



ASIAN
Media
AWARDS 2025

**celebrating excellence
in the media**

asianmediaawards.com



The UK's most high profile Asian media event of the year

The Asian Media Awards recognise the strength and depth of the media industry. The awards also aim to highlight the ground breaking work of reporters and producers in highlighting issues affecting race relations and human rights.

The awards reward the efforts of media organisations in helping to galvanise their communities and forging ahead with what sometimes are limited resources.

It showcases the very best talent working in the Asian media and those working in the mainstream media.

It also serves as a platform for those working in the industry to network with mainstream organisations where they are vastly underrepresented.

The Asian Media Awards are supported and backed by some of the world's foremost media organisations.

Sponsorship of the awards offers a gateway into the Asian and mainstream media industry and influential power brokers.



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Asian Media Awards Shortlist Announcement 2025

Tuesday 23 September

A special event for 200 invited guests where we announce the short-listed candidates for the Asian Media Awards. The event is attended by finalists, partners and sponsors from across the UK.

In 2013 this was at London's Living Room, City Hall overlooking London Bridge. From 2014 to 2017 this was held at ITV, The London Studios.

Essence MediaCom HQ hosted this event in 2024.



Asian Media Awards Ceremony 2025

**Friday 31 October,
Manchester**

This 500 round table dinner event is THE Asian media event of the year. It is attended by leading

members of the Asian media and entertainment industry and brings together industry professionals and companies from across the UK. The awards take place in Manchester.



What They Said

"Being in this room with all this incredible talent and seeing your being celebrated by the Asian Media Awards is testament to how much progress being made. And that is brilliant to see."

Presenter and broadcaster Tina Daheley one being named Media Personality of the Year 2023



"Persevere. Do whatever you can to learn the ropes, in local radio, community radio, hospital radio, retail stores radio, make mobile phone videos of your work, use Instagram, Tik Tok, whatever, get across the latest technology, bang on the door of your local BBC TV or commercial station, go to a broadcast academy, and most of all, keep writing!"

Lisa Aziz wins Outstanding Contribution to Media Award 2022

"I genuinely believe that there is no such thing as individual success. I think we are the grateful recipients of all the people who fought before us, all the people who fight for us who we don't know and all the people who fight alongside us."

Ash Sarkar named Media Personality of the year 2019



"This is an honour I did not expect in my lifetime. It is for me and all those Asian women and men who now shine in the media today. Many are friends and mentees. I know how hard it is- how much Asian and black talent has to strive to get noticed, get the breaks, to get where they want and deserve to be. This is a celebration of all that. There is still a long way to go."

Writer and journalist Yasmin Alibhai-Brown was presented with the 2017 Outstanding Contribution to Media Award



"I'm delighted and honoured to accept an achievement award for a body of work that I hope continues to inform and entertain and hopefully inspire other young British Asian Men and Women to do the same."

Ayub Khan Din, Recipient of the Sophiya Haque Services to British Television and Film Award 2018

"It is brilliant. It is a real honour and I really hope that young people of all backgrounds realise that you will be recognised for your hard work even when things are difficult and that is the real special thing about tonight."

Fatima Manji on being named 2016 Media Personality of the Year



"The truth is there aren't enough of us around. Lenny Henry, David Harewood and a lot of the others have been banging the table for the last year and trying to get people to notice what is going on. A lot of us feel that in many ways things are going a bit backwards in terms of representation. And things are not as progressive as they felt 25 years ago when I was getting into the industry."



Krishnan Guru-Murthy, Media Personality of the Year 2014



"When I was growing up, watching Zainab Bedawi on the news was mesmerising. These days there are more of us around, but there's still much more diversity needed behind the scenes and in senior editorial roles. I hope I can encourage younger people to come into the fascinating and powerful world of journalism."

Ranvir Singh, Journalist and presenter, Media Personality of the Year 2015

"It's a real honour for me being nominated for a Sky programme. To have won an award is a big thing. It's not just me. My team played a big part. We all wanted to find out what was going on. What we found will stay with me for the rest of my life."



Ross Kemp Extreme World: India, Best Investigation Award winner 2014



"I'm humbled, as I said, when I accepted the award to look out at a sea of faces, some of whom are so talented, many of whom are so experienced and with so much success that to be given an award in their presence, by some of them as judges is so humbling."

Mehdi Hasan, Journalist and writer, Media Personality of the Year 2013

Watch some of our previous award winners

The Asian Media Awards brings together representatives from BBC, ITV, Sky, Digital TV channels alongside a whole host of celebrities from the world of entertainment.

The awards are the first and only event to bring together elements of the Asian and the mainstream industries.

 **Click on name**

[Watch highlights of the 2023 ceremony](#)

[Nihal Media Personality of the Year Award 2022](#)

[My Hometown: Jassa Ahluwalia: Am I English?](#)

[Naga Muchetty Media Personality of the Year Award 2018](#)

[Paul Chowdhry accepting Best Live Event Award](#)

[Faisal Islam Journalist of the Year 2018](#)

[Yasmin Alibhai-Brown Outstanding Contribution to Media Award](#)

[Watch highlights of Asian Media Awards 2019 Shortlist Announcement](#)

[Watch highlights of the 2016 ceremony](#)



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Taking centre stage

The categories for the Asian Media Awards aim to celebrate the wealth of talent within the industry.

The awards are open to newspapers, magazines, radio stations, TV and websites dedicated to serving the Asian community of the UK.

They are open to mainstream media organisations which have aimed to target the Asian community of the UK.

Categories also aim to reward PR consultancies and in-house departments and the individuals who work within them.

All work entered into the categories must be either carried out in the UK or where involving work overseas, initiated and co-ordinated by staff in the UK.

Organisations and individuals can enter multiple categories and entries can be submitted on behalf of nominees or by themselves.





Categories

Journalism

Journalist of the Year
Best Investigation
Sports Journalist of the Year
Regional Journalist of the Year
Outstanding Young Journalist
Report of the Year

Radio

Radio Station of the Year
Regional Radio Station of the Year
Best Radio Show
Radio Presenter of the Year

Stage & Live Events

Best Stage Production
Outstanding Stage Performance
Best Live Events

TV

Best TV Character
Best Programme / Show
TV Channel of the Year (Asian)

Print & Online

Best Website / Best Blog
Best Video Channel
Best Podcast

Marketing & PR

Media Agency of the Year
Creative Media Award

Special Awards

Diversity in Media Award

Best Newcomer

The Sophiya Haque Services to
British Television, Film & Theatre
Award

Outstanding Contribution
to Media Award

Media Personality of the Year



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Judges

A judging panel aims to pick out the trailblazing journalists, publications, radio shows and TV channels within the Asian Media of the UK.

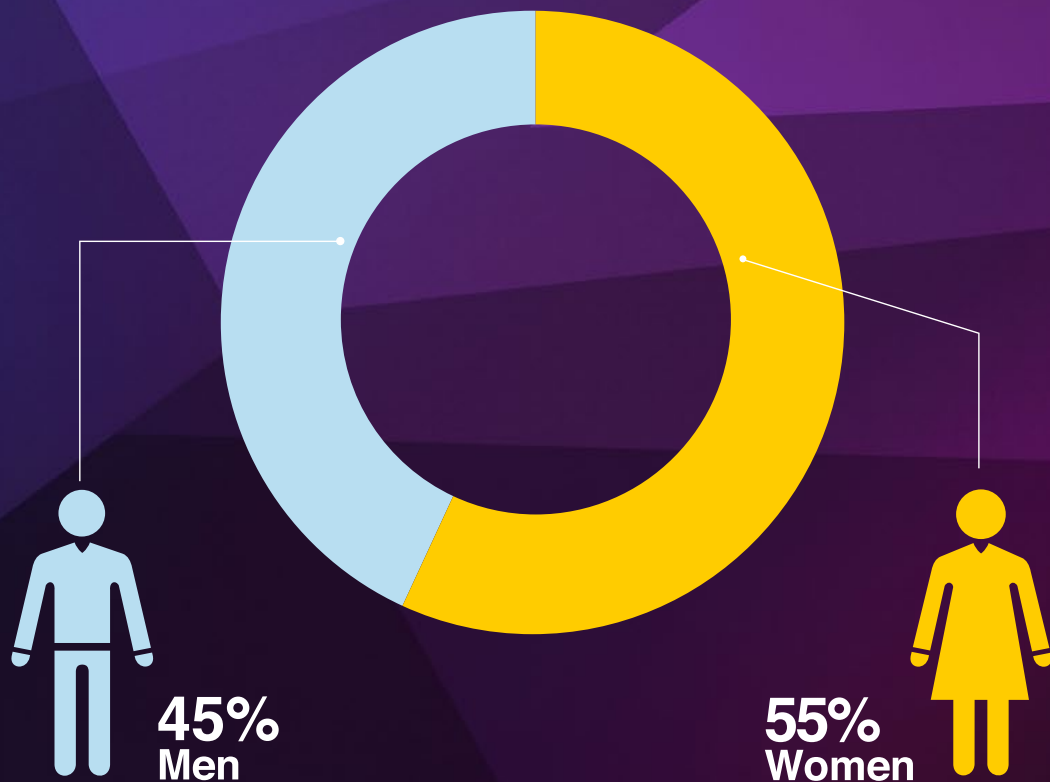
All entries are judged on their quality and creativity and most of all in helping to bring constant quality. A judging panel is made up of industry professionals chosen for their expertise in specific media areas.

You can view the judging panel on our website. The judges page is updated throughout the year.

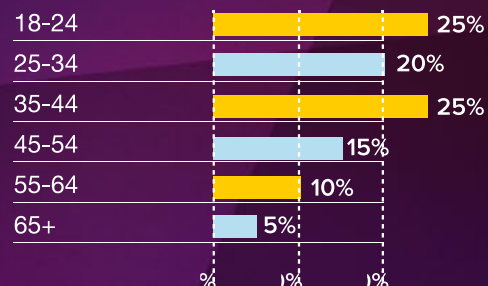


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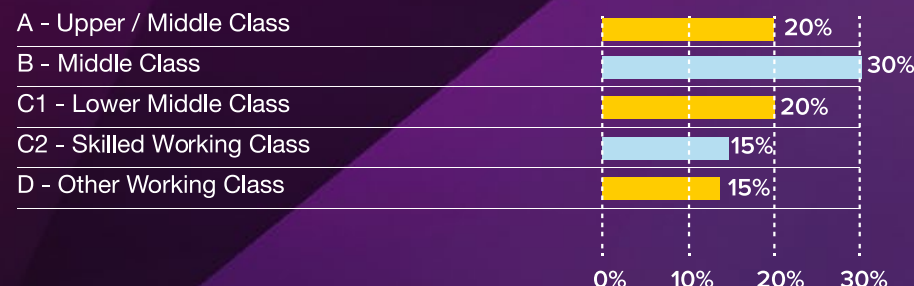




Age Group



Target Audience



Licensing

At no additional fee.

Community Initiatives

As part of our event, we offer sponsors the opportunity to participate in community or grass roots initiatives that are co-ordinated and funded by us.

Social Media

Our event has an existing social media platform that sponsors can access at no additional fee.

Coverage of the Property

The projected AVE of the sponsorship will be 500% plus of the rights fee.

Marketing communications support

A detailed marketing/PR plan and budget has been set aside for this event.

Corporate Hospitality

Client hospitality programs or VIP tickets or privileges (such as meet and greet with celebrities) are included in our sponsorship proposal.



How you can support the Asian Media Awards

You can be a Premier Sponsor, Award Sponsor or a Table Sponsor.

The Asian Media Awards is a celebration of an industry which remains one of the most diverse.

Sponsorship of the awards offers a gateway into the Asian and mainstream media industry and influential power brokers from across the world. Premier sponsorship is for the main awards night AND the finalists event.

Press Coverage

As the event is being supported by leading media organisations it is featured within publications, online, radio and TV. The official Asian Media Awards website feature all press releases and logos of sponsors. The website features videos, pictures and news updates throughout the year.

Press and PR

The official press team aim to publicise the Asian Media Awards across to media organisations across the world.

Marketing At The Events

All marketing information will be distributed to guests at both events.

Event Brochure

Sponsors will be featured inside the official Asian Media Awards event programme and in special media features. The magazine will be distributed to all guests at the Gala dinner.

TV Coverage

The event will be featured on local, national and international media. Interviews with sponsor representatives will be featured during the coverage of the evening on TV channels.

Premier Award Sponsorship

£25,000

Sponsorship of AMA Official Shortlist Announcement and the AMA Gala Dinner and Ceremony

AMA Official Shortlist Announcement 2025 September London

Asian Media Awards Ceremony 2025 Friday 31 October Manchester

- Be named as a lead sponsor on all marketing material. This includes website, social media outlets, information packs, display boards, digital presentations and all press releases.
- Secure naming rights to TWO major awards.
- Opportunity to speak at both the finalists event and the main awards night.
- Have the opportunity to market information to guests on the night and the launch event.

- All sponsor logos and messages feature predominantly on large screens at the finalists event and the gala dinner.
- Your organisation will be allocated TWO VIP table at the event for guests.
- Your organisation will be allocated a list of all attendees to both the awards dinner and the finalists event.
- Your logo and display stands being featured in the red carpet area and interview areas.
- And be allocated two full page adverts in our official A4 event brochure.

- Sponsor guests will be invited to attend the VIP reception and after-dinner party at the Asian Media Awards.
- Have the opportunity to feature a two minute video to be played at regular intervals at the event.



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Be an Award Sponsor

£7,500

Asian Media Awards Ceremony 2025 Friday 31 October Manchester

- Be named as an award sponsor on all marketing material. This includes website, social media outlets, information packs, display boards, digital presentations and all press releases.
- Secure naming rights to ONE major award. Have the opportunity to market information to guests at the ceremony.
- All sponsor logos and messages feature predominantly on large screens at the gala dinner.
- Your organisation will be allocated one VIP table for ten guests at the event for guests.
- Your logo will be featured in the red carpet area and interview areas throughout the event.
- And be allocated one full page advert in our official A4 event brochure.

Be a Table Sponsor

£1,250

Asian Media Awards Ceremony 2025 Friday 31 October Manchester

- Be named as a table sponsor in the event brochure.
- Allocated one VIP table for ten guests to the ceremony.

Who was at our events

- AMT Lawyers
- Asian FX
- BBC Asian Network
- BBC Breakfast
- BBC East Midlands
- BBC London
- BBC Look North
- BBC Newsnight
- BBC North West
- BBC Radio 1
- BBC Radio 2
- BBC Radio 4
- BBC Sport
- BBC World
- Channel 4 News
- Daily Mail Online
- Geo News
- Global Media
- Huffington Post
- ITN
- ITV
- ITV Anglia
- ITV Central
- ITV Granada
- ITV London
- ITV Meridian
- ITV West Country
- LBC Radio
- Lyca Radio
- Manchester Evening News
- Manchester Metropolitan University
- MediaCom
- Metro
- Newsquest Limited
- Opus Broadband
- Panjab Radio
- Reach PLC
- Sabras Radio
- Sky News
- Sky Sports
- Sony TV
- Sunrise Radio
- The Guardian
- The Independent
- Trinity Mirror
- TRT World
- University of Salford
- Unity 101 Radio
- Ustav TV



A word from our supporters

University of Salford

"Over the last decade, the University is proud to have supported the national gala which has helped identify and bring wider attention to the UK's best Asian talents working across the creative industries.

"We are the premier partner of the Asian Media Awards because we recognise that it demonstrates that the UK's creative industries are brimming full of Asian talent and that it can be an exceptional example for inspiring future students of Asian descent to consider a career in these industries."

Payal

"We are delighted to be the official caterers for the AMA ceremony in Manchester. It has been a very special journey for us and we really do see it as a huge honour to be chosen as event caterers. We look forward to welcoming everyone to Manchester this October."

Cleartwo

Back in 2013, we never could have imagined that the AMA's would grow so large or that we'd be toasting your success at the Hilton, but we're so happy to be part of your journey.

The Awards recognise and celebrate the accomplishments of people in the media industry, from TV presenters to playwrights

and activists, who have worked hard to succeed.

But they're more than just a celebration of these (admittedly impressive) achievements, as the AMAs have boosted the careers of everyone involved, helping people secure roles and opportunities by raising awareness of their work and helping them meet like-minded people in the industry.

Our Partners





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