



2018 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: there will be no notification upon disqualification!

Entry to the EBU Connect Awards is free of charge.

All broadcasters entering should send at least one representative to the conference.

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 or published in the participant's territory between 1st of January and 31 December 2017.

Maximum number of entries per category

Each participant may submit up to three entries per brand/channel in each category. 1 version of a promo = 1 entry. Maximum 1 entry per programme/event promoted.

Choice of category

Each promo submitted can be entered in only one category. Please give consideration to 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.

Written description

You can submit a written description of each entry (optional). This should not exceed 500 words and should contain information you think may give greater insight/context to the promotion entry.

Subtitles

All non-english entries should be subtitled in English. We recommend you put the subtitles in the **upper text safe area** of the screen in order to make it clearly legible to facilitate screening and voting at the conference. Please note that failure to do this could impact on the jury/conference delegates' ability to properly judge your entry.

Judging

Entries will be shortlisted for nomination by the EBU Connect steering committee. If an individual category attracts fewer than 10 entries the committee reserves the right to withdraw that category.

All conference delegates will vote for the final winners from the shortlist of nominees. During the Awards Ceremony the results of the voting are called out and the winners will receive their trophies on stage.

Campaign Categories (10-12)

Entries in categories 10,11 and 12 must contain no less than 3 and no more than 7 elements of the campaign e.g. a radio or TV promotion, demonstration of online activity, above-the-line



poster campaigns, merchandising, social media... etc. All elements should be uploaded back to back and presented as one clip. Attachments such as word-document, pdf etc are not allowed.

Please be aware that all elements in category 11-12 must have 1 sec black between.

In Category 10, it would be best to present a case study but at the very least, all elements should be uploaded back to back as one clip.

Any campaign category entry with less than 3 or more than 7 elements of the campaign will be disqualified.

It is not permissible to upload the elements of a campaign category individually; all three to seven components for each entry in this category **must** be back to back, with one second black in between and uploaded as one complete clip. Entries in a campaign category with elements uploaded individually will be disqualified. Heavily edited campaign showreels are only allowed in category 10.

Maximum length of entries

In Categories 1-9 the maximum total duration of any promo is 60 seconds. You may **not** combine several entries to reach a total of 60 seconds.

In the compilation categories 10 and 11 the maximum total duration is 90 seconds for a combination of a minimum of three and a maximum of seven items.

In the compilation category 12 the maximum total duration is 120 seconds for a combination of a minimum of three and a maximum of seven items.

CATEGORY 1 BEST SPORTS PROMOTION

Any promo for a sports programme, season or service.

Maximum duration of entry: 60 seconds.

CATEGORY 2 BEST FACTUAL PROMOTION

Any promo for news, documentary, current affairs or cultural programme, season or service.

Maximum duration of entry: 60 seconds.

CATEGORY 3 BEST ENTERTAINMENT PROMOTION

Any promo for an entertainment programme, season or service.

Maximum duration of entry: 60 seconds.

CATEGORY 4 BEST FICTIONAL PROMOTION

Any promo for a movie, drama/ drama series, programme, season or service produced in-house or acquired.

Maximum duration of entry: 60 seconds.

CATEGORY 5 BEST PROMOTION FOR CHILDREN UNDER 13

Any promo for children's or young people's programme, season or service.

Maximum total of entry: 60 seconds.



CATEGORY 6

BEST USE OF MUSIC OR SOUND DESIGN IN A PROMOTION

Any promo with an idea based on sound effects or music design to promote/brand a programme, season or service.

Maximum duration of entry: 60 seconds.

CATEGORY 7

BEST DIGITAL PROMOTION

Any promo for a digital service (website, player, app or similar).

Maximum duration of entry: 60 seconds.

CATEGORY 8

BEST EDITING BASED ON EXISTING MATERIAL

Any content based promo for a programme, genre or event.

Maximum duration of entry: 60 seconds.

CATEGORY 9

BEST CONCEPTUAL IDEA FOR A LOW BUDGET PROMOTION

Any programme, genre or event promo with a maximum cost of Euro 3.000, inclusive of in-house resources.

Maximum duration of entry: 60 seconds.

CATEGORY 10

BEST SOCIAL MEDIA CAMPAIGN

Any campaign represented by a minimum of 3 to a maximum of 7 elements used to promote a TV programme, event or season on social media. Entries in this category would be best presented as a case study but at the very least, all elements should be uploaded back to back as one clip.

Maximum total duration of entry: 90 seconds

CATEGORY 11

BEST CHANNEL OR SEASONAL BRANDING CAMPAIGN

Any combination of a minimum of 3 to a maximum of 7 elements used to brand or rebrand a TV channel or season (e.g. ad-break bumpers or station idents). Please note this is supposed to be a design category. Submit as aired. In this category, all elements **MUST** be uploaded back to back as one clip with one second black between each element.

Maximum total duration of entry: 90 seconds.

CATEGORY 12

BEST OVERALL PROGRAMME OR SPECIAL EVENT CAMPAIGN

Any combination of a minimum of 3 to a maximum of 7 elements used to promote a TV programme, event or season. Please note this is not a design category. In this category, all elements **MUST** be uploaded back to back as one clip with one second black between each element.

Maximum total duration of entry: 120 seconds