



## ABU DIGITAL MEDIA CATEGORY SUBMISSION GUIDELINES

### 1. Eligibility Criteria

Entries submitted for the ABU Digital Content Award must be **online media contents** developed as **an extension of existing screen or audio programs** and/or **stand-alone original productions** that are tailor-made using a wide range of available digital tools. This award honors the quality of the content as well as the digital impact they create among audiences.

### 2. Types of Entries

The ABU Digital Content Award does not limit the nature of contents acceptable for entry. Entries may include, but not limited to, the following:

▪ Digital, multimedia, multiplatform and/or transmedia stories and content
▪ Tech-enabled content such as Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR) promos, short films, documentaries etc
▪ User-generated or crowdsourced content
▪ Online content such as webisodes created exclusively for internet audiences
▪ Social media content such as Facebook/Snapchat/Instagram/TikTok/YouTube stories, short films, documentaries etc
▪ Data generated content or content created with data visualization
▪ Content created exclusively on mobile phone or using mobile apps and tools
▪ Interactive content such as Alternate Reality Games (ARG) etc
▪ Innovative content that utilizes or are generated by Artificial Intelligence (AI), bots, wearables etc

### 3. Submission Process

**Each organization may submit up to two (2) entries for the Digital Content Award.**

Entries must be submitted through the 2024 ABU Prizes Entry Form. Along with the completed Entry Form, the following supporting materials must be submitted:

- URLs of relevant web links that complements the submitted entry
- Other supporting materials such as backstory, information on audience reach and engagement etc

The duration of the entry, including supporting audio/video materials, must not exceed 60 minutes in total.

Please refer to the ABU Prizes Contest Rules for more information.

### 4. Entry Deadline

Entries must be received by **30<sup>th</sup> June 2024**.

For more information, please contact [abuprizes@abu.org.my](mailto:abuprizes@abu.org.my)