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ADOBE, AL JAZEERA MEDIA NETWORK, THE ARTERY, CBS SPORTS, CLINTON FOUNDATION, CRUNCHYROLL, DELTA AIRLINES, WARNER BROS. DISCOVERY, NATIONAL GEOGRAPHIC, UFC, GIBSON, WALMART, SESAME WORKSHOP, LINKEDIN, SAWHORSE PRODUCTIONS FOR ROBLOX, MATTEL, DUOLINGO, TEEN VOGUE, COUNTRY MUSIC HALL OF FAME, PROPUBLICA, NASA TELEVISION, NEWSWEEK, MAYO CLINIC, MOTHER JONES, TIFFANY & COMPANY, GETTY STARRING OLIVIA RODRIGO, PARIS HILTON, DRAKE, LILY GLADSTONE, BARBIE, JEREMY ALLEN WHITE, RUPAUL, LUDACRIS, AND MORE AMONG THE 45 ANNUAL TELLY AWARD WINNERS

### **Asharq News wins “Telly Company of the Year”**

New York, NY (May 21, 2024) — **The Telly Awards**, the world’s largest honor for video and television across all screens, is thrilled to announce its 45th annual award winners. This year saw a record-breaking 13,000 entries from across the globe from independent production studios, networks, major brands, and respected organizations, including **The Artery, ESPN, Calvin Klein, Katara Studios, LinkedIn, Magnopus, MTV Entertainment Studios, PlayStation Studios, ProPublica, TelevisaUnivision, The Michael J. Fox Foundation, NASA, and the LA Clippers (NBA).**

The Telly Awards features categories each season that reflect the evolution of the video and television industry, and this year’s theme, “Beyond the Frame,” centered on new categories for Generative AI, Thought Leadership, Brand Collaboration, and Accessibility. Among the inaugural winners were **PepsiCo** in Branded Content – **Accessibility** for its “You Belong Here” campaign, highlighting the contributions of associates living with disabilities and caregivers. **Paramount Pictures** won in Social Video – **Brand Collaboration** for the “Viral Mission Impossible Theme Song” with Influencer Victor de Martrin, and stand out entries in **Thought Leadership** included those by **TED Conferences** featuring Astrophysicist Erika Hamden, and **AutoDesk** featuring President and CEO Andrew Anagnost.

“The caliber of the work this season has truly reflected the theme of going beyond the frame. Our industry is experimenting with new technologies and crafting compelling stories in multiple mediums,” shares Telly Awards Managing Director Amanda Needham. “The Telly Awards is uniquely positioned to meet the industry where it’s actually making work, be that on television or TikTok.”

The Telly Awards Judging Council reflects the diverse and global nature of creativity. This year’s jurors s include **Nathalie Van Sasse Van Ysselst**, VP of Design and Creative Services, MSG Sphere Studios; **Barry Christie**, Global Creative Lead, Meta Creative Shop; **Farihah Zaman**, Director, member of Brown Girl Doc Mafia; **Aiden Darné**, VP, Global Studio Lead Shutterstock;

**Malinda Wink**, Executive Director Minderoo Pictures, Yasir Khan, Editor-in-Chief, **Thomson Reuters Foundation**, Cristóbal Valenzuela, Co-Founder and CEO, **RunwayML**

This year the Tellys received 13K+ entries from **56** countries including Sweden, Spain, Greece, Korea, Singapore, Hong Kong and China and reflected a strong, continued interest in documentary filmmaking and video journalism, immersive experiences, branded content series, and classic work in online and television commercials. Standout work in Social Impact was headlined by winners such as **Mother Jones**, **Al Jazeera Digital** and **ProPublica**. **Sawhorse Productions** saw breakout wins in Immersive & Interactive with brand work for Roblox featuring FENTY and Olivia Rodrigo. Marketing wins in Online, Regional and Local TV Commercials went to **PinnacleAdvertising**, **Kernel** created by **Spectrum Reach** and **Cadence 3**.

The Telly Awards also announced **Asharq News** as **Telly Company of the Year** for the very first time. Powered by Bloomberg, their team has access to more than 2700 journalists and financial and economic analysts around the world. Winning work includes the “Asharq Business with Bloomberg Tech+ Show” in Video Journalism, “Asharq News Conflict in Darfur Story” in Explainers, and the Show Opening Segment for “COP 28,” the U.N. Climate Change conference. The fan favorite, the “People’s Telly Awards”, which were chosen by the public, went to a diversified, solid roster of creative and production talent, including **Catch + Release**, **SkyNews Arabia**, the **Miami Dolphins**, **Netflix** and the **City of Hollywood**.

Outside of the awards themselves, The Telly Awards hosts original programming online via podcast and video. Season three of The Telly Awards Podcast featured micro conversations with industry experts on topics ranging from AI tools to the creator economy, with notable episodes featuring Becky Owen discussing influencer marketing and Sarah Moses on measuring social impact in entertainment. The fourth season of the unfiltered, unrehearsed interview series, “Hot Takes” also returned with guests from **Bureau Betak**, **Droga5**, **FORTUNE Brand Studio** and **Snapchat**.

View the Season 45 Winners Reel at <https://tily.co/winnersreel>

View the full Telly Awards 2024 winners list at <https://tily.co/winners>

### **Specific winner highlights:**

#### *Social Video*

- *LinkedIn, Social Video - General - Motivational & Advice, “Catalyst: Rejecting Imposter Syndrome”*
- *Grey NY, Social Video - Series - DEI: Diversity, Equity & Inclusion, “Heart of Vegas”*
- *PlayStation Studios, Social Video - Series - Sports, “MLB the Show 23 presents Storylines: The Negro Leagues”*
- *Al Jazeera Digital, Social Video - Craft - Use of Vertical Format, “One Day in Gaza | Close Up”*

- *Mother Jones, Social Video - Series - News & Information, "Democracy in Danger: It Can Happen Here"*

#### *Online Series/Shows/Segments*

- *Golden State Warriors, Online - General - Social Impact, "City Edition: International Women's Day"*
- *America's Test Kitchen, Online - Series - Food & Beverage, "On The Road with Bryan Roof"*
- *American Society of Cinematographers, Online - Craft - Directing, "ASC Clubhouse Conversations - The Color Purple"*
- *WWE, Online - Craft - Use of Graphics, "WWE Summer Slam 2023 Graphics Presentation"*
- *PepsiCo Foundation, Online - Series - Sustainability, "PepsiCo Foundation Safe Water Changemakers"*

#### *Television Shows/Series/Segments:*

- *NBC News, Television - General - Documentary: Short Form (Under 40 Minutes), "Blood and Gold: Wagner's Rise in Central Africa"*
- *National Geographic, Television - Series - Documentary, "Ancient China From Above 2"*
- *Jim Henson Company, Television - Series - Children, "Fraggle Rock: Back to the Rock"*
- *SkyNews Arabia, Television - General - Culture & Lifestyle, "The Rhythms of Andalusia"*
- *Telemundo, Television - General - DEI: Diversity, Equity & Inclusion, "Celebrating Pride Month"*

#### *Marketing & Commercials*

- *WestElm, Online Commercial - General - Home, Furniture & Appliances, "National Geographic + West Elm Kids"*
- *GigBag Media, Local TV - General - Food & Beverage, "Food Depot | Halloween"*
- *Sacramento Kings, Local TV - Craft - Sound & Sound Design, "We Felt That"*
- *Feed the Children, Online Commercial - General - Social Impact, "If Words Were Enough"*

#### *Immersive/Interactive & Mixed*

- *Crunchyroll, Immersive, Interactive, & Mixed - General - Health & Safety, "Crunchyroll Ultimate Anime Fitness Challenge - Train Like Your Favorite Anime Heroes"*
- *The Artery, Immersive, Interactive & Mixed - General - Museums & Galleries, "Louisiana Civil Rights Museum, Dreamcube™"*
- *SawHorse Production, Immersive, Interactive & Mixed - General - Beauty, Fashion & Shopping, "FENTY Beauty + Skin Experience on Roblox"*
- *BigRock Creative, Immersive, Interactive & Mixed - Craft - Use of 360 Video, "T-Mobile for Business 5G Trailblazing Adventure"*

#### *Non-Broadcast*

- *Catch + Release, Nonbroadcast - General - DEI: Diversity, Equity & Inclusion, “The Hardest Part, A Teleflora Love Story (Mothers Day)”*
- *Deloitte Digital, Non-Broadcast - Craft - 2D Animation, “DigitalMIX”*
- *ProPublica, Non-Broadcast - General - Documentary: Short Form (Under 40 Minutes), “The Night Doctrine”*
- *NASA Television, Non-Broadcast - General - Documentary: Short Form (Under 40 Minutes), “The Color of Space | Victor Glover”*
- *Tiffany & Co, Non-Broadcast - General - Internal Communications, “Tiffany & Co. Internal Holiday Video 2023”*
- *U.S. Dept of Veterans Affairs, Non-Broadcast - General - Information, “PTSD Awareness Promo”*

### **About The Telly Awards:**

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, RunwayML AIFF, ReelAbilities Film Festival, Film Fatales, FWD-Doc, Stash, Production Hub, Ghetto Film School, Future of Film, We Are Parable, Video Consortium, SeriesFest and Green The Bid.

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