

Rai: the first edition of the Global South Award at the 77th Prix Italia in Naples

An award dedicated to broadcasters and productions from countries of the so-called Global South.

It's one of the new features of the 77th Prix Italia that will be held in Naples from 20 to 24 October. A Special Award created in collaboration with Copeam and URTI will be assigned to the best documentary that stands out for innovation, originality and universality of the message, even if made with limited resources.

“An award dedicated to innovation and creativity in creating a masterpiece, even when it's made with a low budget – explains Chiara Longo Bifano, Secretary General of the Prix Italia – and an opportunity to further broaden the visibility of the most distant broadcasters”.

COPEAM is an inter-professional network devoted to the promotion of intercultural dialogue in the Mediterranean Region, throughout the cooperation among the major players of the audiovisual sector.

“Multiplying perspectives on reality by giving voice to stories from countries that still have limited media visibility today, but whose contribution is increasingly essential to truly understand the richness and complexity of the contemporary world: this is the purpose of the award” says Claudio Cappon, Secretary General of COPEAM.

URTI is an association with international character, partner of UNESCO, whose action principles are based on the pooling of resources by its members. It manages, administratively as well as technically, a catalogue of audiovisual programme exchanges put at the members' disposal by the same members.

Daniel Brouyère, URTI Director General states: “URTI is delighted to be joining Prix Italia in launching the Global South Award. URTI, as a partner of this prize, wishes the Global South Award good luck and, above all, a long life. We are convinced that URTI members will be there to participate with motivation and enthusiasm in this new representation of the competition”.

The Prix Italia boasts a Community of over 100 broadcasters from all over the world with an eye on the Mediterranean and beyond. The Festival will celebrate the uniqueness of Naples, 2500 years after its foundation, by involving international professionals and key players: from Latin America to Africa and

Japan, where the producer Imamura Ken-Ichi, President of the 2025 edition, comes from.

The Global South Award is open to all broadcasters from the South of the World, which according to the classification of UNCTAD - the United Nations Conference on Trade and Development – includes: Africa, Latin America and the Caribbean, Asia (except Israel, Japan and South Korea) and Oceania (except Australia and New Zealand). An opportunity for previews screening, events and international debates that will be added to the usual program of the Rai Festival.

Participation is free for video documentaries submitted to the Competition by June 19, 2025 deadline.

All information and related regulations on Prix Italia's website www.rai.it/prixitalia