

South Asian

**DIGITAL
MEDIA
AWARDS**

3 MAY - 24 JUNE 2016

Award categories:

- News Website
- Lifestyle Website
- Digital Advertising Campaign
- Online Video
- Data Visualisation Project
- News Mobile Service
- Lifestyle Mobile Service
- Tablet Publishing
- Reader Engagement
- Outstanding New Product

Visit www.wan-ifra.org/idma
for more information

CALL FOR ENTRIES

South Asian Digital Media Awards 2016

The South Asian Digital Media Awards 2016, presented by WAN-IFRA South Asia and Google, for the first time, recognise publishers in South Asia 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

1

A. Best News Website B. Best Lifestyle Website

Entries must demonstrate a strong content quality, consistency through interactivity with users 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 technology (such as audio, video, podcast, graphics, photography, etc) enhancing the art of visual storytelling online, ease of navigation, speed of downloads and the site's overall organisation will equally be taken into consideration.

Eligibility

Any news or any lifestyle and entertainment website which is currently running at the time of judging or that has been running between 25 May 2015 and 15 June 2016 may apply.

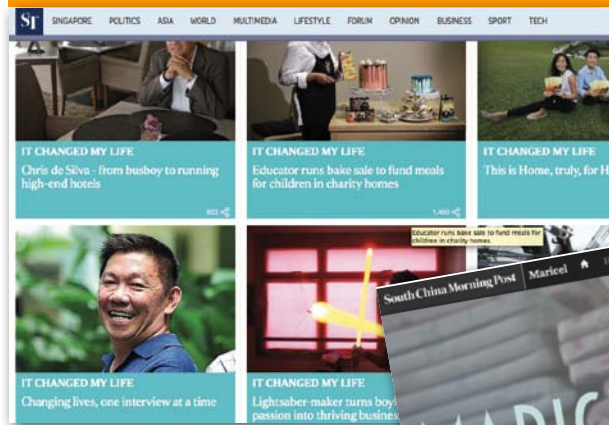
2

Best Digital Advertising Campaign

This category honours a media house's ability to offer added-value to its readers/users and advertisers through publishing or advertising on several media channels. Entries should demonstrate an effective use of each media platform's specificity as well as a coherent management of their complementarities for servicing the readers and advertisers with the best media experience possible.

Eligibility

Entries must consist of editorial coverage or an advertising campaign published between 25 May 2015 and 15 June 2016 on at least 2 media channels.



3

Best Online Video

This award category is opened to news media and wire services as well as to freelancers working for these media who are creating original video news contents.

The jury will recognise the video's narrative qualities and its originality of perception and treatment. It will take into account the video's ability to relate a story in a concise and objective way and its capacity to expand knowledge or understanding of an issue through an effective use of the medium. 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.





4 Best Data Visualisation Project

This award category aims to recognise excellence in design, usefulness and clarity of information conveyed on online graphics, in both breaking news and non-breaking news, information and entertainment. Special attention is paid to the creativity and effectiveness in the use of the medium's specificities such as interactivity and visual impact.

Eligibility

Entries for categories 3 and 4, for online video and for data visualization, must have been posted online between 25 May 2015 and 15 June 2016.



5

A. Best News Mobile Service B. Best Lifestyle Mobile Service

This category will honour the best and most innovative services offered by a publisher on a mobile platform. It can consist in either in a news mobile service or in a lifestyle, entertainment or utilities mobile service. 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.

Eligibility

All mobile services operated by a media company between 25 May 2015 and 15 June 2016 on any kind of mobile platform (App, SMS, MMS, mobile search, mobile site, downloadable client, video, etc.) may apply.



6

Best in Tablet Publishing

The jury will assess the capacity of publications to embrace the tablet platform and to create applications that make full use of the device's specific features. Judges will pay special attention to the news product design and ease of navigation. The relevancy of the type of content offered and the richness of the media experience (use of video and interactive features) will also be key criteria of evaluation.

Eligibility

Entries must consist of tablet news products currently running or that have been offered between 25 May 2015 and 15 June 2016.



7

Best Reader Engagement

Social networking is one of South Asia's favourite pastimes online. It offers news publishers an opportunity to engage with new audiences, to interact and create a bond with their readers and to make their brand relevant in the new media world.

The jury will evaluate the originality of the offering, the level of users' engagement and the complementarities of the campaign or service with the media company's main products.

Eligibility

All newspaper and magazine publishing houses which used social media or other digital platforms to increase their audience engagement between 25 May 2015 and 15 June 2016 are eligible to participate.

8

Best New Product

Publishing houses experiment nowadays with a whole array of new products to broaden their services, in a truly attempt to better serve their communities.

This category focuses on any sort of new products developed for any digital platform. Entries offering a comprehensive e-commerce component will receive a special attention from the jury.

Eligibility

All newspaper and magazine publishing houses which have implemented a new product between 25 May 2015 and 15 June 2016 are eligible to participate.

South Asian Digital Media Awards 2016 SUBMISSION GUIDELINES

For inquiries please contact:

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Tel: +91.44.4211 0640



1. BEST NEWS WEBSITE / BEST LIFESTYLE WEBSITE

- 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 02 to 17 July 2016.

2. BEST DIGITAL ADVERTISING CAMPAIGN

- Entries should be submitted in a PDF document containing a PowerPoint presentation of no more than 8 slides with pictures of the materials printed in the newspaper, URLs and screen shots of the related web publications and pictures of all related materials (such as flyers, promotional objects, events, mobile content, etc.). Please ensure that files are no larger than 5 MB.

3. BEST ONLINE VIDEO AND

4. BEST DATA VISUALIZATION PROJECT

- A link for viewing the video online should be submitted.
- Infographics can be sent via online link or pdf.
- Entries should be supported by a written submission of up to 500 words explaining the project or video's topic and objectives. Please ensure that digital files are no larger than 5 MB.

5. BEST NEWS MOBILE SERVICE/ BEST LIFESTYLE MOBILE SERVICE

- 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.

6. BEST IN TABLET PUBLISHING

- 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.

7. BEST READER ENGAGEMENT AND

8. BEST NEW PRODUCT

- 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 shall provide the social media service / new product web pages specific URLs as well as a user name and password if needed.
- Applicants shall provide an English translation of the website's main navigation menus in case links or websites are published in another language.

General Guidelines

The competition is opened to all news publishers in South Asia. All entries, unless otherwise specified, must have been published between **25 May 2015 and 15 June 2016**.

- Registration of entries is acceptable online at www.wan-ifra.org/idma
- 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 24 June 2016. There will be no extension of the deadline.
- Registration fee to be paid by 24 June 2016. 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 2 working days. (Our working days are 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.

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.



Awards Organisers

The South Asian Digital Media Awards 2016 are proudly presented by Google and WAN-IFRA South Asia.



About WAN-IFRA

WAN-IFRA (www.wan-ifra.org), based in Paris, France, and Frankfurt, Germany, with subsidiaries in Singapore, India and Latin America, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism, editorial integrity and the development of sustainable media businesses.

About Google

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top Internet property and its brand one of the most recognized in the world. Google is proud to be supporting this year's WAN-IFRA media awards in South Asia recognizing innovations in storytelling and business strategies adopted by news publishers in the era of transformation of the media landscape through digital and mobile.



WAN-IFRA India 2016

The South Asian Digital Media Awards will be presented at WAN-IFRA India 2016 Annual Conference in Kolkata, India from 21 to 22 September 2016. WAN-IFRA India conference has three parallel conferences - Newsroom Summit, Crossmedia Advertising Summit and World Printers Forum conference.

WAN-IFRA India 2016 is the 24th 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/india2016

Registration Fees

Registration of entries will be accepted online only at: www.wan-ifra.org/idma

Closing date: 24 June 2016

Entry Fees:

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|-------------------------------------|----------|
| ■ Best News Website | INR 5000 |
| ■ Best Lifestyle Website | INR 5000 |
| ■ Best Digital Advertising Campaign | INR 5000 |
| ■ Best Online Video | INR 5000 |
| ■ Best Data Visualisation Project | INR 5000 |
| ■ Best News Mobile Service | INR 5000 |
| ■ Best Lifestyle Mobile Service | INR 5000 |
| ■ Best in Tablet Publishing | INR 5000 |
| ■ Best Reader Engagement | INR 5000 |
| ■ Best New Product | INR 5000 |

* 14.5% service tax is additional