PREAMBLE

PRIX EUROPA - The Media Competition for all of Europe awards the
**Best European Television, Radio and Digital Media Productions**
with the aim of publicising them throughout Europe - and supporting their continental
distribution and use.
Each year PRIX EUROPA calls on all media professionals and their commitment to quality to
compete with their best productions.

PRIX EUROPA distinguishes itself by its unique open-door juries. Programme makers from
all over Europe are invited to join these juries. All competition entries are assessed and
evaluated in a public and open debate. This transparent process makes PRIX EUROPA
a first-class training platform and a multinational market place.
The festival has become an important point of reference for young talent from Europe.

1. WHAT WE ARE LOOKING FOR

PRIX EUROPA is looking for the best **Digital Media Projects – Made in Europe** -
which have **vision, creativity and also public responsibility**.

Prizes will be awarded to the projects which best explore and use the potential of the Digital
Media.

2. WHO MAY ENTER

The PRIX EUROPA 2020 Digital Media competition is open to European broadcasting
organisations, their cooperating media partners producing digital media projects and
independent audio or digital media companies with a public service media alignment.
3. **CATEGORIES**

The PRIX EUROPA 2020 Digital Media competition will be held in 2 categories. The submitter decides the category in which the production should compete.

* **Digital Audio Projects**

This category recognises the most original presentation of creative audio on digital platforms. Entries could include audio-led digital formats and projects as well as imaginative and original ways of presenting or re-curating creative or journalistic audio material for digital use, with or without a visual dimension. We would also welcome work created for voice-controlled smart speakers. **Audio must be at the heart of the production.**

**NB** This is not a category for podcasts which should be entered in the Radio competition categories as appropriate: Fiction, Documentary, Current Affairs and Music.

* **Online Media Projects**

Entries may include the full range of digital media projects (cross-platform projects, web-based, AI, AR or VR productions, apps, etc.)

The entries will be judged on their ideas, the way they have been executed, their quality, their commitment to public values and **audience reach** relative to genre.

**NB** Digitally distributed classical linear television-formats, i.e. fiction or documentary that used to be on tv (but now are available on streaming services only) are not relevant for this category. They should be submitted in one of the linear categories.

4. **NUMBER OF ENTRIES**

Each submitter may submit to the PRIX EUROPA 2020 Digital Media competition a maximum of 3 projects per category.

Each submitter has 20/30 minutes of presentation time for each nominated entry.

5. **PERIOD OF ELIGIBILITY**

All Digital Media entries to PRIX EUROPA 2020 must have been **launched after 1 January 2019** and must be **available online** from 1 July to 31 October 2020.
6. PRE-SELECTION PROCEDURE

Between 1 July and 31 August 2020 all submissions to PRIX EUROPA 2020 will be screened or listened to, checked and evaluated at least twice in written form. The evaluation will follow the parameters of the particular voting sheet for each category. This extensive full-time job will be done by 12 independent experts who do not belong to any broadcaster and do not have an entry of their own.

With the pre-selection we aim to offer an overview of European media productions, including established national, regional and local broadcasters as well as those from independent producers and fresh talents. We also aim to balance between new and traditional ways of storytelling, between topical subjects and personal stories to cover the basic trends of programming and a broad range of production styles.

The results of the pre-selection will be published by 10 September 2020 on www.prixeuropa.eu.

7. COMPETITION PRESENTATIONS

Only the projects nominated by the Festival Office will be competing for the PRIX EUROPA 2020 Digital Media Awards.

Presentations in the Digital Media Competition will run on three days between 18 and 22 October 2020, exact dates will be announced by 10 September 2020.

All competing projects have to be presented to the Jury Group in 20/30-minute presentations by a representative of the submitter, each presentation will be followed by a 10-minute Q&A.

8. ADJUDICATION

In all the competition categories at PRIX EUROPA the adjudication lies in the hands of an open-door Jury Group which undertakes to examine all the entries together, to discuss them in public and then to assess them using a points system.

Each Jury Group will be a professional forum of programme-makers.

Each submitter of an entry nominated for PRIX EUROPA 2020 will be obliged to delegate a Jury Member to Potsdam for the entire period of the respective jury sessions, to take part in the adjudication as a member of the Jury Group and to present his/her entry.

All European broadcasting organisations, television or audio organisations as well as other media companies are invited to send Jury Members to each Jury Group, irrespective of having submitted a programme into the competition.

In addition, Observers may participate in all sessions of all Jury Groups. They may take part in the discussions but not in the adjudication.
9. DIGITAL MEDIA AWARDS 2020

* PRIX EUROPA  Best European Digital Audio Project of the Year
* PRIX EUROPA  Best European Online Media Project of the Year

10. ANNOUNCEMENT OF THE PRIZE WINNERS

All prize winners will be officially announced during the PRIX EUROPA 2020 Awards Ceremony on Friday evening, 23 October 2020, in Potsdam.

The Festival Organisers expect the prize winner to attend the PRIX EUROPA 2020 Awards Ceremony in person – or to send a representative.

11. PRIZE TROPHY

All prize winners will receive a TAURUS, the handcrafted PRIX EUROPA Trophy. This bronze sculpture from the foundry of the Dutch sculptor Anthon Hoornweg is called ‘Cabeza del Azote del Laborintico’ - each single TAURUS is handmade and unique. The Trophy will be handed over to the representative of each winning entry at the PRIX EUROPA 2020 Awards Ceremony.
12. **DEADLINES**

**Submission:**

**By Wednesday, 1 July 2020**
the PRIX EUROPA Festival Office in Berlin must have received:

a) *submission forms*, duly completed online at www.prixeuropa.eu

b) *2-minute introduction/trailer video file* of each registered production, with English subtitles uploaded to the server (details of where and how to upload are detailed during the online registration process). This video will be used at the Prize Giving Ceremony for the winning production.

**Pre-Selection Results:**

**By Thursday, 10 September 2020**
the PRIX EUROPA 2020 List of Nominations will be published on www.prixeuropa.eu.

**Nominated Projects:**

**By Tuesday, 15 September 2020**
the submitters of the selected projects must have **confirmed** that:

a) they will send a jury member to attend all jury presentations in the Digital Media category and to present the projects to the Jury Group. Travel costs to be borne by the submitter.

b) they will send their presentations in accordance with the Technical Guidelines which will be detailed by the Festival Organisers.

**By Monday, 21 September 2020**
the submitters of the selected projects must have

c) **registered** their **jury member/s and presenter/s** at www.prixeuropa.eu

d) **sent a press kit / photographs** (stills, picture of author/director) for use free of charge. Please mail to: press@prixeuropa.eu

**By Sunday, 27 September 2020**
the submitters of the selected programmes **must have sent the presentations** of the selected projects in the requested format to online@prixeuropa.eu.
13. **THE SMALL PRINT**

If a submission wins the submitter will mention the PRIX EUROPA Award in all subsequent promotional and press material.

Productions entered for the competition may not include any commercial advertising. Commercial breaks have to be edited out to ensure continuous listening.

A co-production will be regarded as the entry of whichever organisation submits it. All co-production partners must be named on the registration form. It will be assumed by the Organiser that all co-producers have agreed to the programme being entered.

The Organiser shall have the right to release excerpts of all submitted productions of up to 3 minutes free of charge for reporting about PRIX EUROPA 2020 through all ways of media distribution.

All graphic material sent in by the submitters will be released free of charge for use in all publications on PRIX EUROPA 2020 through all ways of media distribution.

The Organiser will keep the files of all competing entries in Berlin for its archives. They will be available for non-commercial training events and PRIX EUROPA MasterClasses organised by the PRIX EUROPA Alliance and the Goethe-Institut.

These rules are issued in English.

Any submission failing to comply with these rules, may be disqualified by the Organiser or the relevant Jury Group.

**The registration of an entry for the PRIX EUROPA 2020 competition implies full acceptance of these rules.**

Please see next page for all information requested to fill in the submission form.
Submission Form Information for the Category of Digital Media Projects

You will need to have the following information at hand once you start filling in the online submission form:
* The fields marked with a star are compulsory (if not applicable to your entry please write N/A in that field)

*Submitting Organisation
*Street, postal code, city, country
*Contact person, email, telephone
*Press contact, email

*Original Title
*English Title

*Submission URL / Download link for Apps
→ If social media plays an important role please include those links to pages, too.

*Project Description / Synopsis in English
*Date of Launch

*Author, email
*Director, email
*Commissioning Editor, email
*Producers, email
*All Co-Production Companies
*Key Staff
*Length in Minutes
* Digital distribution (for example: clicks, views, likes, average page impressions per month, reach, exposure, audience, etc.)
*Total Budget in €
*Person to present the project at PRIX EUROPA 2020, name and email
*Production Context (for example: stand-alone, weekly show, part of a campaign or focus week etc.)