CATEGORY: PLATFORM

SUB CATEGORIES: C01 (Best Web Series-Regional) 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, 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: C02, C03 & C04 (OTT Platform of the Year & New Entrant) 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:

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 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:

User Experience & Technology: Describe the user experience, how personalised it is, the use of tech, machine learning &alogorithms 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 &alogorithms 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 (Live Streaming / Broadcasting) 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

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.