

XMA Cross Media Awards 2011

Deadline for entries: 30th June 2011

Registration Form

Please copy and complete the form and send or fax to:
WAN-IFRA GmbH & Co. KG · Washingtonplatz 1 · 64287 Darmstadt · Germany
Phone +49.6151.733-6 · Fax +49.6151.733-758 · xma@wan-ifra.org

Yes, we want to sign up for the WAN-IFRA XMA Cross Media Awards 2011

Please register our data:

Company _____
Last name _____
First name _____
Position _____
Street _____
Postal code, city _____
Country _____
E-mail _____
Telephone _____
Fax _____

WAN-IFRA member yes no



Payment details (please select a method of payment):

The fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the award

Please send me an invoice

Please address the invoice to:

Please debit my credit card

Last name _____

American Express Visa Euro-/Mastercard Diners

First name _____

Card No.

Company _____

valid until Card Security Code (CSC/CVC)

Position _____

Card Holder _____

Street _____

Postal code, city _____

Signature, Stamp

Country _____

by signing the contract I accept the general terms and conditions of WAN-IFRA

XMA Cross Media Awards 2011

Paid-for content apps for tablets and smartphones

The XMA Cross Media Awards is the international competition for excellence in cross-media publishing. Now in its 6th year, the contest calls news publishers from around the world to present their best content apps for tablets and/or smartphones at the XMA Awards. The competition, which showcases the most creative examples in cross-media publishing, will this year be looking for the best paid-for apps in our industry.

Register your participation now at www.wan-ifra.org/xma

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Meet the market enthusiasm

The theme of the contest focuses on innovative use of tablets and/or smartphones by news publishers. Smartphone and tablet devices create a new publishing environment where newspapers and other news publications can provide content in an exciting, distinctive way. The iPhone and other smartphones and more recently the iPad created an unprecedented wave of enthusiasm among advertisers and users in 2010.

These novel platforms are undoubtedly fantastic tools for publishing houses to reach new audiences, which rewards users in many aspects: they have comfortable formats, they present multiple functionalities and consumers use them in their personal time to read, to play, to communicate and, to have fun.

Tablets and smartphones, be they Apple devices or the collection of Android or other operating system based devices that are being launched, already generate hundreds of news and entertainment applications from the media industry. For news publishers this innovation represents a unique chance to win back readers and increase loyalty thanks to the app environment.

Furthermore, this is also an opportunity to teach a new generation that content has value and that people should pay to access those applications.

Looking for your best paid-for content apps

This year the contest will not only honor those news publishing companies that have implemented original, easy-to-use apps for tablets and/or smartphones, but also those who have worked hard on the business model and are testing smart strategies to motivate their readers to buy or subscribe to access services and content via their tablet or smartphone offer.

The awards jury is interested in seeing how your company has implemented its tablet and/or smartphone edition with applications. These will be evaluated according to:

- The design: creative integration of design elements in the tablet and/or smartphone context
- The content: what is unique? How relevant is it on this medium?
- How well is done the integration of different components such as video and audio, image galleries?
- How the navigation works: innovative use of tablet/smartphone features, efforts to guide the user and enhance its device experience
- What type of business model has been developed for the application?
- What are the results? What are the long term prospects?

The XMA Cross Media Awards 2011 Winners

The 10 best entries will be selected, and those winners will be announced at the XMA Cross Media Awards Ceremony, which will take place on 10th October 2011 at IFRA Expo in Vienna, WAN-IFRA's flagship event for the news publishing industry. There will also be a dedicated area in the exhibition hall that showcases all the winning projects.



Call for entries 2011

Our jury would be happy to learn more about your project. By submitting your app, you have the chance to be recognised as a winner of the XMA Cross Media Awards 2011. Associate your brand with platforms that are truly growing - publishing has never been hotter!

Who can enter

Applications are now being accepted from all news and magazine publishers who have implemented any sort of paid-for content apps. These apps can be either news related or services or a mix of these elements.

How to enter

Please submit entries online at www.wan-ifra.org/xma where detailed conditions of participation are also available.

Price per App

WAN-IFRA member	EUR 170 + VAT
Non-members	EUR 270 + VAT

Deadline for entries

All entries must be received by 30th June 2011.

Contact

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