

Competition Regulations 2022

Digital Media Projects

PREAMBLE

PRIX EUROPA - The Media Competition for all of Europe awards the **Best European Digital Media, Radio and Television and Productions of the Year** 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 and most innovative productions.

PRIX EUROPA distinguishes itself by its unique open-door juries. Programme-makers living 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 the competition a first-class training platform and a multinational marketplace.

The festival is an important point of reference for young talent throughout Europe.

The PRIX EUROPA motto in 2022 reads as follows

Media that matter ★ Together in 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**.

PRIX EUROPA is looking for entries, which by the quality of their content and form equally convince audiences and professionals.

The programmes should bear the cultural imprint of their creators and their place of origin and strengthen dialogue in progressively polarised societies thereby contributing to the uphold of democratic values.

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 2022 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, given they hold the festival rights for the entered production.

3. CATEGORIES

The PRIX EUROPA 2021 Digital Media competition will be held in **two** categories. The submitter decides the category in which the production should compete.

* **Digital Audio Projects**

Under the Patronage of BBC Audio.

This category recognises the most original presentation of creative audio on digital platforms.

Entries could include innovative 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 and/or interactive dimension.

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 2022 Digital Media competition a maximum of three 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 2022 must have been **launched after 1 January 2021** and must be **available online from 1 July to 31 October 2022**.

6. PRE-SELECTION PROCEDURE

Between **1 July and 31 August 2022** all submissions to PRIX EUROPA 2022 will be screened or listened to, checked and evaluated at least twice in written form by a team of independent European experts who do not belong to any broadcaster and do not have an entry of their own.

The evaluation will follow the parameters of the particular voting sheet for each category.

With the festival selection we aim to also reflect as many facets of European societies as possible and to offer an overview of media production in Europe: from established national, regional and local broadcasters, independent producers and fresh talent, balancing between new and traditional ways of storytelling, topical subjects and personal stories to cover the basic trends of programming and a broad range of themes and production styles.

The results of the pre-selection (nominated programmes) will be published **by Monday, 5 September 2022** on www.prixeuropa.eu.

7. COMPETITION PRESENTATIONS

Only the projects nominated by the Festival Office will be competing for the two PRIX EUROPA 2022 Digital Media Awards.

Presentations in the Digital Media Competition will run between **23 and 28 October 2022**, exact dates will be announced by Monday, 5 September 2022.

All competing projects have to be presented to the Jury Group by a representative of the submitter (20 - 30 minutes presentation time).

Each presentation will be followed by a 10-minute Q&A.

8. ADJUDICATION

A unique feature of PRIX EUROPA are its open-door juries.

In all the competition categories the adjudication lies in the hands of a **Jury Group** which undertakes to examine the entries together, to discuss them in public and then to assess them using a points system. Each Jury Group is a professional forum of programme-makers.

Each submitter of an entry nominated for PRIX EUROPA 2022 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 represent her/his 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. DEADLINES

Submission:

By Friday, 1 July 2022

the PRIX EUROPA Festival Office in Berlin must have received:

- a) **submission forms**, duly completed, available on www.prixeuropa.eu
- b) **2-minute trailer video file** of each registered production, with English subtitles uploaded to the server (information of where and how to upload is detailed during the online registration process). The videos will be used for the pre-selection procedure.

Pre-Selection Results:

By Monday, 5 September 2022

the PRIX EUROPA 2022 Nominations will be published on www.prixeuropa.eu.

Nominated Projects:

By Friday, 23 September 2022

the submitters of the selected projects must have

- a) **registered** their **jury member/s and presenter/s** at www.prixeuropa.eu 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) **sent the final competition presentations** of the selected projects to online@prixeuropa.eu.

10. DIGITAL MEDIA AWARDS 2022

* PRIX EUROPA Best European Digital Audio Project of the Year
Under the Patronage of BBC Audio

* PRIX EUROPA Best European Online Media Project of the Year

11. ANNOUNCEMENT OF THE PRIZE WINNERS

All prize winners will be officially announced during the PRIX EUROPA 2022 Awards Ceremony on Friday evening, **28 October 2022**, in Potsdam.

The Festival Organisers expect the prize winner to attend the PRIX EUROPA 2022 Awards Ceremony in person – or to send a representative.

12. 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 TAURUS is a unique, handcrafted piece of art.

The Trophy will be handed over to the representative of each winning entry at the PRIX EUROPA 2022 Awards Ceremony.

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 2022 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 2022 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*

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 2022, name and email*

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*

- 1300 to 1800 characters to explain the project and expose its special features and merits

Production Context (for example: stand-alone, weekly show, part of a campaign or focus week etc.)*