

21. OUTSTANDING DIGITAL INNOVATION – INTERACTIVE CATEGORY

- All NATAS General Rules & Procedures and Sports Emmy Fundamental Rules must be followed
- Max Submission time 10 minutes
- Programming entered in Outstanding Digital Innovation cannot be entered in the George Wensel Technical Achievement category
- A previously entered digital innovation will be allowed only if, in the opinion of NATAS, it has been significantly improved or modified
- Video submitted is the project in its original format and presentation and an explanatory video
- Video can not 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 recognizes innovative and creative projects in the sports television industry, in particular those that make use of the flexibility of the online/digital space to go beyond traditional, linear television programming. This category is open to: projects created for a variety of digital platforms (the web, mobile phones and tablets, smart TVs, streaming services etc.); content that extends and enhances a traditional TV telecast; programming that uses digital technology and techniques as a storytelling element; immersive executions such as 360/VR/AR/MR and over the air/cable/satellite telecasts that are particularly innovative projects.

This award honors exceptional distinctiveness, inventiveness, and impact of the submitted work in expanding the conventions of program format, content, audience interaction, and delivery. Such work may reflect a reimagining or reworking of existing concepts and approaches in a new way, or may be an entirely novel type of experience.

Programming entered in Outstanding Digital Innovation cannot be entered in the George Wensel Technical Achievement category, and vice versa. A previously entered “digital innovation” will be allowed only if, in the opinion of NATAS, it has been significantly improved or modified in either how it looks on the screen or in how it is brought to the screen.

The materials submitted for judging are both the project in its original format and presentation as well as an explanatory video, with a Total Submission Time of no more than 10 minutes long. **All demonstrations of user experience (UX) must be captured from the eligibility year of 2021.** Any voice-over copy on the explanatory video cannot be promotional or laudatory in nature.