that captured the public's imagination, got people talking, and were the most loved and admired of 2008. An esteemed panel of TV experts convened to compile the shortlist which comprises a variety of genres, including light entertainment, situation comedy, soap and drama:-

- **The Apprentice**
- **Coronation Street**
- **Outnumbered**
- **Skins**
- **Wallander**
- **X Factor**

Between 1200hrs on 2nd April and 1800hrs on Saturday 25th April, members of the public will have the opportunity to vote for the Philips Audience Award:-
Voting can be done by any of the following means: Telephone, SMS or Online.

Paul Hobden, Marketing Director at Philips is impressed with the nominations. "These are all great quality nominations that have had audiences glued to their screens. That's a vision shared by Philips through our continued innovation in TV technology; we aim to bring viewers ever closer to the on-screen action and truly enhance their viewing experience".

Anne Marie Flynn, Head of Awards at BAFTA said: "The shortlist reflects the diversity of programmes to which audiences have really responded this year. There is something there for everyone and it will be very interesting to see which emerges victorious on the night."

Hosted by Graham Norton and broadcast on BBC One, the Awards will be held for the first time at the Royal Festival Hall on Sunday April 26, 2009.

To vote for the Philips Audience Award for the Programme of the Year, either

- **Telephone:** 09011221201
- **SMS:** 82058 (include the word BAFTA followed by a short space, then the name of the show you wish to vote for – "APPRENTICE", "STREET", "SKINS", "OUTNUMBERED", "WALLANDER", "XFACTOR").
- **Online:** bafta.org/philipsaudienceaward

For further information on the Philips Audience Award please contact
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Notes to editors

About BAFTA:

The British Academy of Film and Television Arts supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public.

About the shows:

THE APPRENTICE

Burning ambition meets the school of hard knocks when sixteen young entrepreneurs battle it out for a six-figure salary and a job with self-made millionaire Sir Alan Sugar. The series tests the candidates' business wits, competitiveness and ambition and unmasked the cut-throat world of business.

CORONATION STREET

Set in the fictional town of Weatherfield in Manchester, the country's longest running soap opera is a compelling blend of drama, romance and, of course, humour. The past year has seen the devastating consequences of Liam and Carla Connor's affair, Rosie Webster's kidnap and Peter's alcoholism alongside the comedy of Becky and Steve's on-off relationship, Tyrone and Molly's wedding, the arrival of Graeme Proctor and the rivalry between the Platts and Windasses.

OUTNUMBERED

Outnumbered depicts the chaos of family life and is a funny celebration of parental incompetence, as beleaguered Mum and Dad are locked in unequal combat with their three young children; a regal six-year-old with a talent for interrogation, an eight-year-old boy with a penchant for lying, and a lovelorn 12-year-old.

SKINS

Sometimes light, sometimes dark, always funny, Skins is an ambitious, emotionally-charged television drama, portraying the complex and vivid lives of a group of characters on the edge of adulthood, as they grow and develop.

WALLANDER

Set in the unusual and stunning, visual landscape of Sweden and adapted from the novels of Swedish author Henning Mankell, Kenneth Branagh plays the flawed, complex and compelling detective Kurt Wallander, solving crimes with his Ystad police team.

X FACTOR

In this fifth series, tens of thousands of auditionees were whittled down to the final 12, who battled it out through the live shows to win a million pound recording contract, with new judge Cheryl Cole making a stunning debut. The winner of the series was Alexandra Burke and featured performances from Beyoncé, Mariah Carey and Britney Spears.

Terms and Conditions for Philips Audience Award, the only Award to be voted for by the public as part of the British Academy Television Awards in 2009

Between 1200hrs on 2nd April and 1800hrs on Saturday 25th April, members of the public will have the opportunity to vote for the Philips Audience Award – the only award of the British Academy Television Awards in 2009 to be voted for by the public. Voting can be done by any of the following means:

Telephone: 09011221201
SMS: 82058
Online: bafta.org/philipsaudienceaward

All votes will automatically be included in a prize draw for 20 Nominees Gift Bags and one Philips 42" Ambilight Television. By using this voting service you agree to be bound by the terms and conditions below. If you do not wish to be bound by these terms and conditions you should not use the voting service.

1. The giveaway is open to all residents of the UK including the Channel Islands and the Isle of Man, except for BAFTA and BBC employees, anyone connected with the event and their close relatives. Proof of age, identity and eligibility may be requested. Should the winner be under the age of 18, the Champagne Taittinger will be substituted for Hotel Chocolat products.
2. Calls to the number 09011221201 will cost 25p from a BT Landline. Calls from other networks may vary and mobiles will cost considerably more.
Simply listen to the nominees and use your telephone keypad to vote for your favourite programme.
 - * Press 1 for The Apprentice
 - * Press 2 for Coronation Street
 - * Press 3 for Skins
 - * Press 4 for Outnumbered
 - * Press 5 for Wallander
 - * Press 6 for The X Factor
3. Callers must ensure that they obtain the bill payer's consent as callers will be liable to pay the telephone charges (or similar) for any call and/or texts made by the caller.
4. Text messages cost 25p each plus standard network rate.
5. If voting through SMS, your message must start with the word BAFTA followed by a space then the short name for the programme you are voting for, listed as follows: APPRENTICE, STREET, SKINS, OUTNUMBERED, WALLANDER, XFACTOR. Please make sure you key-in the key word and short code correctly. For example: "BAFTA" "SKINS" to 82058
6. Please note that a person can only vote once per programme (through either means of entry) and that, for these purposes, up to five votes per programme will be counted from any given originating telephone number to allow for use by family and friends. Further votes from the same number will not count but will still be charged.
7. Please ensure that you vote during the voting window. We cannot guarantee that your vote will be registered after the voting window is closed.
8. In the event of a technical malfunction, BAFTA will discount votes received during the period of the anomaly.
9. BAFTA may at any time suspend, withdraw or re-set voting at its sole discretion.
10. Under no circumstance will a vote be able to be withdrawn or changed.
11. All content which appears on the voting service (including for example any text, images, graphics, video, music, logos and trademarks) is protected by copyright, trademark rights and/or other proprietary rights which are either owned or licensed by us. You agree not to infringe any of our rights, or those of our licensors and agree that you shall not copy or in any way reproduce any of the content comprised within the voting service
12. The winners will be randomly selected and contacted by phone or email by 1st May 2009. If a winner is unable to be contacted after reasonable attempts have been made, BAFTA reserves the right to offer the goody bag to another randomly selected entrant.
13. Contents of each Nominees Gift Bag are listed at:
www.bafta.org/awards/television/tv-awards-gift-providers,713,BA.html
along with product details of the Philip Ambilight Television.
14. The prize is as stated. There is no cash alternative and the prize cannot be sold or transferred in any circumstances.
15. BAFTA's decision as to the winners is final. Votes will be verified by a BAFTA representative. No correspondence relating to the giveaway will be entered into.

16. BAFTA reserves the right to disqualify any entries that breach these rules or are in any way fraudulent, inaudible or illegal manner (including without limitation bulk voting). BAFTA also reserves the right to cancel this giveaway if deemed necessary in its opinion, or if circumstances arise outside its control.
17. Unfortunately BAFTA cannot guarantee that the voting service will always be available to you on all platforms or the security of the service. BAFTA, its sub-contractors, subsidiaries and/or agencies cannot accept any responsibility whatsoever for any technical failure or malfunction or any other problem with any telephone network or line, system, server, provider or otherwise which may result in any entry being lost or not properly registered or recorded.
18. You agree that you will not do anything that adversely affects the operability or security of the voting service we provide.
19. Your personal details will only be used for the purposes of administering this giveaway and will not publish them or provide them to anyone without permission. For more information please go to bafta.org/privacy.html
20. The promoter of this giveaway is BAFTA. Should you have any questions regards this promotion, please send an email to philipsaudienceaward@bafta.org