



THE INTERNATIONAL DIGITAL EMMY® AWARDS 2012 PRESENTATION GUIDELINES

Please remember that jurors are evaluating your project based solely on your presentation and summary. The following criteria will provide guidelines for your presentation:

Your presentation should **include**:

- Descriptions and demonstrations/clips of enhanced features
- Plot line of story
- Information about the different delivering platforms (including the broadcast television program, if applicable), how the program can be accessed on each and how they are related
- Voice-over narration
- Creative and technical objectives

Your presentation should **avoid**:

- Promotional material and marketing statistics (including total number of viewers or website hits)
- Long, uninterrupted clips from program
- Extensive plot explanations
- Full webisode(s)
- A length of under 00:03:00 or over 00:07:00
- Solely a walk-through of website