



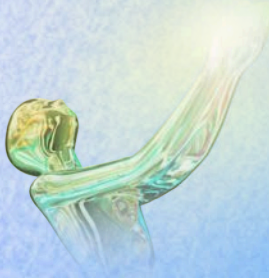
# 2024 GEMA AWARDS

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TV/STREAMING UK

# WINNERS BOOK

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# 2024 GEMA AWARDS

TV/STREAMING UK

## Congratulations!

Dear G.E.M.A. Community,

On behalf of the Board of Directors and myself, it's with great pride and excitement that I extend my warmest congratulations to the nominees and winners of this year's GEMA Awards for TV and Streaming. Your creativity, drive, and innovation are the very heartbeat of the entertainment marketing industry. You bring stories to life, spark joy, ignite passion, and inspire fandom in ways that leave a lasting impact. Today, we celebrate you - the visionaries behind the campaigns, the work, and the ideas that captivate audiences around the world.

Every single submission this year represents the power of storytelling and the magic of marketing. Each one is a testament to the talent and passion that make this industry so dynamic and vital. Together, you are the driving force pushing the boundaries of what's possible, and it's truly inspiring to witness.

I'd like to take a moment to spotlight and express my gratitude to our incredible supporters - our members, partners, and sponsors. Your dedication and belief in G.E.M.A.'s mission fuel everything we do. Your unwavering support allows us to continue pushing boundaries and raising the bar for excellence in entertainment marketing. It is through your contributions and collaboration that we are able to recognize and honor the outstanding talent in our industry.

A special thank you to our judges and jurors, who bring their expertise and passion to the table, not for the accolades, but for the love of this industry and the creativity it inspires. Your dedication helps elevate the remarkable work we are all here to honour.

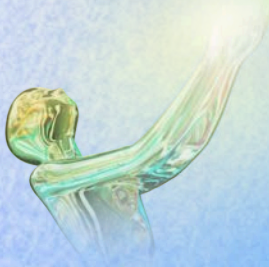
As we look toward the future, the possibilities are endless. This industry is constantly evolving, and together, we are writing its next chapter. G.E.M.A. will continue to grow and be a hub for innovation, creativity, and community, a place where the brightest ideas are celebrated and where we can continue to push the boundaries of entertainment marketing.

Let's continue to break new ground, spark creativity, and build an even brighter future.

Congratulations once again to all the nominees and winners. Here's to the incredible work you've done and to the amazing things still to come!

With gratitude and excitement,

Stacy La Cotera  
President, CEO  
The Global Entertainment Marketing Academy of Arts & Sciences



# 2024 GEMA AWARDS

TV/STREAMING UK

## Meet the Jury



EMMA CASSIDY  
WARNER BROS. DISCOVERY



DANIELLA DICKINSON  
BBC STUDIOS CREATIVE



NIKI GARNER  
ITV



KATE GARTLAND  
NARRATIVE ENTERTAINMENT -  
GREAT TV



LEE HEALY  
INDEPENDENT



LEE PARKER  
SKY



MINA PATEL  
BBC CREATIVE



KELLI PETER  
HEARST NETWORKS EMEA



REBECCA DIVER PHILLIPS  
WARNER BROS DISCOVERY



KENNY REYNOLDS  
HEARST NETWORKS EMEA



SASAN ROOHI  
THE WALT DISNEY  
COMPANY



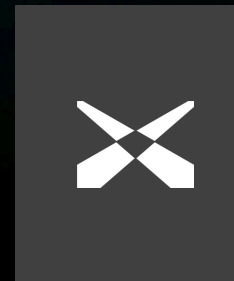
RUTH SHABI  
RED BEE CREATIVE



GENEVIEVE SIMMS  
UKTV



DAN SULLY  
PARAMOUNT



CHRIS WOOD  
4 CREATIVE - CHANNEL 4



# 2024 GEMA AWARDS

TV/STREAMING UK

## Judges

HAAMID ALI	CHARLES DE-SOUZA	SHARON KENDALL	MATTHEW RUDD
PETER ALLINSON	CHARLIE DEDMAN	ALEXANDRA KIRK	PAULINE RUSSELL
CALLUM ANDERTON	DOMINIC DEW	KAREN KNOX	JOE SAINSBURY
CHRIS AYLOTT	DEBBIE DILLON	GRAHAM LAMB	MARY CLAIRE SEILER
PAUL BAILEY	BARRY DYER	BIANCA LORENZO PERES	JENNY SELF
ALEXANDRA BAKER	ALEX FAHEY	STEVEN LOWNES	GENEVIEVE SIMMS
JURGITA BAREIKAITE	JAMES FAIRFIELD	RADHIKA MANEK	GENEVIEVE SLIGCHER
JASON BARON	TOM FLYNN	HEIDI MARTIN	MATTHEW STEPHENSON
LOUISE BARRIE	STUART FROST	AGNIESZKA MAUGERI	MATTHEW STOTT
JACQUIE BEAUMONT	MARIO GAMBARDELLA	STEVE MONK	JASON THOMSON
REBEKKA BINCLIFFE	JAMES GERRARD-JONES	LOUISE MUHLAUER	GEMMA THRELFALL
SUMMER BLAIR	TOM GIBSON	JULIAN MUNRO	CASSIE TOONE
RICHARD BRAMLEY	FAYE GILLESPIE	SHANNON NEWTON	ASPA VALIASI
JAMES BROWN	SARAH GLOAG	DANIELLE O'KEEFE	ANDY VASEY
SOPHIE BRYANT	SIMON GLOVER	UZMA PAINCHUN	CHERYL VAZ
GREG CARTER	ABDULLAH GOLDING	CALLUM PARISH	LAURA VEIT
DIEGO CASSIA	MARTIN GRAHAM	CRISTINA PATINO SHEEN	DAN WARNER
NIKHIL CHAVDA	MARY GREGORY	ROBERT PIROUET	CLAIRE WATSON
ANNA CHIARELLI	KATE GREGORY	DOUGGY PLEDGER	ED WEBSTER
LAWRENCE CHING	AIDAN HACKETT	PADDY POWER	LISA WILLIAMS
HELEN CREED	JULES HALL	JANE RECORD	FIONA WRIGHT
JOHN CRYER	FIONA HARDMAN	LAUREN REDMAN	JOSH WRIGHT
TESS CUMING	DAVID HICKS	GEORGE REED	NICHOLAS ZERAFI
VICTORIA DALTON	JAMES HILDER	CHRIS RICE	
ANNE DAVIES	LYDIA HILL	KEVIN RIXON	
DAN DAVIES	LAUREN HOLDEN	FAYE ROBSON-STOKES	
SALLY DAVIS	ANDREW IACOVIDES	MAGGIE ROGERS	



# 2024 GEMA AWARDS

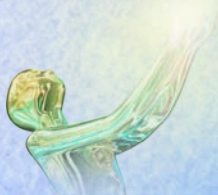
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TV/STREAMING UK

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Creative Team  
'Of The Year'  
**4CREATIVE**





# 2024 GEMA AWARDS

TV/STREAMING UK

## VIDEO SPOTS



**BEST BRAND SPOT**  
**GOLD WINNER**  
WE'VE GOT U  
UKTV

**SILVER WINNER**  
PRIDE  
SKY CREATIVE

**BRONZE WINNER**  
CHILDREN IN NEED - 'THE HEAVIEST BACKPACK'  
BBC CREATIVE



**BEST COMEDY**  
**GOLD WINNER**  
APOCALYPSE SLOUGH  
UKTV

**SILVER WINNER**  
NEW GIRL ON COMEDY CENTRAL  
PARAMOUNT CREATIVE MTVE INTERNATIONAL

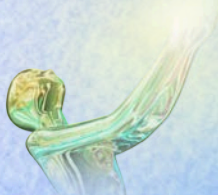
**BRONZE WINNER**  
RENO 911/WORKAHOLICS ON COMEDY CENTRAL  
PARAMOUNT CREATIVE MTVE INTERNATIONAL



**BEST DRAMA**  
**GOLD WINNER**  
BABY REINDEER TRAILER 'SNEAKY FEELING'  
CREATE ADVERTISING LONDON

**SILVER WINNER**  
MARY AND GEORGE RED BAND TRAILER  
SKY CREATIVE

**BRONZE WINNER**  
THE CROWN S6 - ROYAL PROGRESS: QUEEN ELIZABETH II  
MAKE IT SOCIAL



# 2024 GEMA AWARDS

TV/STREAMING UK

## VIDEO SPOTS



### *BEST ENTERTAINMENT - ORIGINATED*

#### **GOLD WINNER**

EVERYONE'S EXCITED  
*4CREATIVE*

#### **SILVER WINNER**

LATE NIGHT WITH LYCETT  
*4CREATIVE*

#### **BRONZE WINNER**

RAP GAME  
*BBC CREATIVE*



### *BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - ORIGINATED*

#### **GOLD WINNER**

GENERAL ELECTION  
*BBC CREATIVE*

#### **SILVER WINNER**

DISPATCHES SKINT: THE TRUTH ABOUT BRITAIN'S BROKEN ECONOMY  
*4CREATIVE*

#### **BRONZE WINNER**

BRITAIN DECIDES  
*4CREATIVE*



### *BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - CLIP-BASED*

#### **GOLD WINNER**

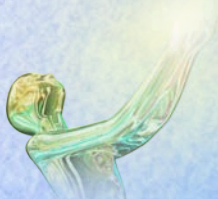
ROYAL KILL LIST  
*HEARST NETWORKS EMEA*

#### **SILVER WINNER**

HIGH: SURVIVING A DUBAI DRUG BUST  
*BBC CREATIVE*

#### **BRONZE WINNER**

COLEEN ROONEY: THE REAL WAGATHA STORY  
*THE WALT DISNEY COMPANY*



# 2024 GEMA AWARDS

TV/STREAMING UK

## VIDEO SPOTS



### *BEST FILM*

#### **GOLD WINNER**

THE HANGOVER TRILOGY ON COMEDY CENTRAL  
(CLIP-BASED)

*PARAMOUNT CREATIVE MTVE INTERNATIONAL*

#### **SILVER WINNER**

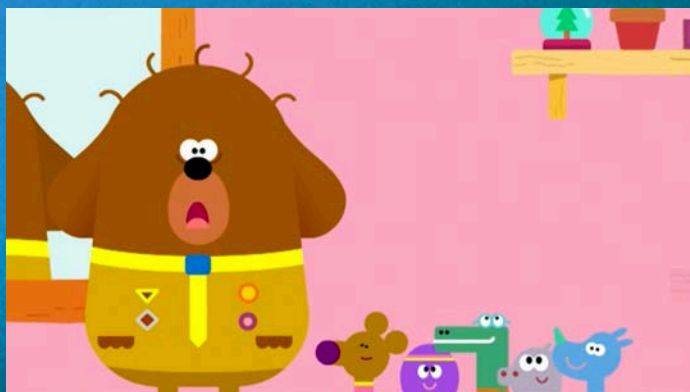
SKY CINEMA - COMIC BOOKS

*SKY CREATIVE*

#### **BRONZE WINNER**

FILM 4 TAR-RAN-TINO SEASON

*4CREATIVE*



### *BEST KIDS*

#### **GOLD WINNER**

HEY DUGGEE - 'ALPHABET FOR ADULTS'

*BBC CREATIVE*

#### **SILVER WINNER**

TEEN TITANS GO! - THIS IS WHO WE ARE!

*WARNER BROS. DISCOVERY - WBD CREATIVE EMEA*

#### **BRONZE WINNER**

CALLING ALL BATWHEELS

*WARNER BROS. DISCOVERY - WBD CREATIVE EMEA*



### *BEST LIFESTYLE & LEISURE*

#### **GOLD WINNER**

NATIONAL GEOGRAPHIC: EUROPE FROM ABOVE S6

*THE WALT DISNEY COMPANY*

#### **SILVER WINNER**

SKY ARTS AWARDS 2024

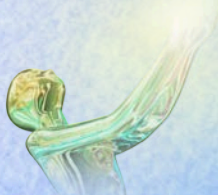
*SKY CREATIVE*

#### **BRONZE WINNER**

MORTIMER & WHITEHOUSE GONE FISHING

*BBC CREATIVE*





# 2024 GEMA AWARDS

TV/STREAMING UK

## VIDEO SPOTS



### *BEST REACTIVE WORK*

#### **GOLD WINNER**

VOTE STAMP  
*BBC CREATIVE*

#### **SILVER WINNER**

GENERAL ELECTION: BE LAZY, JUST VOTE  
*4CREATIVE*

#### **BRONZE WINNER**

NOT JUST TELLY - CASUALTY  
*BBC CREATIVE*



### *BEST REALITY*

#### **GOLD WINNER**

I'M A CELEBRITY GET ME OUT OF HERE  
*ITV CREATIVE*

#### **SILVER WINNER**

CELEBRITY RACE ACROSS THE WORLD  
*BBC CREATIVE*

#### **BRONZE WINNER**

CELEBS SAS: WHO DARES WINS  
*4CREATIVE*



### *BEST SEASON OR STUNT*

#### **GOLD WINNER**

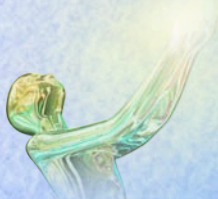
VOICE FOR NATURE  
*BBC CREATIVE*

#### **SILVER WINNER**

CHANGE CLIMATE  
*4CREATIVE*

#### **BRONZE WINNER**

SKY CINEMA - DYSTOPIA  
*SKY CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## VIDEO SPOTS



**BEST SPORTS - ORIGINATED**

**GOLD WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

**SILVER WINNER**

EUROS 2024 - 'MORE TWISTS, MORE TURNS'  
*BBC CREATIVE*

**BRONZE WINNER**

PARIS 2024 OLYMPIC GAMES  
*BBC CREATIVE*



**BEST SPORTS - CLIP-BASED**

**GOLD WINNER**

EVERY BEAT OF THE US OPEN  
*SKY CREATIVE*

**SILVER WINNER**

TOUR DE FRANCE  
*ITV CREATIVE*

**BRONZE WINNER**

PREMIER LEAGUE FINALE  
*WARNER BROS. DISCOVERY - WBD CREATIVE EMEA*



**SOMETHING FOR NOTHING**

**GOLD WINNER**

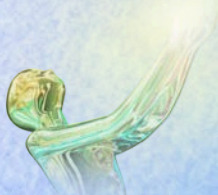
VOTE STAMP  
*BBC CREATIVE*

**SILVER WINNER**

CAN AI STEAL YOUR VOTE?  
*4CREATIVE*

**BRONZE WINNER**

TRAITORS US SOCIAL STUNT  
*BBC CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## VIDEO SPOTS

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*BEST UK PRODUCTION FOR NON-UK BROADCAST*

### **GOLD WINNER**

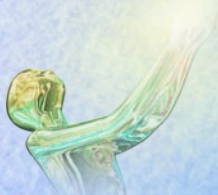
BBC WORLD SERVICE 'TRUST IS EARNED'  
*BBC CREATIVE*

### **SILVER WINNER**

PLANET EARTH III PROMO  
*BBC STUDIOS CREATIVE*

### **BRONZE WINNER**

THE REGIME - OFFICIAL TEASER TRAILER  
*ZEALOT*  
KLEO: SEASON 2 - OFFICIAL TEASER  
*ZEALOT*



# 2024 GEMA AWARDS

TV/STREAMING UK

## PROMO CRAFT



### *BEST USE OF EDITING*

#### **GOLD WINNER**

FILM 4 TAR-RAN-TINO SEASON  
*4CREATIVE*

#### **SILVER WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

#### **BRONZE WINNER**

CHILDREN IN NEED - 'THE HEAVIEST BACKPACK'  
*BBC CREATIVE*



### *BEST USE OF COPYWRITING*

#### **GOLD WINNER**

CHILDREN IN NEED - 'THE HEAVIEST BACKPACK'  
*BBC CREATIVE*

#### **SILVER WINNER**

MR BATES LCA PRINT AD  
*ITV CREATIVE*

#### **BRONZE WINNER**

MARY AND GEORGE RED BAND TRAILER  
*SKY CREATIVE*



### *BEST USE OF DIRECTION*

#### **GOLD WINNER**

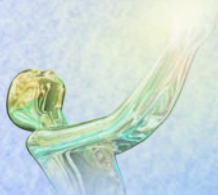
PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

#### **SILVER WINNER**

CHILDREN IN NEED - 'THE HEAVIEST BACKPACK'  
*BBC CREATIVE*

#### **BRONZE WINNER**

EUROS 2024 - 'MORE TWISTS, MORE TURNS'  
*BBC CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## PROMO CRAFT



### *BEST USE OF HUMOUR*

#### **GOLD WINNER**

LATE NIGHT WITH LYCETT  
*4CREATIVE*

#### **SILVER WINNER**

NOT JUST TELLY - HAPPY VALLEY  
*BBC CREATIVE*

#### **BRONZE WINNER**

FANTASY MOVIES ON COMEDY CENTRAL  
*PARAMOUNT CREATIVE MTVE INTERNATIONAL*



### *BEST USE OF MUSIC*

#### **GOLD WINNER**

WE'VE GOT U  
*UKTV*

#### **SILVER WINNER**

NOBODY DOES CHRISTMAS BETTER  
*THE WALT DISNEY COMPANY LTD*

#### **BRONZE WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*BBC CREATIVE*



### *BEST USE OF SCRIPT WRITING*

#### **GOLD WINNER**

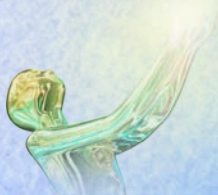
PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

#### **SILVER WINNER**

PARIS 2024 OLYMPIC GAMES  
*BBC CREATIVE*

#### **BRONZE WINNER**

SKY CINEMA - AWARDS SEASON  
*SKY CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## PROMO CRAFT



### *BEST USE OF SOUND DESIGN*

#### **GOLD WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

#### **SILVER WINNER**

ONLY SPORT CAN DO THIS  
*BROTHERS AND SISTERS*

#### **BRONZE WINNER**

EUROS 2024 - 'MORE TWISTS, MORE TURNS'  
*BBC CREATIVE*



### *BEST USE OF VOICE*

#### **GOLD WINNER**

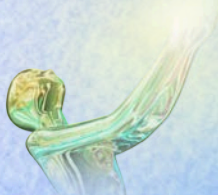
EVERY BEAT OF THE US OPEN  
*SKY CREATIVE*

#### **SILVER WINNER**

CHILDREN IN NEED: 'THE HEAVIEST BACKPACK'  
*BBC CREATIVE*

#### **BRONZE WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## DESIGN



### *BEST IDENTTS*

#### **GOLD WINNER**

MOG'S CHRISTMAS  
*4CREATIVE*

#### **SILVER WINNER**

NATIONAL GEOGRAPHIC: WILD & WEIRD PROGRAMME  
TEASERS  
*THE WALT DISNEY COMPANY*

#### **BRONZE WINNER**

GENERAL ELECTION: BE LAZY, JUST VOTE  
*4CREATIVE*



### *BEST USE OF ANIMATION*

#### **GOLD WINNER**

EUROS 2024 - 'MORE TWISTS, MORE TURNS'  
*BBC CREATIVE*

#### **SILVER WINNER**

PARIS 2024 OLYMPIC GAMES  
*BBC CREATIVE*

#### **BRONZE WINNER**

THINGS WE LOVE  
*BBC CREATIVE*



### *BEST USE OF MOTION GRAPHIC DESIGN*

#### **GOLD WINNER**

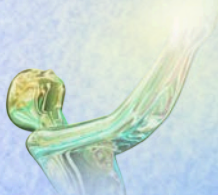
SKY CINEMA - COMIC BOOKS  
*SKY CREATIVE*

#### **SILVER WINNER**

KNUCKLES  
*PARAMOUNT + UK*

#### **BRONZE WINNER**

MTV PUSH 2024  
*PARAMOUNT CREATIVE MTVE INTERNATIONAL*



# 2024 GEMA AWARDS

TV/STREAMING UK

## KEY ART



### *BEST KEY ART*

#### **GOLD WINNER**

PARTYGATE  
*4CREATIVE*

#### **SILVER WINNER**

NATIONAL GEOGRAPHIC: EUROPE FROM ABOVE S6 IBERIA  
*THE WALT DISNEY COMPANY*

#### **BRONZE WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*



### *BEST KEY VISUAL*

#### **GOLD WINNER**

THE TATTOOIST OF AUSCHWITZ  
*SKY CREATIVE AGENCY*

#### **SILVER WINNER**

SISTER BONIFACE MYSTERIES SEASON 3  
*UKTV*

#### **BRONZE WINNER**

NATIONAL GEOGRAPHIC: EUROPE FROM ABOVE S6 IBERIA (2)  
*THE WALT DISNEY COMPANY*



### *BEST PRESS / OUT OF HOME*

#### **GOLD WINNER**

PARTYGATE  
*4CREATIVE*

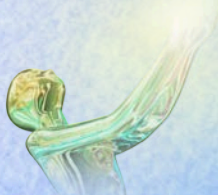
#### **SILVER WINNER**

CHILDREN IN NEED - 'THE HEAVIEST BACKPACK'  
*BBC CREATIVE*

#### **BRONZE WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*





# 2024 GEMA AWARDS

TV/STREAMING UK

## KEY ART

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*BEST USE OF ILLUSTRATION*

**GOLD WINNER**

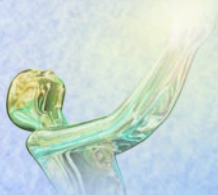
PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

**SILVER WINNER**

PARTYGATE  
*4CREATIVE*

**BRONZE WINNER**

QUEENIE  
*4CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## CAMPAIGNS



*BEST INTEGRATED CAMPAIGN*

**GOLD WINNER**

PARTYGATE  
4CREATIVE

**SILVER WINNER**

VOICE FOR NATURE  
BBC CREATIVE

**BRONZE WINNER**

U  
UKTV



*BEST ON-AIR CAMPAIGN*

**GOLD WINNER**

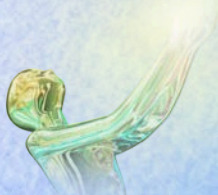
NOT JUST TELLY  
BBC CREATIVE

**SILVER WINNER**

GENERAL ELECTION: BE LAZY, JUST VOTE  
4CREATIVE

**BRONZE WINNER**

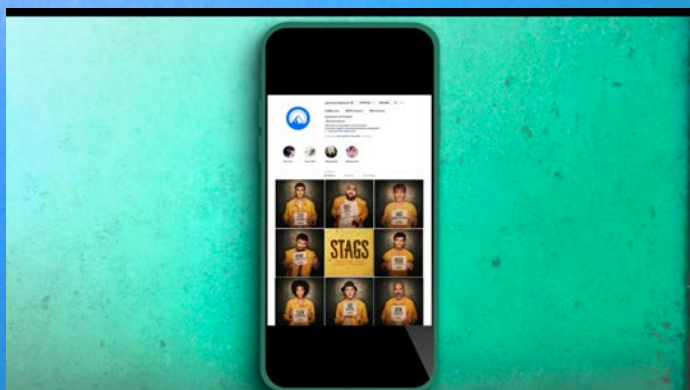
EPL 23/24 SEASON  
WARNER BROS. DISCOVERY - WBD CREATIVE EMEA



# 2024 GEMA AWARDS

TV/STREAMING UK

## SOCIAL MEDIA



### **BEST USE OF SOCIAL MEDIA CAMPAIGN - ORGANIC GOLD WINNER**

STAGS  
*PARAMOUNT + UK*

### **SILVER WINNER**

I KISSED A GIRL ORGANIC SOCIAL MEDIA CAMPAIGN  
*BBC*

### **BRONZE WINNER**

SEX EDUCATION S4 - DIY DIARIES  
*MAKE IT SOCIAL*



### **BEST USE OF SOCIAL MEDIA CAMPAIGN - PAID GOLD WINNER**

BIG BOYS  
*4CREATIVE*

### **SILVER WINNER**

MARY AND GEORGE  
*SKY CREATIVE*

### **BRONZE WINNER**

YOU DO THE MAFS  
*4CREATIVE*



# 2024 GEMA AWARDS

TV/STREAMING UK

## BRANDED PARTNERSHIP

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*BEST SPONSORSHIP / BRAND PARTNERSHIP*

**GOLD WINNER**

AGE UK X BIG BROTHER  
*ITV CREATIVE*

**SILVER WINNER**

MONZO X CHANNEL 4  
*4CREATIVE, CHANNEL 4 CREATIVE & CONTENT SOLUTIONS*

**BRONZE WINNER**

B&Q: YOU CAN DO IT ON ITV  
*ITV CREATIVE*





# 2024 GEMA AWARDS

TV/STREAMING UK

## NEWCOMER



### *BEST NEWCOMER CREATIVE*

#### **GOLD WINNER**

DANIELLA FERGUSON-DJABA  
*HEARST NETWORKS EMEA*

#### **SILVER WINNER**

ALECIA KELTER  
*4CREATIVE*

#### **BRONZE WINNER**

NIKKI SAMANI  
*SKY CREATIVE*



### *BEST NEWCOMER DESIGN*

#### **GOLD WINNER**

LUNA KHAN  
*BBC CREATIVE*

#### **SILVER WINNER**

SAVANNAH MORGAN  
*BBC CREATIVE*

#### **BRONZE WINNER**

GEORGIE HALL  
*BBC CREATIVE*

### *BEST NEWCOMER PRODUCTION*

#### **GOLD WINNER**

AGNES JAREK  
*UKTV*

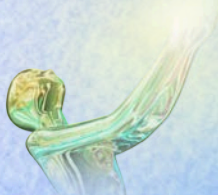
#### **SILVER WINNER**

EILISH MULVIHILL  
*UKTV*

#### **BRONZE WINNER**

WEZ DENNE  
*BBC CREATIVE*

**Best Newcomer Production**  
**Agnes Jarek**



# 2024 GEMA AWARDS

TV/STREAMING UK

## SPECIAL AWARDS

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### *INCLUSION & CHANGE AWARD*

#### **GOLD WINNER**

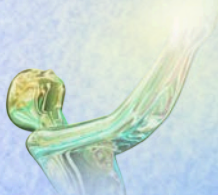
VOICE FOR NATURE  
*BBC CREATIVE*

#### **SILVER WINNER**

PARIS 2024 PARALYMPIC GAMES – CONSIDERING WHAT?  
*4CREATIVE*

#### **BRONZE WINNER**

CHANGE CLIMATE  
*4CREATIVE*



# 2024 GEMA AWARDS

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# VARIETY

CHAMPAGNE RECEPTION SPONSOR



**VideoHelper**  
Production Music & Sound Design





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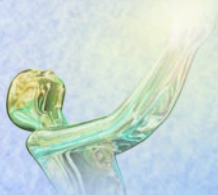
# UK TV

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**WARNER BROS.  
DISCOVERY**

**creative** EMEA



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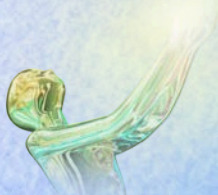
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# WUCIDO

ANNOUNCER

# GAVIN INSKIP

TV & RADIO PRESENTER | VOICE - OVER | CORPORATE



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**DotDotDot**



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