

## **CATEGORY: SPECIAL AWARDS**

### **SUB CATEGORIES: C01, C02, C03 (Best Web Series-Hindi/Regional/International)**

#### **Entry Submission Format & Judging Criteria:**

##### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

##### **Points to be included in the entry:**

*Synopsis:* Describe the plot, characters, genre & audience of the web series nominated (Not more than 250 words)

*Popularity:* Reach, Views, Re-views, Engagement, Subscription etc.

*Trailer:* Upload a video trailer of the show used for promotions. The video should not exceed 2 mins (120 sec) and images if any, should not exceed 5.

*Material:* Upload up to 3 videos (Not more than 10 mins each) of the web show. The video must be submitted in the original language of the work

*Transcript / Subtitles:* For work which is not in Hindi or English, transcripts or subtitles should be submitted, exactly as it was published or aired.

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

##### **Judging Criteria:**

*Uniqueness of the Content:* Is the story or concept unique and original

*Storytelling:* Is the film making cutting edge & trendy. Does it hold attention with a coherent narrative. Is the cast a right fit?

*User Experience & Technical Execution:* Quality of image, editing, audio integration and other aspects that accounts for a memorable viewing experience.

*Popularity:* Reach, views, re-views, engagement, subscription etc.

## **SUB CATEGORY: C04 (OTT Platform of the Year)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

#### **Points to be included in the entry:**

*Uniqueness of the Content:* How unique, exclusive and original is the content on the OTT Platform (across genres, categories and languages)

*Reach & User Experience:* Accessibility in multiple markets, ease of usage and overall viewing and streaming experience on the platform

*Campaigns:* Must mention the campaigns done to promote self as well as the web originals on the platform

*Volume of Content:* Mention the number of original content delivered during the entry period, list of the top shows and other relevant information

*Popularity:* Must mention the number active monthly users, watch time, subscribers, viewers, revenue and brand integrations

*USP:* What is the USP of the platform. How is it different from its competitors?

*Material:* Upload up to 3 videos (Not more than 10 mins each) or 5 images to be uploaded

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*Uniqueness of the Content:* How unique and large is the content pool on the OTT Platform (across genres, categories and languages)

*Reach & User Experience:* Ease of accessibility in multiple markets and the user experience.

*Popularity:* Number active monthly users, subscribers, viewers, revenue and brand integrations

*USP:* What is the USP of the platform. How is it different from its competitors?

## SUB CATEGORY: C05 (Design/ User Interface Technology)

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

#### **Points to be included in the entry:**

*User Experience & Technology:* Describe the user experience, how personalised it is, the use of tech, machine learning & algorithms for recommendations, ease in preview of content, push notifications etc.

*Navigation:* How easy it is to navigate through the library, the on boarding process, ease of payment gateway integration etc

*Intuitive UI & Simplified Viewing Experience:* Subtitles, data consumption information, return & resume, quick buttons, multiple device viewing experience.

*Material:* Upload up to 3 videos (Not more than 10 mins each) or 5 images to be uploaded

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*User Experience:* Personalized user experience, design of the platform, preview of content etc

*Use of Technology:* Use of tech, machine learning & algorithms for recommendations, push notifications etc, business intelligence and analytics

*Navigation:* Easy of navigation through the library, the on boarding process, ease of payment gateway integration etc

*Intuitive UI & Simplified Viewing Experience:* Subtitles, data consumption information, return & resume, quick buttons, multiple device viewing experience.

## **SUB CATEGORY: C06 (Podcast)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

#### **Points to be included in the entry**

*Format:* What is the format of the podcast (Story / interviews / programs / educational / musical etc?)

*Popularity:* Must mention the reach, number active monthly listeners, subscribers, viewers, revenue etc

*Engagement & Uniqueness:* How is the content unique, relevant, informative and engaging for the audience?

*Material:* Upload up to 3 Audios (Not more than 10 mins each).

*Transcript:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was aired.

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*Engagement & Uniqueness:* How unique and engaging was the topic / content.

*Content & Preparation:* Ease in comprehending, research & preparation, structure & logical flow of information.

*Audio Production & Sound Quality:* Editing, mixing, gaps, voice quality, content clarity and overall user experience.

*Popularity:* Number active monthly listeners, subscribers, viewers, revenue and brand integrations

## **SUB CATEGORY: C07 (Live Streaming / Broadcasting)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

#### **Points to be included in the entry**

*Regularity & Innovation:* How regularly is the content streamed on the platform and innovatively is it done?

*User Experience & Technology:* The user experience, use of technology, quality of streaming etc.

*Popularity:* Must mention the reach, number active monthly viewers, subscribers, viewers, revenue / integrations etc.

*Engagement:* What are the other initiatives taken to promote and increase engagement pre and post the streaming?

*Material:* Upload up to 3 Audios (Not more than 10 mins each).

*Transcript:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was aired.

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*Regularity & Innovation:* Regularity of streaming / broadcasting and the innovation / uniqueness in doing so.

*User Experience & Technology:* The user experience, use of technology, quality of streaming.

*Popularity:* Reach / subscription / revenue / integration

*Engagement:* Pre & post promotions & viewer engagement.

## **SUB CATEGORY: C08 (Viral Video)**

### **Entry Submission Format & Judging Criteria:**

#### **Submission Format:**

All entries need to be submitted in form of an AV or a PowerPoint Presentation.

The AV should not exceed 3 minutes (180 seconds) and the PowerPoint Presentation should not exceed 10 slides.

#### **Points to be included in the entry**

*Format / Subject / Objective / Concept:* What is the format of the video? What is the video about (subject)? What is it trying to achieve (objective)?

*Popular / Viral:* Must mention the reach, views, likes, re-shares, subscribes and other engagement?

*Uniqueness:* How unique, relevant, upbeat is the video?

*Material:* Upload the video that has gone viral

*Transcript:* For work which is not in Hindi or English, transcripts should be submitted, exactly as it was aired.

*Additional information/ Links:* You may include any additional information that will help judges evaluate the entry.

#### **Judging Criteria:**

*Format / Subject / Objective / Concept:* What is the format of the video? What is the video about (subject)? What is it trying to achieve (objective)?

*Popular / Viral:* Reach, views, likes, re-shares, subscribes and other engagement?

*Uniqueness:* Uniqueness & relevance / innovation

*Quality:*