Entry Submission Format & Judging Criteria:

Submission Format:
All entries needs 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.