



## 2017 Awards Terms & Conditions

Please read the following terms and conditions very carefully. This will help to avoid any misunderstanding and incorrectly entered material. Unfortunately, entries which do not adhere to the rules will have to be disqualified to guarantee equal opportunities for all entrants. Please understand that there will be no notification upon disqualification!

Entry to the Eurovision Connect Awards is free of charge.

If entering the contest, the broadcaster should send at least one participant from the broadcaster to the conference.

### *Origin of work*

All entries must be submitted by an EBU active or associate Member but not by an agency if it has been involved in the work.

All entries must have been screened or published in the participant's territory between 1 January and 31 December 2016.

### *Maximum number of entries per category*

Each participant may submit up to three entries per brand per category.

1 version of a promo = 1 entry. Maximum 1 version per programme.

If an organization hosts several channels, it may make three entries for each channel in as many categories as it wishes.

### *Choice of the category*

Each promo submitted can be entered in only one category. Please make sure you pick your category carefully to ensure your entry fits into the right category because it will be disqualified otherwise. You cannot enter promotions for the same programme/event in more than one category. Nor can you enter more than one promotion for the same programme/event in one category.

### *Written description*

A written description, in English, is optional. But it should not exceed more than 500 characters. It can include an indication of the nature of the programme being promoted when this is not immediately obvious as well as other relevant information the judges may find useful in making a decision.

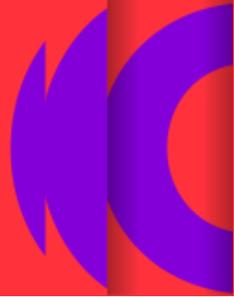
### *Subtitles*

Where entries are not in English, they should be subtitled in English. We recommend you put the subtitles in the upper text safe area of the screen, not the lower one. The reason for this is to make it readable for the voting at the conference. Please note that the jury/conference delegates might not be able to judge your promo properly if you do not do this.

### *Judging*

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

All conference delegates will vote for the final winners from the shortlist of nominees. At the conference you will be shown the 5 nominees per category and you will be able to vote for your favourite promo in each category using a voting-machine. During the Award Dinner Show the results of the voting are called out and the winners will receive their trophies on stage.



### *Multiple-entry categories (category 13-16)*

Multiple-entry categories must contain at least three and no more than seven elements of the campaign. These can be a radio or TV promotion, demonstration of online activity, above-the-line poster campaigns, merchandising, etc. Attachments such as word-document, pdf etc are not allowed, the material needs to be visible on screen in the back to back entry. Category 16 is only for the digital elements of a campaign but they can be presented as part of a wider campaign in order to enable them to be judged within context.

Please be aware that all elements must have 1 sec black in between. Any multiple-entry category entrant that provides less than three or more than seven elements of the campaign will be disqualified.

It is not permissible to upload the elements of a multiple-entry category individually; all three to seven components for each entry in this category **must** be uploaded together in their entirety as one clip back to back and with 1 second black in between. Entries in a multiple-entry category comprising elements uploaded individually will be disqualified. Heavily edited campaign showreels are not allowed.

### *Maximum length of entries*

In single-entry categories (categories 1-12) 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 multiple-entry categories 13 and 14 the maximum total duration is 90 seconds for a combination of a minimum of three and a maximum of seven items.

In the multiple-entry category 15 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 sport programme, event, genre or season. Maximum duration of entry: 60 seconds.

## CATEGORY 2

### BEST DOCUMENTARY OR A CURRENT AFFAIRS PROMOTION

Any promo for news, documentary, or current affairs programme or genre.  
Maximum duration of entry: 60 seconds.

## CATEGORY 3

### BEST ENTERTAINMENT PROMOTION

Any promo for an entertainment show or genre. Maximum duration of entry: 60 seconds.

## CATEGORY 4

### BEST FICTIONAL PROMOTION

Any movie or drama promo, for programme or genre produced in-house or acquired.  
Maximum duration of entry: 60 seconds.

## CATEGORY 5

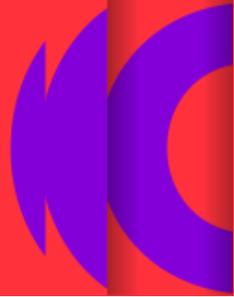
### BEST PROMOTION FOR CHILDREN

Any promo for children's or young people's programme, genre or event.  
Maximum total of entry: 60 seconds.

## CATEGORY 6

### BEST CULTURAL PROMOTION

Any promo for cultural or arts programme, genre or event.  
Maximum duration of entry: 60 seconds.



## CATEGORY 7

### BEST USE OF GRAPHIC DESIGN IN A PROMOTION

Any promo using outstanding graphic design or typography to promote/brand a programme, event, genre or season. Maximum duration of entry: 60 seconds.

## CATEGORY 8

### BEST USE OF MUSIC OR SOUND DESIGN IN A PROMOTION

Any promo which uses outstanding sound effects or music design to promote/brand a programme, genre, event or season. Maximum duration of entry: 60 seconds.

## CATEGORY 9

### BEST PROMOTION FOR A DIGITAL PRODUCT/SERVICE

Any promo promoting an app, digital service, web-site or similar. Maximum duration of entry: 60 seconds.

## CATEGORY 10

### BEST EDITING BASED ON EXISTING MATERIAL

Any content based promo for a programme, genre or event. Maximum duration of entry: 60 seconds.

## CATEGORY 11

### BEST CONCEPTUAL IDEA ON A LOW BUDGET

Any programme, genre or event promo with a maximum cost of Euro 3.000, including in-house resources. Maximum duration of entry: 60 seconds.

## CATEGORY 12

### BEST PROMOTION FOR A RADIO PROGRAMME

Any programme or event promo for a radio programme promoted on television. Please note that it has to be an on screen-promotion. Maximum duration of entry: 60 seconds.

## CATEGORY 13

### BEST CHANNEL BRANDING PACKAGE

Any combination of a minimum of 3 to a maximum of 7 elements used to brand or rebrand a TV channel (e.g. ad-break bumpers or station idents). Submit as aired. Please note this is supposed to be a design category. In this category all elements MUST be uploaded back to back as one clip (1 second black between each element). Maximum total duration of entry: 90 seconds.

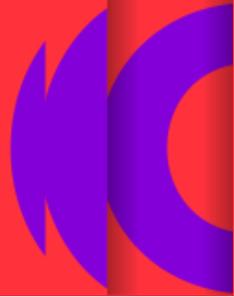
## CATEGORY 14

### BEST SEASONAL BRANDING PACKAGE

Any combination of a minimum of 3 to a maximum of 7 elements used to brand a season of a TV channel (e.g. ad-break bumpers or station idents). Submit as aired. Please note this is supposed to be a design category. In this category all elements MUST be uploaded back to back as one clip (1 second black between each element). Maximum total duration of entry: 90 seconds.

## CATEGORY 15

### BEST OVERALL PROGRAMME OR SPECIAL EVENT BRANDING/PROMOTION



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. Maximum total duration of entry: 120 seconds.

## **CATEGORY 16**

### **BEST OVERALL DIGITAL PROMOTION**

Any combination of a minimum of 3 to a maximum of 7 digital elements used to promote a 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. Maximum total duration of entry: 120 seconds.