WAN IFRA

Google

South Asian

DIGITAL MEDIA AWARDS

1 MAY - 16 JUNE 2018

Award categories:

■ **News Website or Mobile Service**

■ **Lifestyle, Sports, Entertainment Website or Mobile service**

■ **Use of Online Video (including VR)**

■ **Data Visualisation**

■ **Reader Revenue Initiative**

■ **Branded Content Project**

■ **Digital News Start-up**

■ **Social Media Engagement**

■ **Digital Marketing Campaign**

■ **Innovation to Engage Youth Audiences**

For more information
Visit: www.wan-ifra.org/sdma

South Asian Digital Media Awards 2018

These awards, jointly presented by Google and WAN-IFRA, the World association of newspapers and news publishers, recognise publishers who have adopted digital media and mobile strategies as part of their total product offering to meet the major changes in how people consume news and information today.

1

A) Best News Website or Mobile Service

B) Best in Lifestyle, Sports, Entertainment Website or Mobile Service

Both entries must demonstrate strong content quality, consistency in user experience and evidence of the publishing company's commitment to running the service and offering value to readers and advertisers. Innovative design, the use of multimedia (such as audio, video, infographics, photography, etc) to better tell the story, ease of navigation, speed of downloads and the site's overall organisation will all be taken into consideration.

Both this category will honour the best and most innovative services offered by a publisher on web or mobile platform. The jury will evaluate the quality and originality of the services offered, the ease of registration, access and navigation and the coherence of the offer with the publication's mission and brand.

2

## Best Use of Online Video (including VR)

Entries should demonstrate an ability to relate a story in a concise and objective way and improve the reader experience and engagement with the news brand. There should be consideration of the appropriate video format for specific platforms (e.g. Facebook vs YouTube). The technical quality of the shooting and realisation as well as the possible emotional and aesthetic impact of the video will also be taken into consideration.
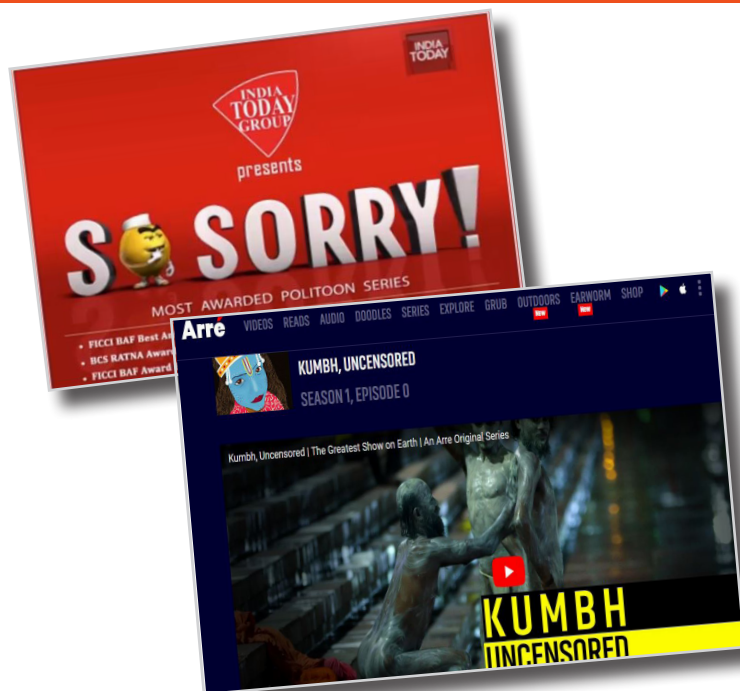
3

Best Data Visualisation

Entries should demonstrate excellence in design, usefulness and clarity of information conveyed on infographics, in the context of (for example) breaking news or non-breaking news, information or entertainment. Special attention will be paid to creativity and visual impact, as well as the effectiveness on mobile devices.
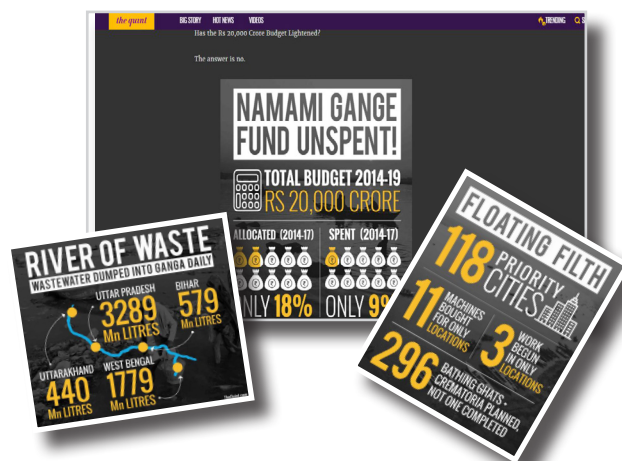
4

Best Reader Revenue Initiative

Best new paid content initiative or marketing campaign, with the aim of increasing revenue from digital subscriptions or one-off purchases. Entries should demonstrate understanding of brand strengths, clarity for the reader or customer, and an effective call to action.

5

Best Branded Content Project

This entry is open to publishers or publisher-owned agencies creating branded content / native advertising. We are looking for campaigns that have a clear brand voice and identity, that play well across different platforms, quality content, and demonstrate high levels of reader engagement.

6

Best Digital News Start-up

This category is open to all independent news-related startups or larger news publishers launching new businesses or spin-offs. Entries should demonstrate clear value to their target market, stand out from the crowd and be able to outline a current or future business model.


7

Best in Social Media Engagement

Entries should demonstrate an original offering, measurably grow user engagement, make best use of the relevant social media platform, and actively reflect the voice and tone of the news brand.

8

Best Digital Marketing Campaign

This category is open for publishers' marketing campaigns for their own news brands. Entries should have clear messaging, an effective social strategy, strong brand voice and efficient targeting.
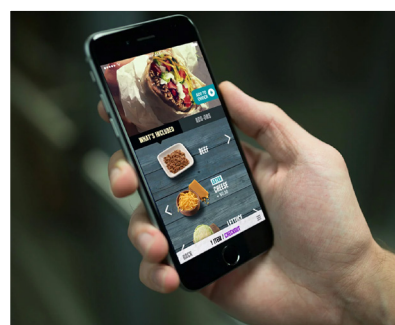
9

Best Innovation to Engage Youth Audiences

Entries must demonstrate strong evidence of the publishing company's success in engaging youth audiences (especially children and teenagers) around any kind of initiative, including but not limited to news literacy, editorial and public service.

Recognition of Excellence

All prize winners will be granted the exclusive usage of a special icon illustrative of their achievement and representing – for each category – the gold, silver and bronze awards. Winners will be entitled to display this distinctive recognition of excellence in their publication as well as in all their corporate communications or marketing materials.

Registration Fee: Each entry will be invoiced at INR 5000/ EUR 80 + 18% GST

Submission Guidelines

Category 1 Provide your website's specific URLs as well as a user name and password if your site is subscription based. If a website is in a language other than English, we require the entrant to provide an English translation of the website's main navigation menus. Entries should be supported as well by a PDF document containing a PowerPoint presentation of no more than 8 slides describing with text and screenshots the website's original features and distinctive services. Entrants are responsible for web availability of entries during the evaluation period from 23 June to 01 July 2018. Applicants shall provide an English translation of the website's main navigation menus in case links or websites are published in another language.

Category 2, 3 A link for viewing the infographics online should be submitted. Entries should be supported by a written submission of up to 500 words explaining the project and objectives. Please ensure that digital files are no larger than 5 MB. Applicants shall provide an English translation of the website's main navigation menus in case links or websites are published in another language.

Category 4 - 9 Entries should be submitted in a PDF document containing a PowerPoint presentation of no more than 8 slides describing with text and screenshots the service's main features as well as the registration and access processes. Please ensure that digital files are no larger than 5 MB. Entries should include a clear reference for downloading the application or service submitted, as well as a complimentary login in case of pay for service.

General Guidelines

The competition is opened to all news publishers in South Asia. All entries, unless otherwise specified, must have been published between 01 July 2017 and 09 June 2018.

*   Registration of entries is acceptable online at www.wan-ifra.org/sdma.
*   Unlimited entries can be submitted and payment must accompany each entry.
*   Entries that do not conform to submission criteria will be disqualified.
*   All entries must be received by 09 June 2018. There will be no extension of the deadline.
*   Registration fee to be paid by 09 June 2018. All bank charges are to be borne by the registrant.
*   Participants must grant WAN-IFRA the full rights to retain and use, free-of-charge, any images or material from the contest for publication in books, exhibitions, websites, or for educational and promotional purposes.
*   Following completion of your registration online, a personal link to upload nominated materials will be sent to entrant's email within 1 working day (Our working day is from Monday to Friday).
*   Submissions are strictly online based. CD/ DVD will not be accepted.

The judges decision is final. No telephone calls or correspondence will be entertained.

For detailed information, Please visit: www.wan-ifra.org/sdma
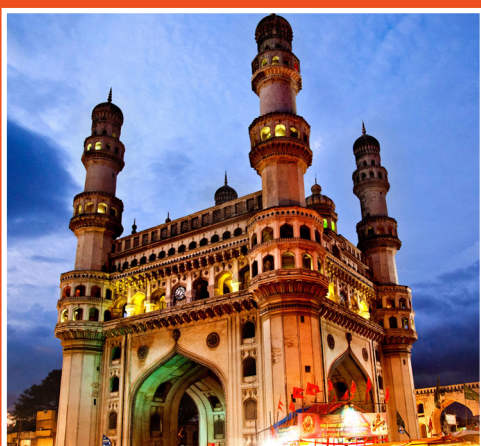
WAN-IFRA India 2018

The South Asian Digital Media Awards will be presented at WAN-IFRA India 2018 Annual Conference in Hyderabad, India from 25 to 27 September 2018. WAN-IFRA India conference has two parallel conferences - World Printers Forum conference and World Editors Forum South Asia Summit.

WAN-IFRA India 2018 is the 26th annual conference organised by WAN-IFRA South Asia and it gathers media executives and experts from South Asia and around the world to explore the latest trends in Newsrooms, Journalism, Digital media and Print technology.

Website: www.wan-ifra.org/india2018