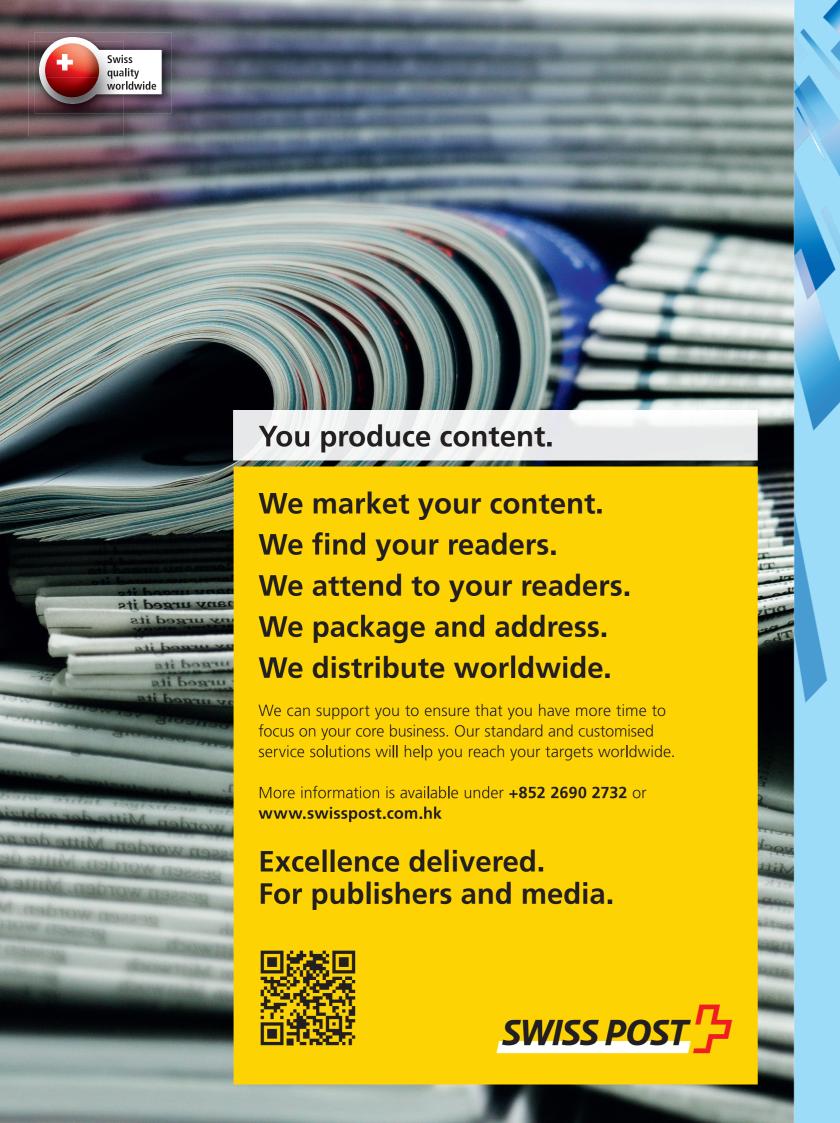
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The Society of Publishers in Asia (SOPA) exists to promote excellence in journalism and best practices across all local and regional publishing platforms in Asia Pacific.

SOPA is dedicated to:

- Freedom of the Press across the region.
- Promoting and sharing best business and operating practices for the benefit of members, their readers and customers through understanding and embracing emerging platforms and technologies.
- Developing the skills of media professionals across the region.
- Bringing together media owners, marketing agencies, business partners and clients for the mutual benefit of the professional publishing industry and its stakeholders in the region.



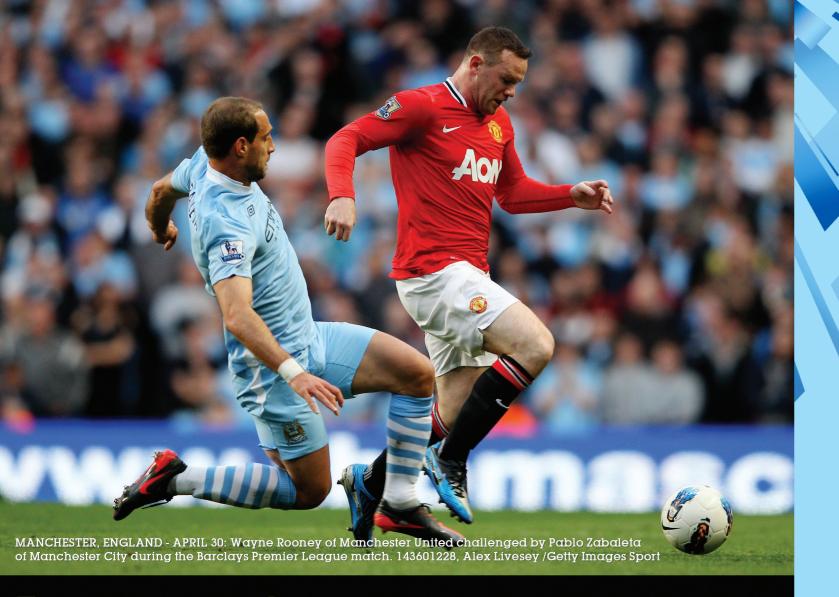
It is the privilege of The Society of Publishers in Asia to present our 14th Annual Awards for Editorial Excellence. Over the years, the SOPA Awards have become a benchmark for quality journalism, recognizing exceptional work by journalists who continue to raise the bar of editorial excellence in the Asia-Pacific region.

This year's Awards entries have shown that despite the challenges and rapid changes faced by the industry, excellent journalism and quality content is still paramount amongst our peers. The outstanding reports are a showcase for insightful and creative, quality journalism and have given audiences an informed perspective of world issues.

The SOPA Awards not only represent the high standard of work we all strive to achieve, they also provide a precious opportunity for members of our industry to gather every year to honour and thank the people who produce it. With your support and concerted effort, the Awards are committed to remain the benchmark for our industry's commitment to high quality professional journalism in one of the most exciting and challenging times the publishing industry has ever seen in Asia!

Vari Danich

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The past year has been a stunning one for change in Asia. Social and political change accelerated, influenced by local developments and by far-flung political events such as the outbreak of revolts known as the Arab Spring. Across the region, a free press pushed against boundaries set by governments and risked retaliation. Moreover, brave citizens outside the press from China to Myanmar found new ways to test the bonds of power via the internet and social media – so much so that the press had its hands full simply covering their efforts.

Equally, citizens and the press faced a new determination on the part of governments to control free speech, and encountered new dangers and high risks. Journalists continue to risk jail in China, Vietnam and in many other places. Some faced death. In Pakistan, six journalists were killed in the line of duty in 2011, four by targeted killings, two by bombs. In the Philippines, four journalists were murdered.

The Society of Publishers in Asia Awards has for 14 years been a benchmark not only of the quality of the region's press, but also of its advance toward greater freedom. I'm happy to report that the 2012 Awards for Editorial Excellence demonstrate that the fight for better journalism in the face of powerful obstacles is robust. The 578 entries we received from far and wide stands well above the number submitted in 2011. Chinese language entries jumped by almost a third. Indian entries were up substantially as well. We began our transition to online entries this year, apparently helping us cast a wider net for submissions, and garner more.

The high standards and integrity of the awards have not changed, nor will they. The awards continue to promote courageous reporting, penetrating analysis and adherence to the highest journalistic ethics in all mediums, whether print or digital.

This year, we had a panel of 111 judges, comprised of experienced journalists, leading academics, designers and photographers. We were fortunate to have Russell Todd, the University of Hong Kong's Director of Business Journalism, as our chief judge, a crucial position demanding time, effort and judgment. I would like to thank Rusty, the judges and my fellow Editorial Awards Committee members for their commitment to ensuring that the awards recognise and honor the best journalism in Asia.

Tom Leander - Chairman SOPA Editorial Awards Committee 2011-2012

Editorial Awards Committee Head of Judges' Message

By any standard, the competition for SOPA Awards this year was tough. We received 578 entries across all categories—an increase of 24.5 percent from last year's 468. The number of entries rose across the board, but those in the Chinese language jumped the most—about 31 percent to 267 entries.

SOPA added two categories to the prizes this year: lifestyle reporting and explanatory reporting. The new categories are proving popular, with dozens of entries across publication size and language.

The awards began the transition to digital submissions this year, a move that was apparently popular throughout Asia. Seventy percent of all entries were digital, perhaps suggesting that entries will be entirely digital within a few years.

The geographic reach of the SOPA Awards continues to expand. Countries represented this year that weren't present in 2011 included Australia, Myanmar and Thailand. Indian entries made a big jump this year, too, and Cambodia was a steady participant again. A publication in Tonga inquired about the awards, but alas, its entry never arrived.

As usual, seasoned journalists and academicians from around the world gave their time and thought to judging the awards, and as usual, there were a few healthy discussions about who winners in some categories should be. It is a good thing that our judges usually don't live in the same town. If they did, some of the discussions might have become a bit too healthy.

Rusty Todd - Head of Judges SOPA Editorial Awards Committee 2011-2012



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About the SOPA Awards for Editorial Excellence

The SOPA Awards for Editorial Excellence were established in 1999 as a tribute to editorial excellence in both traditional and new media, and were designed to encourage editorial vitality throughout the region. The Awards cover a broad range of categories reflecting Asia's diverse geo-political environment and vibrant editorial scene.

As Asia's premier publishing accolades, the 2012 SOPA Awards attracted a record 578 entries from publications and digital publishers from across the Asia Pacific region; a true reflection of the Awards' high standing across the region.

Key to the Awards' growing success is the high caliber of international judges who preside over the Award entries. The SOPA Awards has consistently secured judges from many of the region's leading newspapers as well as consumer and trade magazines and academics from prestigious universities – a reflection of the stature of the awards. Each year, the number of judges willing to dedicate their time to the Awards has grown. This year, the SOPA Awards comprised of professional journalists, design experts, photographic editors and notable academics from the media departments of prestigious universities who collaborated to select winners.

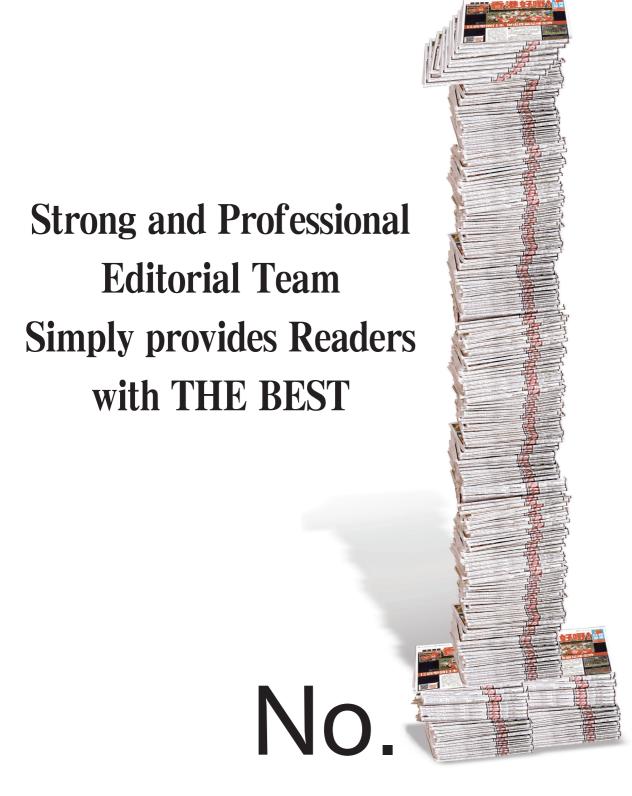
The SOPA Awards are coordinated by a committee of publishing professionals from the business and editorial sectors. These dedicated individuals volunteer their time throughout the year to ensure the Awards' rules, judges, entries, events, sponsorships and promotions all come together smoothly.

Corporate Support

Sponsorship is critical to ensuring the Awards' growth and over the past years, SOPA has been fortunate to receive the continuous support from different sponsors. The 2012 SOPA Awards is supported by Invest Hong Kong (Gold Sponsor), JW Marriott Hotel Hong Kong (Silver Sponsor), Getty Images and Swiss Post (Associate Sponsors). Media partners include The Asia Media Journal, International Federation of the Periodical Press (FIPP) and WAN-IFRA.

Award Categories (Listed in order of presentation)

- 1. Excellence in Multimedia News Presentation
- 2. Excellence in Human Rights Reporting
- 3. Excellence in Feature Writing
- 4. Excellence in Magazine Design
- 5. Excellence in Lifestyle Coverage (new category)
- 6. Excellence in Explanatory Reporting (new category)
- 7. Excellence in News Photography
- 8. Excellence in Business Reporting
- 9. Excellence in Information Graphics
- 10. Excellence in Reporting Breaking News
- 11. Excellence in Opinion Writing
- 12. Excellence in Editorial Cartooning
- 13. Excellence in Reporting on the Environment
- 14. Excellence in Feature Photography
- 15. The Scoop Award
- 16. Excellence in Investigative Reporting
- 17. Journalist of the Year





Apple Daily has the highest circulation among all audited paid newspapers in Hong Kong. It has an average daily circulation of 259,245 copies (Source: Hong Kong Audit Bureau of Circulations (HKABC) — Audited Circulation Report (Jul to Dec 2011)





Tom Leander - Chairman

Tom Leander is the editor-in-chief for Asia for Lloyd's List, the maritime daily newspaper. Tom moved to Hong Kong to head up the Asia bureau in January 2010. Prior to that he was the chief editor of Lloyd's List in London for two years. He also served as editor-in-chief for CFO Asia magazine from 2001 and CFO China magazine from 2003, both published by the Economist Group in Hong Kong. He started his career in journalism in New York City, working for Global Finance magazine and American Banker, a daily newspaper. Tom had a two-year stint in corporate life at Stern Stewart & Co in New York, an economics consulting firm, as a marketer.



Rusty Todd – Head of Judges

Rusty Todd is visiting professor of business journalism at the University of Hong Kong Journalism & Media Studies Centre, and a professor at the University of Texas School of Journalism. He was news editor of the Asian Wall Street Journal, a Journal correspondent covering East Asian banks and markets, and development manager for Dow Jones news products in Asia-Pacific. He was founding editor of the Dow Jones Emerging Markets Report. Earlier in his career he was state editor at the Austin American-Statesman. He has a doctorate from Stanford University. He has been married 39 years and has two daughters, both born in Hong Kong.



Cliff Buddle

Cliff Buddle has been a journalist for 30 years. He began his career as a news agency reporter at the Central Criminal Court in London, where he worked for 12 years before being brought to Hong Kong by the South China Morning Post in 1994. Cliff was the Post's chief court reporter for six years, during which he covered a wide variety of cases including the landmark constitutional legal battles following Hong Kong's return to China. Since then, he has worked as an editor of the opinion pages, news editor, chief leader writer and deputy editor. Cliff spent 11 months as Acting Editor-in-Chief of the newspaper, overseeing its relaunch in 2011. He was appointed Editor, Special Projects, South China Morning Post this year. Cliff passed the Common Professional Examination (post-graduate diploma in law) in 2000. Then, in 2005, he graduated from the Master of Laws (Human Rights) programme at the University of Hong Kong. His dissertation was on the legal framework underpinning Hong Kong's political system.

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Members of the SOPA Editorial Awards Committee

Vivian Kwok

Vivian Kwok is Deputy Editor-in-Chief with Next Magazine, Hong Kong's highest circulation news weekly, overseeing a team of enterprise reporters and researchers covering Greater China.

Before rejoining Next Magazine in April 2011, Vivian spent a year with the South China Morning Post where she broke front-page investigative stories on university scandals, land deals, and a secret agreement between the Hong Kong government and developers. Her series about private clubs in Hong Kong won a Society of Publishers in Asia award for investigative reporting in 2011.

From 2006 to 2009, Vivian was the News Editor with Forbes.com in Hong Kong. She wrote on mergers and acquisitions, pollution and corruption, and financial markets across Asia.

Born in Hong Kong, Vivian began her career as a journalist in 1996 with Next Magazine. Leading stories in her nine years at Next spotlighted the properties boom, tech-stock bubbles, and the SARS epidemic, among others. Her cover stories on Next Magazine and South China Morning Post have prompted changes in government policies.



Philip McClellan

Philip McClellan is chief editor for Asia and deputy managing editor for the International Herald Tribune. Working out of the Hong Kong newsroom, he is responsible for the IHT's editorial operations in Asia. Mr. McClellan joined the IHT in 2001 and spent three years in Paris as a financial editor before moving to Hong Kong to head the Business Asia partnership with Bloomberg News. He has also served as news editor and business editor for the IHT's Asian operations.

Mr. McClellan began his career in journalism in Hong Kong in the 1990s, reporting for a local newsweekly before working as a correspondent for Agence France-Presse in Hong Kong and Bangkok. In 1997, Mr. McClellan moved to the San Francisco Bay Area at the height of the tech boom and spent two years working as a freelancer, covering technology and Asia-related topics before joining the San Jose Mercury News. Mr. McClellan grew up in Asia and Europe. He has a BA in history from Lewis and Clark College in Portland, Oregon, and a MA in international affairs from the University of Hong Kong.



Robyn Meredith

Robyn Meredith is a Hong Kong-based correspondent for Bloomberg Television, covering business and financial news across the Asia-Pacific region.

She's the author of the New York Times bestseller, "The Elephant and the Dragon: The Rise of India and China" and "What it Means for All of Us," published by W.W. Norton.

Prior to joining Bloomberg TV in January, 2011, she served as Senior Editor, Asia for Forbes, also based in Hong Kong. For Forbes, she has written cover stories on Sony, General Motors, Kodak, Microsoft, Philips, Toyota, Ratan Tata, Li & Fung and Infosys. Ms. Meredith joined Forbes as its Detroit Bureau Chief in April, 2000 to write about the auto industry. She moved to Hong Kong in 2002. One of her articles was included in the 2002 Edition of the book "The Best Business Stories of the Year."

Ms. Meredith is an award-winning journalist who previously wrote for The New York Times, USA Today and the American Banker newspaper, where her reporting exposed a pattern of insider deals at savings and loans that led to four Congressional hearings and an overhaul of U.S. banking regulations governing initial public offerings.

Ms. Meredith received a B.A. in English Literature from Boston University in 1990.



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Brian has served as the Thomson Reuters bureau chief for Greater China since June 2011, leading news coverage across the region that includes teams in Beijing, Shanghai, Hong Kong and Taipei. He served for three years as a managing editor first in the Americas from 2008 to 2010 and then in Asia before returning to his passion—the China story. Brian joined Reuters in 1996 as an editor in Hong Kong, and reported for Reuters from China for eight years through the Olympics in 2008. He covered the Chinese leadership transition from Jiang Zemin to Hu Jintao, China's growing economic and political clout, and a half dozen rounds of talks on North Korea's nuclear crisis. He covered Premier Wen Jiabao's first visit to Washington in November 2003 and enjoyed two interviews with the premier, in 2004 and 2006. Brian was Shanghai bureau chief from 2000 to 2001, reporting on China's developing financial markets.

Brian holds a BA in political science from Stanford University. He speaks both Chinese (Mandarin) and English. Brian is married and has one son.



Demetri Sevastopulo

Demetri Sevastopulo is Asia News Editor for the Financial Times. Based in Hong Kong, he is responsible for the Financial Times newsgathering operation throughout the Asia Pacific region, for the presentation of Asian news in all global editions of the newspaper and for Asian news coverage on FT.com.

Demetri was previously based in Washington as Pentagon & Intelligence correspondent for the Financial Times. He also covered business issues in Washington and worked briefly in the Tokyo bureau. Demetri began his career as a foreign exchange derivatives trader at Citibank in Japan. He later covered the Japanese economy for Bloomberg News.

An Irish national, Demetri graduated from Trinity College, Dublin, with an undergraduate degree in business studies. He has a master's degree in East Asian studies from Harvard University where he was also a teaching fellow in Japanese and Chinese history. Demetri also studied at Beijing University and Sophia University. He speaks fluent Japanese, advanced Mandarin and basic Cantonese.



L.P. YAU

L.P. Yau (邱立本), born in Hong Kong, Editor-in-Chief of Yazhou Zhoukan (亞洲周刊 , Asia Weekly) ,a veteran journalist who worked in Taiwan, the United States and Hong Kong for the last 40 years. He was selected by the netizens in China as one of the Top 100 Public Intellectuals in 2006 and 2008. Awarded the Distinguished Journalist in Hong Kong by the Xinyun Journalism Award in 2010 in Taiwan, he also won the SOPA's Best News Commentary Award in 2011. Between 1995 and 1997, he worked as Editor-in-Chief for Mingpao Monthly (明報月刊).

His Chinese-language publication includes "Notebook on the Journalistic Passion" (Hong Kong:Cosmo Books 2008), "Literature in a Hurry" (Taipei:Ink Publishing 2008), "Tomorrow Declines Yellow Flower" (Hong Kong:Yazhou Zhoukan Publishing 2008), and "The Word Explorer" (Hong Kong:Cosmos 2010). In 2011, he published two books, including "As My Tongue Remembers" (Taipei: Er Yu Wen Hua,2011) and "The Rising Youth Power" (Hong Kong:Cosmos 2011).



Biography of Keynote Speaker

Christine Loh, JP, OBE, Chevalier de l'Ordre National du Merite

Christine Loh is the co-founder and Chief Executive Officer of the independent, non-profit public policy think tank, Civic Exchange. Loh had a 14-year career in the private commercial sector, where she was engaged in commodities trading and strategic planning, before having a highly successful career in politics for nearly a decade. She is a published author of many books ranging from the environment to history and politics.

Loh is an Adjunct Professor in the Division of Environment at the Hong Kong University of Science and Technology. She is also a Board Member of the Hong Kong Mercantile Exchange, First Pacific Company Limited, and Thomson Reuters Founders Share Company. She is a member of the External Review Committee of Royal/Dutch Shell's Sustainability Report. Loh is a Board Member of numerous non-profit organisations in Hong Kong and abroad involved in the environment, urban planning, as well as human rights. Loh is also a trustee on several family foundations.

Loh has been widely recognised for her achievements, including being recognised as one of the 'Heroes of the Environment' by *TIME* in October 2007, and named 'Woman Who Makes A Difference' in 2009 by RBS Coutts/Financial Times' *Women in Asia Awards*.

Biography of Master of Ceremony

Robyn Meredith

Robyn Meredith is a Hong Kong-based correspondent for Bloomberg Television, covering business and financial news across the Asia-Pacific region.

She's the author of the New York Times bestseller, "The Elephant and the Dragon: The Rise of India and China" and "What it Means for All of Us," published by W.W. Norton.

Prior to joining Bloomberg TV in January, 2011, she served as Senior Editor, Asia for Forbes, also based in Hong Kong. For Forbes, she has written cover stories on Sony, General Motors, Kodak, Microsoft, Philips, Toyota, Ratan Tata, Li & Fung and Infosys. Ms. Meredith joined Forbes as its Detroit Bureau Chief in April, 2000 to write about the auto industry. She moved to Hong Kong in 2002. One of her articles was included in the 2002 Edition of the book "The Best Business Stories of the Year."

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Ms. Meredith received a B.A. in English Literature from Boston University in 1990.



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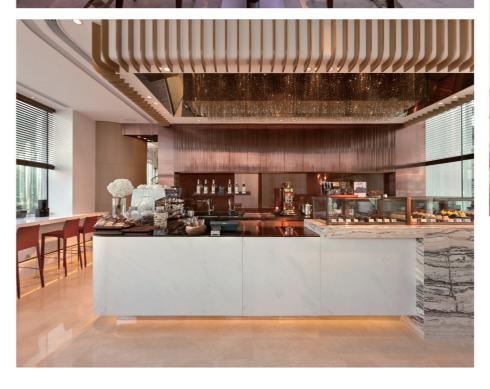


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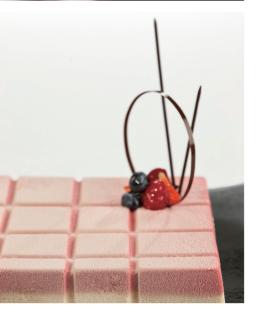
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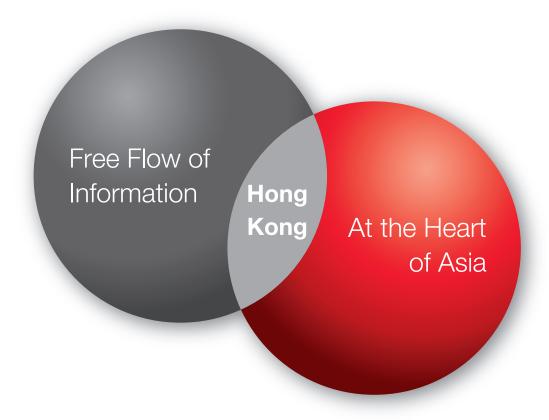






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