



MEDIA RELEASE

ANUGERAH INDUSTRI MUZIK (AIM) CELEBRATES ITS 20TH ANNIVERSARY THIS YEAR



Recording Industry Association of Malaysia (RIM) Deputy CEO, Ramani Ramalingam (front row, second from left), AIM 20 Organising Committee Chairman, Rosmin Hashim (front row, third from right), Astro's Head of General Entertainment Channels, Azlin Reza Azmi (front row, second from right) and artistes who were present at the launch and celebration of AIM's 20th year anniversary.

19 June 2013, Kuala Lumpur - The 20th edition of Malaysia's premier music awards show, the Anugerah Industri Muzik (AIM) was officially launched today by the Recording Industry Association of Malaysia (RIM), where the award categories, eligibility criteria and set criteria for each categories were also revealed.

The music awards show, which have been organised for 19 years since 1993, gives recognition and honour to Malaysian-based talents including artistes, composers, lyricists, producers and designers, whilst helping to spur creativity and inspire the drive towards making further development in the local music industry. In conjunction with the big milestone of the awards, RIM together with its partner, Astro had chosen the tagline “Meraikan Kemuncak Segalanya!” for this year’s AIM.

Rosmin Hashim, Chairman of AIM 20 Organising Committee, informed that this year, the AIM Awards show will be held on **Saturday, 14 December 2013** at **Putra Stadium Bukit Jalil**.

“We are very excited to celebrate the 20th year of the awards. Therefore, we are shifting our venue back to the Putra Stadium due to its bigger capacity to accommodate the large number of local music industry supporters who will be coming to attend the event and celebrate this big milestone with us. RIM and its partners are working closely together to ensure that this year’s AIM will be a memorable celebration, which we hope everyone in the industry will appreciate and support” he said.

He then announced the following in respect of the nominations; eligibility rules and period; award categories and criteria and judging & broadcast partners:

Eligibility & Nomination Period

This year’s AIM 20 award nominations are open to Songs/Albums in Bahasa Malaysia and English languages that were released in Malaysia from 1 July 2012 to 30 June 2013. Submission of nominations for AIM 20 opened on Wednesday, 19 June 2013 and will close on Wednesday, 31 July 2013 at 5.00 pm. The relevant nomination forms have been issued to all RIM members and are also available for download at www.aim.org.my.

Award Categories

For the 20th edition of the AIM, there will be 20 award categories. The complete list of the categories is as follows:

1. Best New Artiste
2. Best Vocal Performance In A Song (Male)
3. Best Vocal Performance In A Song (Female)
4. Best Vocal Performance In A Song (Group)
5. Best Duo/Collaboration Vocal Performance In A Song (NEW)
6. Best Album Cover
7. Best Engineered Album
8. Best Music Video
9. Best Ethnic Pop Song
10. Best Nasyid Song
11. Best Rock Song
12. Best Pop Song
13. Best Hip Hop Song
14. Best Local English Song
15. Best Malay Song Performed By A Foreign Artiste
16. Kembara Award (International Award)
17. Sri Wirama Award (Outstanding Contribution Award)
18. Best Musical Arrangement In A Song
19. Song Of The Year
20. Album Of The Year

Criteria Revisions

1. The eligibility criteria for album producers have been added to allow nominations for albums (especially for the “Album Of The Year Category”) that have been produced by foreign producers who are based in Malaysia, similar to the set criteria for eligible artistes. Thus, the producer must fulfil any one of the following criteria:
 - (a) Any producer who is a Malaysian citizen;
 - (b) Any producer with permanent residency status and who has lived in Malaysia for at least six months per year for two consecutive years prior to the Awards (i.e. during the qualification period and the previous qualification period);
 - (c) Any foreign producer who is based in Malaysia for at least six months per year for two consecutive years prior to the Awards (i.e. during the qualification period and the previous qualification period).
2. For “Best Rock Song”, “Best Pop Song”, “Best Hip Hop Song”, “Best Malay Song Performed By A Foreign Artiste” and “Album Of The Year” categories, all songs submitted must consist of minimum 60% Bahasa Malaysia repertoire. English songs from all music genres can be nominated in the “Best Local English Song” category.
3. A new category, “Best Duo/Collaboration Vocal Performance In A Song” has been introduced to exclusively give recognition to songs that have been recorded for duets and collaborations made by groups of artistes who do not normally sing or perform together in a song. Prior to this, songs of this nature were nominated in the “Best Vocal Performance In A Song (Group)” or other song genres according to its suitability. The criteria for the category is as follows:
 - The song must consist of vocal performances of duets/collaborations
 - Song interpretation
 - Vocal technique
 - Voice control
 - Intonation
 - Pitching
 - Bahasa Malaysia or English repertoire
 - Song must meet eligibility criteria (refer to clause 6 & 7 of the terms & conditions)

Award Judging

As with the previous year, RIM will be maintaining the judging method of appointing an independent panel of judges comprising of practitioners from the local music industry and experts in related areas to review and make judgments on the AIM nominations this year. This panel will be presided over by a Chief Judge, who is selected by the AIM 20 Organising Committee.

Partners

This year, Astro RIA (Channel 104) and ERA fm (103.3) will once again be the official television and radio broadcast stations respectively for AIM 20.

Puan Azlin Reza Azmi, Head of General Entertainment Channels, Astro said, “Astro continues its commitment and support in efforts to boost the local music industry, consistent with our aspiration that Malaysian musical products receives more recognitions in the international scene. Astro’s multiple platforms which include television, radio, publications and new media development are capable to contribute towards this progress while our customers have more

access to keep tabs on the development of the local music. Thank you AIM for believing in us and allowing us to once again be part of this prestigious Awards event”.

For more information, please contact:

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