

20. OUTSTANDING INTERACTIVE EXPERIENCE - ORIGINAL PROGRAMMING - INTERACTIVE CATEGORY

- All NATAS General Rules & Procedures and Sports Emmy Fundamental Rules must be followed
- Max Submission time 10 minutes
- Video submitted may be 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 & derivative job titles.

This category is for original coverage of a sporting topic using more than one medium to engage audiences. This category recognizes original interactive sports content or a significant and innovative social integration that fuels original content. The production may include multiple stream environments, value-added material for viewers of original programming and content specifically created for social amplification. Examples of original programming include studio shows, recurring segments and multimedia storytelling.

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. If submitting material from a Studio Show, the programming must be wholly different from the Studio Show submission and focus solely on how interactive original programming is driven by social and digital elements. This must be delineated in the explanatory video.