



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 TV or Radio 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 utilises 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 2025 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 **30th June 2025**.

For more information, please contact abuprizes@abu.org.my