

## GMA Pinoy TV inducted into first-ever EMMA Wall of Distinction

Written by Administrator  
Friday, 17 August 2018 13:47

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**NAMIC Senior Manager for Membership and Publications Susan Waldman and GMA Network First Vice President and Head of International Operations Joseph T. Francia.**

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GMA Network makes history anew as the U.S.-based National Association for Multi-Ethnicity in Communications (NAMIC) inducted GMA Pinoy TV, the Network's flagship international channel, into the first-ever Excellence in Multicultural Marketing Awards (EMMA) Top 5 Wall of Distinction.

GMA Pinoy TV, the lone Philippine network inductee, was recognized for proving its "commitment to excellence in multicultural marketing for winning the most EMMAs year-after-year since 2013."

It is joined by an elite group of some of the biggest media companies such as HBO, Univision Communications, Comcast NBCUniversal, and BET Networks.

"We are proud to announce that GMA Pinoy TV, along with four other distinguished companies, has secured a place on the first-ever EMMA Wall of Distinction. We applaud you for your achievements," expressed NAMIC Senior Manager for Membership and Publications Susan Waldman.

The Network's global arm GMA International (GMAI), which reaches Filipinos abroad via GMA Pinoy TV, GMA Life TV, and GMA News TV International, earned its first EMMA in 2006 and has earned a total of 33 EMMAs to date.

Since its launch in 2005, GMA Pinoy TV has been consistently recognized by NAMIC for its noteworthy marketing tactics using various media outlets that have resulted in better engagement with the channel's carriers and subscribers.

In 2017 alone, GMAI received three 1st place EMMAs.

Its "Becoming Pinoy: Sameera Aguilar" won in the Television category; while "Becoming Pinoy: Reggie Lee" topped the Diversity Awareness category.

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GMAI likewise reigned supreme in the Social Media category for the “Social Media Take-Over: Alden Richards” online event.

“We are grateful to be part of NAMIC’s history in their first-ever EMMA Wall of Distinction. As we mark this important milestone in our operations, we re-affirm our commitment to continuously provide quality offerings for our viewers abroad,” said GMA Network First Vice President and Head of International Operations Joseph T. Francia.

Meanwhile, GMA International was also the lone Philippine nominee at the 2016 NAMIC Vision Awards as it earned a nod in the Lifestyle category for GMA Pinoy TV’s original documentary series “Home Away from Home” Battad episode.

The said documentary series also earned a Silver Award along with three other entries in the 20th Communicator Awards.

To see GMA International’s complete list of awards, visit <http://bit.do/GMAPinoyTVNAMICAwards>.

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## EMMA TOP 5 WALL OF DISTINCTION

**HBO** **GMA Pinoy TV** **UNIVISION** **COMCAST NBCUNIVERSAL** **BET NETWORKS**

**We are proud to announce the first-ever EMMA Wall of Distinction.**

The above five companies have proven their commitment to excellence in multicultural marketing by winning the most EMMAs year-after-year since 2013. We applaud them for their achievements!

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EXCELLENCE IN  
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NAMIC's mission is to educate, advocate and empower for multi-ethnic diversity in the communications industry © NAMIC 2010