



THE INTERNATIONAL DIGITAL EMMY® AWARDS 2012 RULES & REGULATIONS

The International Digital Emmy® Award is a U.S. award presented annually by The International Academy of Television Arts & Sciences in recognition of excellence in programming and content **created and designed for viewer interaction and/or delivery on a digital platform** (i.e. mobile, internet, interactive TV, etc.) originating outside the United States. Submissions produced solely by U.S. companies are not eligible (see Section I - Eligibility). The winners will be announced during the International Digital Emmy Awards Ceremony at MIPTV 2012, in Cannes, France.

Rules and regulations for submissions are outlined in this document. Entry forms are located at www.iemmys.tv

The Academy reserves the right to change or amend these Rules and Regulations without notice, at any time.

SECTION I – ELIGIBILITY

Please read this section carefully to determine if your project is eligible for submission.

SECTION II - CATEGORIES

This section lists all of the current categories for this competition.

SECTION III - REQUIRED MATERIALS FOR ENTRY SUBMISSION

This section lists all of the items required for submission. No entry will be considered unless it is complete.

SECTION IV - SCREENING PROCESS AND CONFIRMATION OF SUBMISSIONS

This section details the procedure by which a submission is accepted into the competition.

SECTION V – JUDGING PROCEDURES

This section details the various judging stages and the criteria by which the jurors score the entries.

SECTION VI – RECEIVING A NOMINATION

This section lists the details and procedures for nominations.

SECTION VII – WINNING THE AWARD

This section gives the date of the awards ceremony as well as details about statues and winner certificates.

For clarification of the Rules & Regulations, please email the Awards Department of The International Academy of Television Arts & Sciences at awardsdept@iemmys.tv.

SECTION I – ELIGIBILITY

- a. **The submission must:**
- Be a program created and designed for viewer interaction and/or delivery on a digital platform (i.e. mobile, internet, interactive TV, etc.);
 - Have been predominately produced by a **non-U.S. organization**;
 - Have been **initially launched between the dates of November 1, 2010 and October 31, 2011**
 - Have a non-U.S. organization listed as the entering organization on the entry form;
 - Correspond to the category requirements described in Section II;
 - **Not** have been submitted in any other Emmy® competition (U.S.);
- b. **Any non-U.S. citizen, resident or organization may enter** (i.e. a broadcast network, a local or regional television station, producer, director, or writer).
- Individuals or organizations who do not hold copyright ownership must obtain consent from the rights owner before presenting a submission.
 - **Any submission that lists, in its production credits, more than one production company, is considered to be a co-production and may be entered, provided that all of the co-producing companies are indicated on the entry form.**
 - In the event of a protest by any of the partners in a co-production, the entry will be withdrawn.
- c. **User generated content, stand-alone games, online communities, and rebroadcasts are not eligible.**
- d. **Entries solely intended for television broadcast are not eligible for this competition.** (Please see the Rules & Regulations for the International Emmy Awards competition).
- e. **Entry Deadline:**
- All submissions must be received by **Thursday, November 3, 2011**.
 - The Academy reserves the right to approve or deny an extension request, as well as determine its length if granted. **Any submission presented after the deadline will be subject to an additional fee of US\$50 per entry.**

SECTION II - CATEGORIES

- a. **Category Definitions:**
- **Digital Program: Fiction**
A presentation of a fiction based program or series designed for viewer interaction and/or delivery on a digital platform (i.e. mobile, internet, interactive TV, etc.).
 - **Digital Program: Non-Fiction**
A presentation of a non-fiction (factual) based program or series designed for viewer interaction and/or delivery on a digital platform (i.e. mobile, internet, interactive TV, etc.).
 - **Digital Program: Children & Young People**
A presentation of a program (fiction or non-fiction) intended specifically for children and/or young audiences (up to 18 years old) and designed for viewer interaction and/or delivery on a digital platform (i.e. mobile, internet, interactive TV, etc.). The age group for which the program is intended must be indicated on the entry form.
- b. **General Requirements:**
- A submission may only be entered into one (1) category;
 - The Emmy Committee reserves the right to re-categorize a submission whenever it is deemed appropriate.

SECTION III - REQUIRED MATERIALS FOR ENTRY SUBMISSION**a. The completed entry form.**

- Entry forms are available at www.iemmys.tv.
- Correct entry information is the responsibility of the entering organization. The Academy and the Emmy Committee are not liable for incorrect listings that are the result of incorrect information on the entry forms.
- The entering organization assumes full responsibility for notifying the other co-production partners of the entry.
- In the event an eligible submission is presented by more than one entrant, copyright ownership will be the determining factor in deciding which entrant prevails.

b. A synopsis or description of the program describing how the media components and/or the delivery platform(s) are utilized.

- Please provide the summary of the submission in the space provided on the online entry form.
- The summary must:
 - Be no more than 200 words;
 - Only describe the project in the most factual way and must not include quotes, award listings, marketing statistics, or promotional materials.
- This summary is intended for jurors and should therefore include the necessary information to help them understand the project.

c. A video presentation of the project:

- Please submit a presentation of the project between three (3) and seven (7) minutes in length. It should effectively demonstrate the viewer experience and highlight the media features and/or functionality of the original program. Submissions should incorporate a voiceover narrative to fully demonstrate the project and solely include material that premiered during the competition's eligibility period.
- Presentation guidelines may be reviewed at ([direct link](#))
- Your presentation must be uploaded at <http://upload.iemmys.tv>.
 - **Technical specifications:**
 - Video**
h.264 / AVC 900Kbps CBR
640x480 (4x3) / 640x360 (16x9) square pixel
 - Audio**
AAC audio 96Kbps CBR
 - Container**
mp4 container .mp4
1Mbps bitrate total
Web Optimized
- **If you are unable to provide a digital file via upload, you may contact the awards department for further options. A US\$65 fee will be charged for digitalization and/or upload of any file by the Academy.**
- Presentations not originally in English must be subtitled or dubbed in English to be eligible
- Submissions may not contain visible time code or promo reels.
- Commercials, promotional spots, trailers, and company logos must be removed so that the juror can view the presentation without interruption or distraction.
- Please be sure to record the mixed audio on all channels and have a video technician verify that the audio has been properly recorded to these specifications.
- Submissions not complying with these requirements may be withdrawn if a replacement of sufficient quality cannot be obtained within a reasonable timeframe.

d. The submission fee:

- US\$350 for programs originally produced in a language other than English.
- US\$400 for programs originally produced in English.
- **Payments must be in U.S. dollars using one of the following options:**
 - Paypal;
 - A check or bank draft drawn on a U.S. bank branch made payable to The International Academy of Television Arts & Sciences. Please note the name of the entering organization and submission on your check or draft;
 - For bank transfers add an additional US\$35 per transfer and deposit to:
City National Bank, 400 Park Avenue, New York, NY 10022 USA
ABA No. 122016066 SWIFT: CINAUS6L
Checking Account No. 665068072 - The International Academy of Television Arts & Sciences).
- All submissions are **non-refundable**.
- Any payment not in U.S. dollars or not drawn on a U.S. bank branch will not be accepted.

e. If the Awards Department does not receive any response to requests for additional information and/or materials, the submission will be subject to withdrawal and the submission fee forfeited.**SECTION IV - SCREENING PROCESS AND CONFIRMATION OF SUBMISSIONS**

- a. All entrants will receive confirmation by email that their submission has been received.
- b. All submissions are pre-screened to ensure that eligibility requirements are met and that the technical quality is satisfactory.
- c. Any submission that has not complied with the rules and regulations outlined in this document may be disqualified and withdrawn from the competition by the Emmy Committee.
- d. The Emmy Committee reserves the right to not accept any program deemed unsuitable. The ruling of the Emmy Committee is final.

SECTION V – JUDGING PROCEDURES

- a. **The judging of the awards will take place under the direct supervision of the Emmy Committee of The International Academy of Television Arts & Sciences.**
- b. **Regardless of country of origin or where the program is being judged, all programs will be viewed solely in English, using either subtitles or dubbing.**
- c. **Each submission entering the International Digital Emmy Awards competition undergoes up to two (2) rounds of judging.**
- d. **All jurors are briefed prior to the judging procedure and informed that there are two criteria: concept and execution.**
 - Concept deals with the idea of the program and its digital components:
Is it imaginative? Does it capture and hold the viewer's attention?
 - Execution deals with production value:
Do the artistic choices and technical elements (interactivity, use of platform, directing, writing, casting, lighting, etc.) convey the idea of this program effectively to the viewer?

- e. **Completed ballots are collected by the international accounting firm of Ernst & Young where they are checked for authenticity and tabulated.**
- The highest scoring program per judging region, per category, will become a nominee.
 - The winner will be selected among the nominees during the final round of judging and is not revealed until the night of the International Digital Emmy Awards ceremony.

SECTION VI – RECEIVING A NOMINATION

- a. **The nominations for the 2012 International Digital Emmy Awards will be announced in early March 2012.**
- b. **Upon the nominee announcement, each nominated entry will be required to provide the Academy with the following materials:**
- One (1) NTSC Beta SP tape of the original presentation in letterbox format will be required from each entry competing in the final round of judging. The tape must contain the entire presentation.
 - A high-resolution (at least 6 centimeters or 3 inches square in 300 dpi) photo still to represent the project.
- c. **Two (2) official representative of the nominated entry will be designated by the entrant to receive the nomination certificates and medals at the nominee medal ceremony.**
- d. **By submitting the official online entry form, the entering organization agrees to arrange transportation and attendance, if nominated, to the awards ceremony in Cannes, France during MIPTV 2012.**
- Receiving an International Digital Emmy Award nomination does not guarantee admission to the MIPTV exhibition area.
- e. **Any nominated entry may be used in any television broadcast, webcast, or video promotion produced for or by the Academy in connection with the International Digital Emmy Awards.**
- f. **Entrants agree that the beta copy of each nominated submission may be entered into the Academy library to become part of its permanent collection.**
- g. **The International Academy of Television Arts & Sciences reserves the right to screen any nominated entry in its entirety at International Emmy educational or promotional initiatives and/or events worldwide. No admission fees will be charged.**
- h. **Additional nomination certificates may be purchased by the primary creative and technical people credited on the official entry form.**
- A formal request to purchase additional certificates must be made in writing and sent to the Academy for approval by the Emmy Committee.

SECTION VII – WINNING THE AWARD

- a. **The winners will be revealed and presented with Emmy statues at the International Digital Emmy Awards ceremony during MIPTV 2012 in Cannes, France.**
- One (1) International Emmy statue per winning entry will be presented at the ceremony.
- b. **While all partners will be credited, only the entrant, or his/her designee, will be presented with the award.**

- c. **Additional statue requests are accepted only for primary creative and technical people listed on the official entry form who directly contributed to the project.**
- A formal request to purchase additional statues must be made in writing and sent to the Academy for approval by the Emmy Committee.
 - A maximum of four (4) additional statues can be purchased for each winning entry.
- d. **Statue engravings will include the title of the submission and the co-producing organizations only. Individual names will not be added.**
- e. **Winner Certificate requests are accepted for any creative or technical participant to the program.**
- Requests may only be submitted through the entrant.
 - There is no limit to the number of winner certificates that may be purchased.