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Media Release

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AIDC & AUDIBLE.COM.AU LAUNCH \$10,000 AUDIO DOCUMENTARY INITIATIVE

The Australian International Documentary Conference (AIDC) and [Audible.com.au](https://www.audible.com.au), the Australian arm of the world's largest seller and producer of downloadable audiobooks and other spoken word content, today announce [*Sound it Out*](#), a **\$10,000 audio documentary initiative** designed to expand the potential for new nonfiction storytelling.

The very first initiative of its kind hosted by AIDC, *Sound it Out* is a specialised development opportunity for content creators interested in pitching a bold audio documentary idea to Audible.com.au during AIDC 2019, with the unique audio productions having the opportunity to form part of Audible.com.au's 2019 original content slate.

Audible and AIDC are inviting factual storytellers (including documentary makers, podcast creators and writers) to submit an idea for a 4-8 hour original audio documentary, of premium quality and global appeal.

Audible.com.au is open to proposals from all factual genres – from reality audio and gameshows through to biographies, true crime, comedy and self-development – so long as the ideas are powered by strong narratives and attest to the power of audio storytelling to entertain and spark conversations.

Eight project ideas will be shortlisted by a selection panel and will have the opportunity to pitch to Audible representatives during the AIDC Cut to the Chase Marketplace. Up to \$10,000 in development funding will be distributed across the pitching initiative to successful project/s.

Audible Original audiobooks and audio shows are exclusive audio content created by diverse storytellers and made available on Audible.

Recent international Audible Original productions include:

- [*Evil Has a Name: The Untold Story of the Golden State Killer Investigation*](#)
- [*Esther Perel's Where Should We Begin: The Arc of Love*](#)
- [*West Cork*](#)
- [*The Butterfly Effect with Jon Ronson*](#)

Ben Naparstek, Director, Original Content, Audible.com.au, said, "Audio is uniquely well-placed to tell many stories – from the stories featuring inimitable voices, through to intimate, difficult stories, and those that require a length not always possible with visual productions. Audible is excited to partner with the AIDC on this initiative to foster development of ideas for premium non-fiction productions best suited to the audio format."

Alice Burgin, CEO & Conference Director, AIDC, said, "*Sound It Out* is the perfect fit for AIDC because it embodies so much of what AIDC aims to do: provide new marketplace

opportunities for non-fiction content, explore documentary trends, and offer financial incentives for practitioners to create premium content. We are thrilled to be working with Audible, who will bring their outstanding reputation for audio documentaries, and we cannot wait to hear the results!"

[Submissions are now open](#), and will **close February 8, 2019 at 11:59 (AEDT)**.

Shortlisted applicants will be invited to pitch their ideas to Audible.com.au representatives at the Australian International Documentary Conference (AIDC) in Melbourne on Wednesday 6 March 2019.

The Australian International Documentary Conference (AIDC) takes place 3 – 6 March 2019 at ACMI in Melbourne. <https://www.aidc.com.au/>

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For AIDC 2018

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About Audible.com.au

Audible.com.au is dedicated to serving our Australian and New Zealand customers with audiobooks sold by Audible Australia Pty Ltd. Audible, the world's largest seller and producer of downloadable audiobooks and other spoken word content, invented and commercialized the first digital audio player in 1997, and has since been at the forefront of the explosively growing audiobook download segment. In 2017, Audible customers globally downloaded an average of 17 audiobooks during the year. Audible.com.au content includes more than 200,000 audio titles from leading publishers, broadcasters, entertainers, magazine and newspaper publishers, and business information providers.

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