

Rules & Regulations

ELIGIBILITY

Only a company whose PRIMARY BASE is in India will be eligible.

The **Digital Innovation and Marketing Awards** is open to all company across any industry. All digital innovation and marketing initiative must be introduced for the first time in India from **1st June 2021 through 31st May 2022**.

The **OTT Awards** is open to OTT platform and streaming services. OTT media service includes YouTube, Facebook, VOD, etc. All programmes must webcast for the first time in India from **1st June 2021 through 31st May 2022**. No repeated programmes webcast during this period will be eligible.

There is no limit to the number of entries that can be submitted. However, each entry is a separate submission and requires its entry fee.

Please refer to the technical specifications and material for submission for each category within this document for qualification details.

SUBMISSIONS

Only duly completed entries are accepted. Failure to comply may result in disqualification. In addition, each entry must include the following:

1. An English-language soundtrack, English subtitles or an accompanying script in English if the submitted programme is in another language.
2. Payment for each entry. Entries will not be included for judging if payment is not received.
3. Should a video of selected highlights is required, the selected items must be from the same programme, within the awards qualifying period and less than 10 minutes duration in total.
4. All submissions using composite entries must also include, on the same file, a completed and unedited programme (within the qualifying period).

It is the decision of the entrant whether or not to enter as a lead or supporting performer. However, performers cannot submit for leading and supporting categories for the same programme. Performers should be entered according to their lead or supporting role in the eligible entered programme.

The Organiser of OTT Digital Reinvent Awards (“the Organiser”) is not responsible for late, misdirected, missing, or damaged entries.

The Organiser does not undertake the legal responsibility, including (but not limited) the right of portrait, reputation, privacy, copyright, trademark and producing dispute and so on.

The entrant is responsible for the accuracy of any information submitted. The Organiser assumes no responsibility for the acts or omissions of those individuals or entities submitting entries pursuant to this notice. All submitting entities and/or individuals are advised to review submissions with respect to correct name credits and other information and that the entrant has credited all individuals or entities who contributed to the creation of the entry that is submitted.

Submission of any entry acknowledges and grants the unrestricted right and permission of the Organiser to use the material, replay/stream the entry or portion thereof in conjunction with the OTT Digital Awards process and ceremony, promotion and publicity in any medium. All materials, presentations, images, video, audio, print, and any other form of materials submitted become the property of the Organiser and may be used in marketing or promotional materials, and the Organiser is granted a non-exclusive, irrevocable, perpetual, worldwide, royalty-free, sublicensable (through multiple tiers) right to exercise the copyright, publicity and database rights including the right to use, reproduce, display, edit, copy, modify, transmit, publicly perform, extract and create derivative works thereof, in any media now known or not currently known.

Each entry submitted is represented and warranted by the entrant to be original and accurate and will not infringe upon the personal or proprietary rights of or give rise to any complaint or claim by any 3rd party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In the event of any complaint or claim relating to any entry is made by any 3rd party at any time, the entrant will fully cooperate with the Organiser in responding to and defending against such complaint or claim, and the entrant will fully indemnify and hold harmless the Organiser from any such complaint or claim including but not limited to all losses, costs, damages, judgments, liabilities and expenses (including, without limitation, attorney's fees and any payment that may be due to any copyright owner or other party) arising from any claims, whether or not groundless, which may be brought based directly or indirectly upon the use of the entry. The Organiser reserves the right to disqualify without refund of the entry fee any entry that is or may become the subject of any 3rd party complaint or claim.

The entrant has represented and warranted to the Organiser that the entrant has obtained the necessary releases from all persons depicted in the entry and that there are no restrictions, limitations or rights imposed by any persons on the entry.

The entry, hereby submitted, may be included in a compilation produced by the Organiser, which is distributed for marketing, promotional and commercial purposes in any medium throughout the world. It may also be displayed on the Organiser's official websites and other locations and through various mediums to promote the OTT Digital Awards.

Submissions received after the closing date for the Awards will only be accepted at the discretion of the Organiser and judges. The deadline for entries is **4 August 2022**.

In the event that both the webcaster and the independent production company enter the same programme, the webcaster's entry will take precedence over the entry submitted by the production company.

Ineligible entries may be disqualified during any phase of the competition.

No entry fee will be refunded in the event of duplicate entries, cancellation of entries or disqualification of entries.

All submitted entry materials will only be kept for one month following the announcement of the winners. Thereafter the Organiser shall dispose of the entry materials in any manner it deems fit.

ENTRY REQUIREMENTS

Video Format:	MOV or MPEG 4
Codec	H.264 (recommended)
Optimal Aspect Ratio:	16:9 or 4:3
Optimal Bitrate:	1 mbps
Optimal File Size:	No more than 250MB
Audio Bitrate:	No less than 64kbps
Final Resolution:	HD 1920×1080 or SD 720×576

ENTRY FEE

Early Bird 2 Jun – 7 Jul	S\$ 245
Regular 8 Jul – 4 Aug	S\$ 295

Ready to Submit Your Entries?

<https://ottdigitalawards.awardsplatform.com/>

Got a Question?

admin@pim-asia.com

2022 AWARDS CATEGORIES

OTT AWARDS

Open to all OTT platforms and services

Performance, programmes & crafts

1. Web Series of The Year- National

This category is for a unique program or series created with an impactful script and compelling storytelling capabilities in English & Hindi **ONLY**. This award is open to all genres, with at least 4 episodes released in the qualifying period.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

2. Web Series of The Year- Regional

This category is for a unique program or series created with an impactful script and compelling storytelling capabilities in any language **EXCEPT English & Hindi**. This award is open to all genres with, at least 4 episodes released in the qualifying period.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

3. Best Male Lead of The Year

This category recognises the best performance by a male lead in a program or series on an OTT platform.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

4. Best Female Lead of The Year

This category recognises the best performance by a female lead in a program or series on an OTT platform.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

5. Best Supporting Actor of The Year

This category recognises the best supporting performance by a male actor in a program or series on an OTT platform.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

6. Best Supporting Actress of The Year

This category recognises the best supporting performance by a female actress in a program or series on an OTT platform.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

7. Best Director

This category will recognise an individual who has directed a creative, entertaining and visually appealing program or series/ movie/ special/ documentary.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

8. Best Original Story

This category will reward the best original fiction story written for a program or series on an OTT platform in any language. This category is for the plot and characters.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB; 300 words max. synopsis in PDF

9. Best Screenplay

This category will reward the best original screenplay written for a program or series on an OTT platform in any language. This category is for the dialogues, movements and actions of the characters.

Submit: Upload 10 min max. video of selected highlights and one full episode. Max 250MB; 300 words max. synopsis in PDF

10. Best Kids Program or Series

This category honours the best content in a kids program or series on a digital platform.

Submit: Upload 10 min max compilation video of selected highlights and one full episode. Max 250MB.

11. Best Documentary or Non-Fiction Program or Series

This category recognises the best content created for a documentary, program or mini-series on a digital platform.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

12. Best Branded Content of The Year

This category is for the most creative, entertaining and effective branded program or series that has successfully engaged an audience and promoted a brand, product or service across OTT platforms. The content should represent the brand's philosophy and enhance the viewer's experience.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

13. Best Use of Music

This category will reward the most creative and effective use of original or commercially licensed music that supports the creative direction of a program or series on a digital platform. (Not to include the use of library music) The song must be prevalent in the majority of the entry.

Submit: Upload 10 min max. compilation video of selected highlights and one full episode. Max 250MB.

14. Best Visual Effects

This award recognises the creative and effective use of VFX and/or CG in the overall production and the artistry, skill and fidelity with which the visual illusions are achieved.

Submit: Upload 10 min max compilation video of selected highlights.

15. Innovation in Sports Program or Series or Event

This category celebrates the most outstanding innovation in sports program or series, or event on a digital platform.

Submit: Upload 10 min max. compilation video of selected highlights. Max 250MB.

Platform & Promotion

16. Platform of the Year

This category honours a platform that has achieved extraordinary popularity and growth in users, subscription and audience in the qualifying period. The platform must exhibit high-quality user experience, strategy and knowledge and display an edge over its competitors.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

17. Best User Experience

This category is for a platform or organisation that has delivered an intuitive, interactive and flexible user experience in terms of greater retention and consumption of various content. It should incorporate innovation not seen on other OTT platforms.

Submit: Upload 3 min max. walk-through video.

18. Best Program Promotion Campaign of The Year

This category celebrates the most creative, effective and innovative program promotion campaign of the year. The campaign should be designed to promote a programme on an OTT platform or service and can be in the form of video, pdf or images.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

19. Best Editing In-House

This award will recognise a promo, presentation, interstitial, etc., that demonstrates creative and effective editing for any program or series on a digital platform. Must be produced entirely by the in-house staff team.

Submit: Upload 3 min max. video.

20. Best Editing Out-House

This award will recognise a promo, presentation, interstitial, etc., that demonstrates creative and effective editing for any program or series on a digital platform. Must be produced primarily out-of-house (agency/creative company or vendor).

Submit: Upload 3 min max. video.

21. Best Sound Design

This category demonstrates the creative and effective use of sound components, including music, sound effects, voice talent, etc.

Submit: Upload 3 min max. video.

22. Best Micro Video Content

This category will reward the best short-form content that made a big impact. This category is specifically for effective micro-video content used across social media platforms and other video streaming platforms created from any existing program. These posts are intended for social, mobile, apps, etc., and may include stealth campaign marketing.

Submit: Upload 5 min max. video; up to 5 submissions per entry.

23. Organic Use of Social Media

This category recognises the most innovative and effective use of organic social media or owned channels that effectively supports the promotion and marketing of any program or series of programs on a digital platform.

Submit: Live URL. All media may be submitted to demonstrate success. Up to five submissions per entry. A write-up of action and results may be submitted by PDF.

24. Social Media Or Mobile Based Promotional Digital Video Content

Promotional videos produced and released specifically for social media such as Facebook, Instagram, YouTube etc., to promote a program or series on a digital platform.

Submit: Upload 5 min max. video or a write-up of action and results may be submitted by PDF or both.

25. Best Movie Campaign

This category is for the best in design and implementation of an effective, cohesive advertising campaign for a feature-length film across different media platforms, including digital, newspapers, magazines, television, radio and billboards for a movie in its first run on any platform.

Submit: No more than four pieces of material in any one medium. Print material, collateral or premium item must be uploaded as a PDF. Submit the URL of a live website, including any log-in information or archived website material via video upload. Upload 5 min max. video in total.

26. Program or Series or Movie Tie-In Content Partnerships

This category will recognise the most successful cross-brand content partnership with a media/show tie-in for content to market or promote across any media.

Submit: No more than four pieces of material in any one medium. Print material, collateral or premium item must be uploaded as a PDF. Submit the URL of a live website, including any log-in information or archived website material via video upload. Upload 5 min max. video in total.

27. Best Trailer - Programme

A trailer created to promote a program, series, show or live event intended specifically for an advertising or promotional presentation on a digital platform. Open to all genres.

Submit: Upload 3 min max. video.

28. Best Trailer - Movie

A trailer created to promote a movie intended specifically for an advertising or promotional presentation on a digital platform. Open to all genres.

Submit: Upload 3 min max. video.

29. Against All Odds

This category recognises a truly excellent promo or innovative content strategy created for a program or series realised within the limitations of 'work from home' and/or pandemic productions. The marketing objectives must explain the inspiration and limitations faced during the production of the work.

Submit: Upload 3 min max. video. A write-up of action and results may be submitted by PDF.

DIGITAL MARKETING & INNOVATION AWARDS

Open to all companies, organisations, and agencies across industries.

30. Best Digital Brand Campaign of the Year

This category will reward a digital campaign that has effectively generated brand engagement and developed a relationship with its consumers. The campaign must transparently measure ROI and demonstrate returns based on the allocated budget. Entries in all languages are permitted.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

31. Best Digital PR Campaign of the Year

This category will reward a PR campaign by a brand, agency or organisation that has been most successful in achieving its goals by generating buzz, earned media and positive publicity on digital.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

32. Best Debut of the Year

This category will award a young brand, platform or organisation that is delivering a product or an experience in the digital industry to engage different audiences and prioritise the growing demands of the digital consumer. Entries will need to give examples of how their debut has impacted consumption in the digital market.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

33. Digital Media Agency of the Year

This category will award the digital agency or team that has been most creative, strategic, innovative, and effective in achieving their annual goals. Entrants need to submit at least two campaigns executed in the qualifying period for the judging process. Campaigns produced in any language are permitted.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

34. Digital Gamechanger of the Year

Digital Gamechanger of the Year recognises beacons of the digital industry who pioneer original approaches and paradigms through exceptional storytelling, novel business models, significant social impact, brilliant design, or powerful vision. Please share examples and metrics.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

35. Digital Influencer of the Year

This category will honour an individual who has made a valued contribution to the digital landscape in India. It aims to reward a creatively engaging individual (across any genre) that creates authentic, thought-provoking content and has made a significant impact in creating an ever-lasting impression in the digital influencer industry. The influencers must have a minimum of 5 lakh followers at least. While followers will be considered, the emphasis is on audience engagement and innovation. Entries will be judged by their masterful use of Instagram, YouTube, Snapchat, WordPress, Tumblr or any other blogging/ vlogging platform.

Submit: Upload compilation video of max 5 min; up to 10 examples of posted material; Live URL

36. Best Content Marketing by a Brand on a Digital Platform

This category will reward a content-based marketing campaign by a brand or an organisation that successfully generated buzz around the launch of their new product or service. Entrants need to demonstrate the distribution strategy and the approach taken by them to increase their brand's visibility on various digital platforms.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

37. Best Short Format Content

This category will reward the best short format under 8 mins of content created by a brand, agency or organisation which has had a significant impact on audiences.

Submit: Upload 8 min max. video.

38. Brand Image – Rebrand or Refresh

This category will recognise and reward the most impactful rebrand or refresh of an existing brand, organisation, product or service.

Submit: Upload 5 min max. compilation video.

39. Brand Image Innovation

This category recognises an innovation which helped a brand, agency, or organisation achieve its objectives by advertising on a digital platform.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

40. Delivering On A Dime

This is an opportunity to show off your creative muscles by showcasing your “champagne campaign” produced on a “beer budget”. This category will reward a creative and ground-breaking campaign executed exceptionally and successfully on digital platforms within a budget under 5 lakh Indian Rupees. The campaign can belong to any genre and sector. Entrants must submit the campaign with clear objectives, challenges and a budget breakdown allocated to each component in the campaign’s execution.

Submit: Upload 3 min max. video or a write-up of action and results may be submitted by PDF or both.

Ready to Submit Your Entries?

<https://ottdigitalawards.awardsplatform.com/>

Got a Question?

admin@pim-asia.com