



43rd News & Documentary Emmy® Awards

INTERACTIVE MEDIA

These categories are open to interactive media projects employing new and emerging platforms and presentation techniques, as well as more established methods and platforms.

Potential submissions include, but are not limited to: Multiplatform and/or transmedia news coverage or documentary storytelling projects, multimedia projects, immersive media projects etc. While both interactive media categories below are open to a wide variety of nonfiction interactive media projects, the emphasis in category 45/Outstanding Interactive Media: Innovation, is on projects that go beyond existing approaches in a new and/or meaningful way, either by reimagining the form, or using existing interactive tools and techniques in a novel and meaningful way.

While these categories emphasize nonlinear, interactive documentaries and news reports, a multimedia or multiplatform submission, for example, may include linear video among other elements. Primarily linear documentary films and news reports are more appropriate for the various news, long form, and short documentary categories.

While these categories are open to new and innovative approaches to the presentation and delivery of content, experiments with form should serve the content of the news story or documentary subject under consideration. Entries will be evaluated on, among other things, how well the form of presentation serves the content of the piece.

Statue Eligible: Executive Producers, Senior Producers, Producers, Associate Producers, Directors, Editors, Camerapersons / Cinematographers, Managing Editors, Writers, Reporters, Correspondents. Other team members responsible for the multiplatform, multimedia, transmedia, interactive or immersive media elements of a project may be considered for eligibility provided their role was more than supervisory and they made a substantial creative contribution to the content. Contact administration to petition for off-list credits. All titles are subject to review.

44. OUTSTANDING INTERACTIVE MEDIA

This category is open to news, documentary, and nonfiction interactive media projects, employing new and emerging platforms and presentation techniques, as well as more established interactive methods and platforms. Interactive elements that engage viewers in a meaningful and significant way should be a central element of the submission. Potential submissions include, but are not limited to: Multiplatform and/or transmedia news coverage or documentary storytelling projects, multimedia projects, immersive media projects etc. Submission content is hosted by the entrant. Entrants will either include a URL directing judges to the project as it exists online or create a judging page specifically designed to

showcase the project for Emmy judging. Entrants in this category may also include a brief explanatory video on their judging site highlighting the Emmy®-worthy aspects of the project.

45. OUTSTANDING INTERACTIVE MEDIA: INNOVATION

This category is open to news, documentary, and nonfiction projects that advance the art and science of interactive media. Entries in this interactive category should emphasize innovation. Entries should go beyond existing approaches in a new and/or meaningful way, either by reimagining the form, or using existing interactive tools and techniques in a novel and meaningful way. An up to 10-minute explanatory video demonstrating the project and highlighting its innovative, Emmy-worthy interactive elements is required in this category, along with a URL directing judges to the project as it exists online, or to a judging page specifically designed to showcase the project for Emmy judging.

INTERACTIVE MEDIA SUBMISSION PREPARATION (CATEGORIES 44-45)

Due to the multimedia/transmedia/nonlinear nature of most submissions in categories 44-45 – the Interactive Media categories – submission content is hosted by the entrant, although an up to 10- minute explanatory video is required to be uploaded on the Media page of the Emmy submission site in category 45/Outstanding Interactive Media: Innovation.

• 44. Outstanding Interactive Media

Entrants will either include a URL directing judges to the project as it exists online or create a judging page specifically designed to showcase the project for Emmy judging. This URL will be entered on the Team Member Details & Essay page of the online submission process. It is also acceptable to provide a brief explanatory video highlighting the Emmy®-worthy aspects of the project, provided you also give entrants access to the project itself. In category 44, any explanatory video will be hosted on the judging site created by the entrant.

• 45. Outstanding Interactive Media: Innovation

Entrants in this category must submit a) An up to 10-minute explanatory video demonstrating the project and highlighting its innovative, Emmy-worthy interactive elements, to be uploaded on the Mediapage of the Emmy submission site and b) a URL directing judges to the project as it exists online, or to a judging page specifically designed to showcase the project for Emmy judging.

Judges will have limited time to explore a project, so while you will want to give judges access to as much of your project as possible, you may want to provide guidance as to how best to explore the project. The accompanying essay is an excellent place to do this, as is the up to 10-minute explanatory video highlighting the Emmy®-worthy aspects of the project, (required in category 45, and optional in category 44).

Judging webpage URL's are due by the official entry deadlines of March 22 (early deadline/ reduced entry fee) or April 19 (Final deadline).

The following information must be included in the text fields provided during the submission process:

- Title of project etc.
 - Field 1: (e.g. FRONTLINE)
 - Field 2: (e.g. Ebola Outbreak: A Virtual Journey)
- Date the project/content was originally made available online (must be 2021)
- Exact running time of submission, if applicable
- Each entry must include an essay of up to 750 words explaining why it is Emmy® -worthy (see page 58)

for essay instructions).

VIRTUAL REALITY SUBMISSIONS

Entrants with VR or AR submissions should

- a. Create a judging page that showcases your project and submit the URL for your judging webpage on the Team Member Details & Essay page of the submission site. Your judging page may include a brief explanatory video highlighting the Emmy®-worthy aspects of the project. Some judges will not have the proper equipment to view your film/project in its intended format. We ask that you create a video to provide an informational walkthrough of the user/viewer experience.
- b. Provide judges with instructions on how to access the VR film (through an Android or iOS app, for example), along with information about the equipment that can be used to view it (i.e. "install our VR app and view film X in Google Cardboard or Samsung Gear" or "Download the file using this link and sideload it into the Samsung Gear by following these directions" etc.). This will allow judges with access to such equipment to view the entry in its intended format.
- c. You may also include additional information about the VR film/project, and any supplementary/auxiliary material in your essay or on your judging page.

Essay

Provide an essay of up to 750 words explaining why your entry is Emmy®-worthy and addressing the following points

- a. A clear explanation of the editorial and production goals of the piece.
- b. Reportorial and creative techniques used to achieve these goals.
- c. Importance of the subject matter.
- d. Impact of the program, story or report.

In the Interactive Media categories (44-45) entrants may describe any nonlinear/interactive presentation techniques employed and explain how it serves the content of the story or report. Entrants in 45/ Outstanding Interactive Media: Innovation should focus on the innovative elements of the submission.