

## **CATEGORY: CONTENT**

### **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, host, characters, genre & audience of the web show nominated (Not more than 250 words)

*Relevance:* Describe how the content and platform is relevant to one another.

*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 upto 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 innovative

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

*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.