

Shane Smith is Cannes Lions 2016 Media Person of the Year

Founder and CEO of VICE Media, Shane Smith has been named as the Cannes Lions 2016 Media Person of the Year. He will receive his award during International Festival of Creativity on Wednesday, 22 June 2016.



Introduced in 1999, the Media Person of the Year Award recognises innovators that have shaped the future of media. Philip Thomas, CEO, Lions Festivals, said, “Shane is an influential figure in today’s media landscape. Not only is he responsible for taking VICE, which started life as a punk magazine, and expanding it to become the world’s leading global youth media company, but also he is a critically acclaimed journalist.

“Shane is a producer of Emmy, Peabody and National Magazine Award-winning content, recognised not just for helping to reinvent news documentary but also for helping to present complicated and urgent subjects such as the environment and criminal justice in fresh, accessible terms. As a man of great talent, diversity and unstoppable drive, Shane’s a very worthy recipient of this accolade.”

One of the industry’s most respected visionaries, Smith has transformed VICE from a print magazine into an international multimedia brand that operates a network of critically acclaimed digital channels, linear television networks, a mobile content studio, a feature film division and an in-house creative services agency.

Most recently, Smith has struck deals with leading platforms across mobile, digital and linear to syndicate the firm’s award-winning video to viewers everywhere.

Smith is also a journalist and the host and executive producer for the Emmy Award-winning news series, VICE, on HBO. Smith has reported from the world’s most isolated and difficult places, including North Korea, Iran, Afghanistan, Kashmir,

Liberia and Greenland.

Commenting on the award, Smith said, “When I was a young man one of my great joys was to go to my local repertory theatre and watch the feature film of the best of Cannes Lions awards. To see the funny, salacious and over the top commercials from around the world offered a window into a different and tantalizing dimension to a teenager living in snowy Canada. As such, to accept the award for Cannes Lions Media Person of the Year is simultaneously humbling and immensely pleasurable because although you don’t get into the business to win hardware, it sure makes life a lot more fun when you do.”

For more information, go to www.canneslions.com.

For more, visit: <https://www.bizcommunity.com>