



**NATIONAL
TELEVISION
ACADEMY**

2004-2005

**Technology & Engineering Emmy Awards
Advanced Media Technology**

Important Dates

Broadcast Eligibility Period: August 1, 2004 - May 1, 2005

May 13, 2005

Deadline for entries to be submitted

Week of June 13, 2005

Blue Ribbon Panel judging

September 29, 2005

The winners will be announced at a Black Tie Ceremony
in Princeton, New Jersey

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The Award

The National Television Academy's Technology & Engineering Awards honor excellence in Interactive Television and Advanced Media content and applications.

Entry Procedure

1. An excerpt of your program five to seven minutes in length that demonstrates your work. For two screen applications or work that crosses platforms (example: PDA's, TV/PC, Videogame/Internet, etc.) you may composite both screens together. A PowerPoint-style presentation of the application is also acceptable where appropriate. (If submitting a PowerPoint presentation, entrant must include 50 copies of the deck with the application). VHS, DVD+R or DVD-R are the preferred formats for videos.

2. A description of the submitted work, 200 word maximum. Alternatively, you may composite a demonstration video that describes the experience of the work. Five to seven minutes in length. VHS, DVD+R or DVD-R are the preferred formats for videos.

We strongly recommend submission of both types of videos for consideration.

All entries will be deemed submitted to the Advanced Media Technology Archive of the National Academy of Television Arts and Sciences, unless you request otherwise.

Entries must be received by the National Academy of Television Arts & Sciences no later than **May 13, 2005**.

Contest Procedure

A Blue Ribbon Panel of highly qualified professionals, drawn from the industry will consider all submissions the week of June 13, 2005 in New York City.

Judging Criteria

YOU MUST supply a paragraph for each entry explaining why it should receive the highest score for each of the following criteria:

Content: To what extent does the entry contain information, entertaining or motivating material consistent with the entry's purpose or purposes? (Category 1,2 & 4 only)

Creativity: To what extent does the entry embody innovative or distinctive attributes to achieve the entry's purpose or purposes? Give special attention to the concept(s) of the entry that are utilized in an original or unique manner.

Execution: To what extent do the production techniques employed enhance the entry's purpose or purposes? Give special attention to graphics, design, integration of function, original production elements, etc. Technological Achievement: To what extent does the production demonstrate outstanding technological achievement? Give special attention to the use of technology in the production.

Efficacy: To what extent does the production accomplish its stated goals?

PLEASE NOTE: The Blue Ribbon Panel will use these criteria on a scale of 1 to 10 (10 being the highest) to score your entry. This is your opportunity to tell the panel why they should give you a ten in each area. Category 3 will not be judged on Content.

Rules for the Protection of the Emmy Statuette

The Emmy statuette is the property of and all rights are reserved by the National Academy of Television Arts and Sciences.

The Emmy statuette may not be reproduced or used in any commercial manner unless otherwise permitted by the Academy, it being understood that possession of the same is solely for the benefit of the recipient and recipient heirs or successors in interest.

If a recipient or the recipient's heir or successor in interest proposed to sell or otherwise dispose of the Emmy statuette, such persons shall be obligated to return the statuette to the National Academy of Television Arts and Sciences which will retain the same in storage in memory of the recipient.

Categories

CATEGORY 1

Outstanding Achievement in Advanced Media Technology for the Synchronous Enhancement of Original Television Content

This award will recognize work in areas of Advanced Media Technology that enhance or improve programming intended for delivery and display by traditional broadcast means, including: network, cable and satellite distribution. Advanced Media Technology for the programming enhancements shall mean technology or programming that was developed or implemented for non-linear or linear use or delivery, including, but not limited to Television, the Internet, Computers, Videogame or other user interfaces. The underlying linear content shall have appeared in its original creative form on any linear (TV, Cable, Satellite) delivery system in order to be eligible for inclusion.

Eligible for Award: Advanced Media Technology Producer(s).

CATEGORY 2

Outstanding Achievement in Advanced Media Technology for the Non-Synchronous Enhancement of Original Television Content

This award will recognize work in areas of Advanced Media Technology that enhance or improve programming intended for delivery and display by traditional broadcast means, including: network, cable and satellite distribution. Advanced Media Technology for the programming enhancements shall mean technology or programming that was developed or implemented for non-linear or linear use or delivery, including, but not limited to Television, the Internet, Computers, Videogame or other user interfaces. The underlying linear content shall have appeared in its original creative form on any linear (TV, Cable, Satellite) delivery system in order to be eligible for inclusion.

Eligible for Award: Advanced Media Technology Producer(s).

CATEGORY 3

Outstanding Achievement in Advanced Media Technology for the Creation of Non-Traditional Programs or Platforms

This award will recognize a work developed for delivery and display by non-

traditional and or non-linear programming, including: Systems, EPG's, User Interfaces, one-screen or two screen applications, CD-ROM, DVD, computer and video games with broadcast components, etc.

Eligible for Award: Advanced Media Technology Producer(s).

CATEGORY 4

Outstanding Achievement in Advanced Media Technology for the Creation of Video Games

This award will recognize a work developed for Video games or Video Game platforms, including gaming applications and technologies with or without broadband components. This award will be governed by the Advanced Media Technology Gaming Sub-committee Co-Chaired by Seth Haberman. All nominations must be submitted by a member of the Gaming Sub-Committee. Please Contact Seth Haberman (Games@EmmyOnline.TV) if you wish further information about the Gaming Sub-Committee and membership requirements

Eligible for Award: Video Game and Platform Producer(s).

Fees & Shipping

The fee per entry is **\$200**. Ship **PREPAID**.

Credit cards are the preferred method of payment. Please see credit card payment form for details.

If paying by check, it must accompany your entry form, and made payable to **NATAS**.

Send entry material & payment to:

**National Television Academy
Technology & Engineering Emmy Awards
111 West 57th Street, Suite 600
New York, NY 10019-2271**

If you have any questions, please contact:

the Advanced Media Awards Administrators, at **212-586-8424**

Steve Rogers - ext. 233 Cheryl Burke - ext. 235

or email questions to: **advancedmedia@emmyonline.tv**