

THE INTERNATIONAL DIGITAL EMMY® AWARDS RULES AND 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 2010, in Cannes, France.

Rules and regulations for submissions are outlined in this document. Entry forms are located at the end of this document in Section IX.

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 presentation is eligible for submission.

SECTION II - AWARDS CATEGORIES

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

SECTION III - REQUIRED MATERIALS

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

SECTION IV - SHIPMENT OF MATERIALS

This section details where and how to send your entry materials.

SECTION V - SCREENING PROCESS AND CONFIRMATION OF SUBMISSIONS

This section details the procedure by which your presentation's acceptance into the competition will be confirmed.

SECTION VI – JUDGING PROCEDURES

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

SECTION VII – RECEIVING A NOMINATION

This section lists the details and procedures for nominations, including the date of the nomination announcement.

SECTION VIII – WINNING THE AWARD

This section gives the date of the Awards Ceremony as well as details about statues and winner certificates.

SECTION IX – OFFICIAL ENTRY FORM

This section contains the official online entry form.

For clarification of these 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 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 nominated in any other Emmy® competition (U.S.);

User generated content, games, online communities, and rebroadcasts are not eligible; Entries solely intended for television broadcast are not eligible for this competition. Please see the Rules & Regulations for the International Emmy Awards competition.

b. **The program's first viewing must have taken place outside of the U.S. between the dates of January 1, 2009 and October 31, 2009.**

c. **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 presenting a submission who do not hold copyright ownership, must obtain consent from the rights owner.

d. **Any submission that lists, in its co-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.**

- The entering organization assumes full responsibility for notifying the other co-production partners of the entry.
- In the event of a protest by any of the partners in a co-production, the entry will be declared ineligible.
- 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.
- While all partners will be credited, only the entrant, or his/her designee, will be presented with the award.

SECTION II - CATEGORIES

a. **General Requirements:**

- A submission may only be entered into one (1) category;
- 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 Emmy Committee reserves the right to re-categorize a submission whenever it is deemed appropriate;
- Materials submitted to the International Digital Emmy Awards competition will not be returned;

b. **Entry Deadline:**

- All entries must be received by **Monday, November 2, 2009.**

c. **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.

SECTION III - REQUIRED MATERIALS FOR ENTRY SUBMISSION

- a. **The completed Entry Form.**
 - Entry Forms are available in Section IX.
- b. **The Submission Fee payment is:**
 - US\$350 for programs originally produced in a language other than English.
 - US\$400 for programs originally produced in English.
- c. **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 on your check or draft and enclose it with your entry form;
 - A bank transfer. 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. 665055981 - 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.
- d. **English Translation:**
 - Programs may be entered in any language. However, for programs not originally produced in English, one (1) of the following two (2) options must be taken:
 - The program may be dubbed in English.
 - The program may be subtitled in English.
 - Programs not in English without English translation will be disqualified.
- e. **A synopsis or description of the program describing how the media components are utilized and/or the delivery platform(s):**
 - Please provide a summary of the submission in the space provided on the online entry form.
 - The summary must be no more than 400 words, only describe the entry in the most factual way and must not include quotes, award listings, marketing statistics or promotional materials. This summary is intended for jurors and therefore should include the necessary information to help them understand the project.
 - Please provide the summary in Word format on a CD-ROM.
- g. **A video of your presentation:**
 - 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](#))**
 - The Academy's preferred method of presentation delivery is an upload of a digital file of the presentation via <http://iemmy.oddemo.com>. Files may be submitted in MPEG 1, MPEG 2, AVI, or MOV. The maximum file size for upload is 1 GB (gigabyte).
 - If you are unable to provide a digital file for upload, you must send two (2) copies of a DVD-R of your submission (see **Section IV – Shipment of Materials** for details).
 - 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.

SECTION IV - SHIPMENT OF MATERIALS

- a. If shipping DVDs, please send all required materials via courier (FedEx, DHL, etc.) directly to:
 - **The International Academy of Television Arts & Sciences**
888 Seventh Avenue, Suite 506, New York, NY 10019 USA
Ph: +1-212-489-1946, Attn: Awards Department
- b. Ship **PREPAID**. The International Academy of Television Arts & Sciences will not accept any packages requiring brokerage fees, duties and/or taxes.
- c. All entries must be received by **Friday, October 30, 2009**.

SECTION V - SCREENING PROCESS AND CONFIRMATION OF SUBMISSIONS

- a. All entries are pre-screened to ensure that eligibility requirements are met and that the technical quality is satisfactory.
- b. All entrants will receive confirmation by email that their submission has been received.
- c. If the Awards Department does not receive any response to requests for additional information, the entry will be subject to withdrawal and the submission fee forfeited.
- d. Any entry 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.
- e. The Emmy Committee reserves the right to not accept any program deemed unsuitable. The ruling of the Emmy Committee is final.

SECTION VI – JUDGING THE AWARD

- a. 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;
- b. Each submission entering the International Digital Emmy Awards competition undergoes up to two (2) rounds of judging around the world.
- c. 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 your 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?
- d. The judging of the Awards will take place under the direct supervision of the Emmy Committee of The International Academy of Television Arts & Sciences.
- e. The completed Official 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 VII – RECEIVING A NOMINATION

- a. The nominations for the 2010 International Digital Emmy Awards will be announced in early March 2010.
- b. Receiving an International Digital Emmy Award nomination does not guarantee admission to the MIPTV exhibition area.
- c. 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 2010.
- d. Any nominated program 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.
- e. The International Academy of Television Arts & Sciences reserves the right to screen any nominated submission in its entirety at International Emmy educational or promotional initiatives and/or events worldwide. No admission fees will be charged.
- 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. Two (2) official nominees will be designated by the entrant to receive the nomination certificates and medals.
- 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 VIII – WINNING THE AWARD

- a. The winners will be revealed and presented with their Emmy statues at the International Digital Emmy Awards ceremony during MIPTV 2010 in Cannes, France.
- b. One (1) International Emmy statue will be presented at the ceremony to one (1) of the two (2) official nominees named by the entering organization.
- 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 Certificates requests are accepted for any creative participant to the program; however, they can only be submitted through the producer(s). There is no limit to the number of winner certificates that may be purchased.