

INTERACTIVE CATEGORIES

These are a subset of Program categories. Unless otherwise noted, Program category rules apply. The same sports programming may be entered in each of the three Interactive Categories, but the explanatory videos, essays and entrants must be distinct from one another. These categories are not a home for submissions solely because the content debuts on a digital or streaming platform. As all Sports Emmy categories are platform-agnostic, submissions to the Interactive categories must meet the specific criteria of each category definition.

For the Interactive categories, the Emmy award recognizes the work of Executive Producers, Producers, Directors, Associate Producers, Associate Directors and Stage Managers credited on the entry.

19. OUTSTANDING INTERACTIVE EXPERIENCE – EVENT COVERAGE INTERACTIVE CATEGORY

- All NATAS General Rules & Procedures and Sports Emmy Fundamental Rules must be followed
- Max Submission time 10 minutes
- Video submitted is an explanatory video
- Video cannot be promotional or laudatory in nature
- Eligibility: Calendar year 2021; American football programming from 12:01 AM ET 02/12/21 through 12:01 AM ET on 02/17/22
- Needed: Entrants' Data, Video, Essay, Excerpt Sheet, Credits

Eligible: Executive Producers, Producers, Directors, Associate Producers, Associate Directors, Operations Producers, Stage Managers & derivative job titles.

This category is for original coverage of a sporting event using more than one medium to engage audiences. The production may include multiple stream environments and value-added material for viewers of live and/or continuing coverage of a sporting event, including reporting and breaking news. Watch parties should be entered in this category.

Entries are to be produced from video, audio and graphics as it originally was presented to the user. The video submitted for judging is an explanatory video, with a Total Submission Time of no more than 10 minutes long. Any voice-over copy on the explanatory video cannot be promotional or laudatory in nature.