

Awards Terms & Conditions

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS VERY CAREFULLY.

This will help to avoid any misunderstanding and ensure all your entries are submitted correctly. Unfortunately, entries which do not adhere to the rules will be disqualified to guarantee equal opportunities for all entrants.

Please note: You will not be notified in the event of disqualification.

Entry to the EBU Connect Awards is free of charge.
However, all broadcasters wishing to enter the awards must register at least one attendee at the 2022 EBU Connect conference.

2022 AWARDS TIMELINE

APRIL	MAY	JUNE	SEPTEMBER		OCTOBER	
MONDAY 11	MONDAY 16	MONDAY 27	MONDAY 12	MONDAY 19	THURSDAY 6	FRIDAY 7
Awards submissions open	Awards submissions close	Nominees officially announced	Online voting opens	Online voting closes	EBU Connect Awards ceremony	EBU Connect conference
			<i>Eligible voters: Participants registered for the EBU Digital Media and EBU Connect 2022 conferences and those who submitted entries on the EBU showcase platform</i>		<i>2022 Winners officially announced during the EBU Connect cocktail (evening only)</i>	<i>EBU, Geneva (all day)</i>

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IN 2022, THE EBU CONNECT AWARDS WILL FOCUS ITS ANNUAL CELEBRATION AROUND INNOVATION, MAGIC, AND CREATIVITY.

The competition will reward and celebrate the very best in Public Service Media Marketing, Branding and Promotional Production that fulfils one or more of the following qualities:

- A highly inspiring, original, or creative production compared to more traditional approaches
- A promotion or campaign of real impact or standout high performance within the broadcaster's territory
- Celebrates the value and virtue of Public Service Media in different parts of Europe

NEW THIS YEAR!

The EBU Connect Awards will have **3 Prizes (Gold, Silver and Bronze) in each of the 4 categories.**

For each of these 4 categories, there will be a shortlist of up to **6 nominations** (so a total of 24 nominees).

2022 AWARDS RULES

1- ORIGIN OF WORK

All entries must be submitted by an EBU active or associate Member.

Agencies are not allowed to submit entries.

All entries must have been screened, streamed, posted or published in the participant's territory between **1st of January 2021** and **31st March 2022**.

2- SUBMISSION PLATFORM

All entries must be submitted online on our EBU showcase platform: <https://showcase.ebu.ch/>

3- MAXIMUM NUMBER OF ENTRIES PER CATEGORY

Each participating broadcaster may submit up to 3 entries per brand/channel in category 1-3 and only 1 entry in category 4.

1 version of a promo = 1 entry.

Maximum 1 entry per programme/event promoted.

Awards jury reserved the right to disqualify all entries from a broadcaster if the total number of pieces of work submitted exceed the maximum number allowed.

4- CHOICE OF CATEGORY

New this year, the EBU Connect Awards categories will spotlight:

- **CATEGORY 1**
THE BEST DESIGN & REBRANDING
- **CATEGORY 2**
THE BEST CAMPAIGN OR PROMOTION TARGETTING A NEW OR DIFFERENT AUDIENCE
- **CATEGORY 3**
THE BEST OVERALL CAMPAIGN
- **CATEGORY 4**
THE MOST CREATIVE SINGLE PROMO

Each promo submitted can be entered in only one category.

Please consider your choice of category for each submission as it will be disqualified if it does not fit. Only one promotion for the same programme/event can be entered per category.

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5- WRITTEN DESCRIPTION

A short-written description is compulsory for each entry.

This must not exceed **200** words and should contain information you think may give greater insight/context to the promotion entry (such as the objectives of the work).

6- SUBTITLES

All non-English entries should be subtitled in English.

7- JUDGING

Entries will be shortlisted for nomination by the EBU Connect steering committee.

8- ONLINE VOTING

Online voting will be open to participants registered for the EBU Digital Media and EBU Connect 2022 conferences and those who submitted award entries on the EBU showcase platform on **Monday 12 September** (NB: delegates won't be allowed to vote for a production from their own organization).

9- NOTIFICATION OF NOMINEES AND WINNERS

2022 EBU Connect Award Nominees will be announced on www.ebu.ch, social networks and via our EBU Connect newsletter on **Monday 27 June**.

All media relating to promotions/campaigns for all shortlisted EBU Connect Award nominees will be made publicly available for viewing on our EBU showcase platform

2022 Gold, Silver and Bronze Winners will be officially announced during the live Awards ceremony on the evening of **Thursday 6 October in Geneva**.

2022 Winners will receive trophies during the ceremony.

2022 AWARDS CATEGORIES

CATEGORY 1

BEST DESIGN & BRANDING

Design/Branding category:

Best new design package for a channel or platform, Best bumpers or station-IDs, Best seasonal design elements etc.

Deliverables:

Any combination of elements (**minimum of 3, maximum of 7**) used to brand or rebrand a TV channel, season or other media platform, or across multiple platforms. Elements submitted must have been broadcast, streamed or published.

Special edit:

In this category, all elements (eg idents, promo design, all other possible branding or design elements), **MUST be uploaded back to back as one clip with one second black between each element.**

Duration:

Maximum total duration for each entry is **90 seconds**.

Number of entries:

3 entries maximum per broadcaster allowed.

Maximum 1 entry per programme/event promoted.

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CATEGORY 2

BEST CAMPAIGN OR PROMOTION TARGETTING A NEW OR DIFFERENT AUDIENCE

Audience category:

Best cross platform promotion or campaign that has had a **significant positive impact on young audiences or on other audiences** that the relevant broadcaster does not normally reach.

Deliverables:

Any combination of elements (**minimum of 2, maximum of 5**) used to promote a TV or radio programme, event or season, or to promote a media platform. Elements submitted can be for any media utilized in the campaign (including Social Media).

Please note this is not a design category. No showreels.

Special edit:

In this category, all elements **MUST be uploaded back to back as one clip with one second black between each element.**

Duration:

Maximum total duration for each entry is **120 seconds.**

Number of entries:

3 entries maximum per broadcaster allowed.

Maximum 1 entry per programme or event promoted.

CATEGORY 3

BEST OVERALL CAMPAIGN

Campaign category:

Celebrating **the very best campaigns** in terms of creativity, impact and innovation. This can be anything from a TV promotion to Social Media.

Deliverables:

Any combination of elements (**minimum of 2, maximum of 5**) used to promote a TV or radio programme, event or season, or to promote a media platform. Elements submitted can be for any media utilized in the campaign (including Social Media).

Please note this is not a design category. No showreels.

Special edit:

In this category, all elements **MUST be uploaded back to back as one clip with one second black between each element.**

Duration:

Maximum total duration of entry is **120 seconds.**

Number of entries:

3 entries maximum per broadcaster allowed.

Maximum 1 entry per programme or event promoted.

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CATEGORY 4 **MOST CREATIVE SINGLE PROMO**

Creative category:

This can be a promotion for any programme, genre or event promo on any media and can also be inclusive of any in-house resources if you have them available to you.

With this category we are hoping to encourage a broader range of entries than for categories 1-3, in particular from EBU members who haven't entered the other categories.

In this category we want you to focus our attention on the quality, originality, and creativity of the idea, and its audience impact, rather than the size of the budget or the production quality.

Deliverables:

Single promos only – you may not combine several entries to reach the maximum length.

Duration:

Maximum total duration for an entry is **60 seconds**.

Number of entries:

No more than 1 entry per broadcaster allowed.

ANY QUESTIONS ?

Contact us : Amélie Rossignol-Farjon, rossignol@ebu.ch

We are looking forward to receiving your entries!