

2022 INMA Global Media Awards finalists revealed

The International News Media Association (INMA) has announced 333 finalists in the 2022 INMA Global Media Awards, with a prominent theme among entries being how to capture audiences and keep them close to the brand. News24, Independent Media, Netwerk24 and Arena Holdings are the South African finalists.



Source: www.inma.org

While pandemic coverage was a consistent topic again this year, other topics dominating entries included health, climate change, and reaching out to millennials via concerts, competitions, awards, tech, music, and parenting.

Bennett, Coleman & Co. Ltd. (BCCL), Russmedia, HT Media, Media24, and Schibsted generated the most finalist nominations. Leading the finalist list are entries from India (60), United States (31), Austria (30), New Zealand (23), United Kingdom (23), Norway (22), Germany (19), and Australia (17).

The INMA Global Media Awards, which have been presented by INMA since 1937, received 854 entries from 252 news brands in 46 countries. The finalists hail from Africa, Asia/Pacific, Europe, Latin America, and North America.

Judging was held in February with 50 media experts from 24 countries, and was focused across 20 categories including news brands, media platforms, subscriptions, advertising, data and insights, product, and newsrooms.

The 854 entries in this year's Global Media Awards competition are live on INMA.org in the Best Practices archive. Finalists may be viewed publicly, while all other entries are reserved exclusively for INMA members. INMA has over 7,200 "best practices" from the past decade of Global Media Awards competitions, sortable to finalists and winners, category, year, and

country.

Winners in the INMA Global Media Awards competition will be announced virtually on 9 June 2022.

For the full list of finalists, go to www.inma.org

For more, visit: <https://www.bizcommunity.com>