



ASIAN
ACADEMY
CREATIVE
AWARDS

Official Entry Kit 2020

The purpose of this document is to guide you with your Entry; including Eligibility, Submission Information and Category definition. We'll try to make this process a breeze, so you can get back to creating award winning content.

If you do require technical support with entry submission please email:

support@asianacademycreativeawards.com

General enquiries please email:

hello@asianacademycreativeawards.com

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About AAA:

The Asian Academy Creative Awards (AAA's) have been established to serve the creative industries as the pinnacle of their achievement in content creation and media production.

Open to the entire Asia Pac region, the Asian Academy Creative Awards honours excellence in craft and technical disciplines across multiple platforms including television, digital, mobile, streaming and any other emerging technologies.

There are some 40 categories at this year's Awards.

Our golden "Goddess of Creativity" will not be easy to win and therein lies it's glittering allure.

Firstly, your peers need to judge your category entry as the best in your own region, a huge honour in itself, for only then will you become a Finalist in the Asian Academy Creative Awards. It is here that another panel of your peers will decide the eventual winner. Our "Goddess of Creativity" shines brightly as a beacon of production excellence and stands as a career milestone for anyone fortunate enough to possess one.

Eligibility

- The entry submitted must have been first “broadcast” or “transmitted” between 1st August 2019 – 31st July 2020 (“Award Period”) on any one media and platform, except specifically stated otherwise in each Award Category.
- Entrant must be domiciled within at least one of the Award Regions.
- You must nominate only one Award Region under which your entry is submitted.
- Any conflict or issue concerning any interpretation of the Award Category is subject to the final decision of the judging panel appointed by AAA. Minimum broadcast duration refers to the slot duration.

Please refer to ‘Rules of Entry PDF’ for other Terms and Conditions

Entry Submission

AAA IS ONLINE ! all entry submissions will be submitted via:

<https://entry.asianacademycreativeawards.com/>

All entry submissions must be made online before the closing date for entry and subject to the rules outlined in ‘**Rules of Entry PDF**’ which govern the entry of the AAA in general. There may be some additional specific rules which are applicable to a specific Award Category, as such entrant is advised to read carefully and understand the specific rules stated in ‘**Category Definitions and Terms**’ within this document

Important Dates

10 January 2020

Opening Date For Entry

31 July 2020

Closing Date For Entry

Entry Fees

Standard fee is USD\$255 per entry per category

*The entry fee may be subject to GST 7% GST as stated in the invoice

*Entries are not officially accepted until payment is received by AAA Finance

*Late Fee will be applicable for entry submitted after 31 July 2020

Early Bird Discount applies for entry submitted from 10 January to 30 April 2020 ONLY.

AAA Foundation Patrons and Patrons receive a 10% discount on all award entries.

Important

1. You must pay your **'AAA Entry Invoice'** within 5 business days. You will receive your invoice to the email address you registered with us.
- 2: Entry fees are non-refundable
3. We will charge USD\$280 per entry

Video Guidelines

Submitted videos will ONLY be accepted in the following output formats:

Video Format: MOV or MPEG 4

Codec: H.264 (recommended)

Optimal Aspect Ratio: 16:9 or 4:3

Optimal Bitrate: 5 mbps

Optimal File Size: No more than 3GB for videos 40 min and under, no more than 5GB for videos over 40 min

Audio Bitrate: No less than 64kbps

Submission Guidelines

Only duly completed entries using the official entry website will be accepted. Failure to comply with the Entry Kit, Rules of Entry and other requirements may result in disqualification or rejection by AAA. Submitted content must be as originally broadcasted or streamed. The only permitted form of editing is to remove commercial breaks. For non-English materials, please submit English sub-title burnt in version to avoid any inconvenience caused to our international jury.

The Regions

Entries for each category will be judged according to their region



Singapore
Thailand
Philippines
Malaysia
Korea
Vietnam
Indonesia
India
China
Hong Kong

Australia & New Zealand
Japan
Taiwan

Rest Of Asia
Cambodia
Myanmar

The Categories



- Best Adaptation of an Existing Format**
- Best Animated Programme or Series (2D or 3D)**
- Best Actor in a Leading Role**
- Best Actress in a Leading Role**
- Best Actor in a Supporting Role**
- Best Actress in a Supporting Role**
- Best Branded Programme or Series**
- Best Children's Programme (one off/series)**
- Best Cinematography**
- Best Comedy Performance**
- Best Comedy Programme**
- Best Current Affairs Programme or Series**
- Best Direction (Fiction)**
- Best Direction (Non-Fiction)**
- Best Drama Series**
- Best Documentary Series**

The Categories



- Best Documentary Programme (one-off)**
- Best Editing**
- Best Feature Film**
- Best General Entertainment, Game or Quiz Programme**
- Best Immersive (360, VR)**
- Best Infotainment Programme**
- Best Lifestyle, Entertainment Presenter/Host**
- Best Lifestyle Programme**
- Best Music or Dance Programme**
- Best News or Current Affairs Presenter/Anchor**
- Best News Programme**
- Best Non Scripted Entertainment**
- Best Original Screenplay**
- Best Original Programme by a Streamer/OTT**

The Categories



- Best Preschool Programme**
- Best Promo or Trailer**
- Best Short Form Content**
- Best Single Drama or Telemovie**
- Best Single News Story/Report**
- Best Sound**
- Best Sports Programme (one off or series)**
- Best Telenovela/Soap**
- Best Theme Song (or Title Track)**
- Best Visual or Special FX (TV or Feature Film)**

Category Definitions and Terms

Best Adaptation of an Existing Format	This award honours an Award Region that has taken an existing international format and produced a high calibre local version. Must consist of no less than four episodes. Min broadcast duration: 30 mins per episode. Entrant must submit one best episode.
Best Animated Programme or Series (2D or 3D)	This award recognises excellence in animated content. It can include anime, manga or animation aimed at a mature audience (16+) as well as children's animation. At least 75% of the programme must be in 2D or 3D and can be either a one-off special or series. Entrant must submit one best episode.
Best Actor in a Leading Role	This category honours an actor who has delivered an outstanding performance in a leading role in a film or TV series or drama. Entrant must submit one best episode that feature the nominated actor and a headshot photo to identify the actor.
Best Actress in a Leading Role	This category honours an actress who has delivered an outstanding performance in a leading role in a film or TV series or drama. Entrant must submit one best episode that feature the nominated actress and a headshot photo to identify the actress.
Best Actor in a Supporting Role	This category honours an actor who has delivered an outstanding performance in a supporting role in a film or TV series or drama. Entrant must submit one best episode that feature the nominated actor and a headshot photo to identify the actor.
Best Actress in a Supporting Role	This category honours an actress who has delivered an outstanding performance in a supporting role in a film or TV series or drama. Entrant must submit one best episode that feature the nominated actress and a headshot photo to identify the actress.
Best Branded Programme or Series	This category acknowledges the difficult balance between entertaining or informative content and the inclusion of sponsor(s) messaging or branding, given the sponsors have partially or fully funded the content. The winner of this category will be a programme or series that cleverly features a brand(s) within its content whilst maintaining the viewing experience. Min broadcast duration – 10 mins (if your 10 minute episode is part of a series include 2 episodes).
Best Children's Programme (one off/series)	This category celebrates excellence in children's programming and, as such, it is open to all genres. It can be a drama series, a one-off special, comedy, animation or entertainment. It must be produced predominantly for children (under 16). The emphasis being high quality programming for kids. Min broadcast duration – 20 mins. Entrant must submit one best episode.

Best
Cinematography

This award salutes outstanding achievement in cinematography by an individual. The work can be from a drama, mini-series, made for TV movie, broadcast or streamed during the Award Period. To be eligible, the cinematographer in this category must have received the primary credit for this role within the programme's credits or, failing credits, must be able to demonstrate that they fulfilled this function. Entrant must submit one best episode (if series) or the entire movie. Name of the nominated person must be stated clearly in the online Entry Form.

Best Comedy Performance Non Gender specific category that honours the finest comedic performance by an individual. Min broadcast duration: 30 mins. Entrant must submit one best episode and headshot photo of the performer.

Best Comedy Programme This award honours excellence in a comedy programme transmitted or streamed during the Awards Period. It could be a comedy or romcom made for television, movie, or even a drama containing strong comedic themes (such as “Four Weddings And A Funeral”). It may be sketch comedy or stand-up comedy. Min broadcast duration: 30 mins. Entrant must submit one best episode.

Best Current Affairs Programme or Series A programme or series that presents analysis of significant political and social events or issues of the day. May be presented as a packaged/pre-edited programme or a panel programme focussed on current events. Min broadcast duration – 30 mins. Entrant must submit one best episode.

Best Direction (Fiction) This award honours the work of the director within a series or one-off programme, such as a telemovie or film, transmitted or streamed within the Awards Period in the area of fiction. Excludes: Any non-fiction works. The director nominated in this entry must have been noted in the programme credits as such. Entrant must submit one best episode (if series) or entire film and a headshot photo of the nominated director.

Best Direction

(Non-Fiction) This award honours the achievements of the director within a series or one off programme transmitted or streamed within the Awards Period in the area of non-fiction. It is a broad based category that honours a director’s work in documentary, reality, entertainment, lifestyle etc. The director nominated in this entry must have been noted in the programme credits as such. Entrant must submit one best episode and a headshot photo of the nominated director.

Best Drama Series To be eligible for this outstanding award at least five episodes featuring consistent storylines and characters under the same title, must have been transmitted or streamed within the Awards Period. Entrant must submit an episode which best reflects the series. Min broadcast duration – 30 mins per episode.

Best Documentary Series Comprised of at least two episodes linked around a central theme or narrative, non-fiction programme presenting facts, information, evidence, in-depth analysis. The programme may use partial re- enactment, stills, stock footage, animation, stop-motion or other techniques but the emphasis is on fact (not on fiction). Entrant must submit an episode which best reflects the series. Includes natural history or wildlife. Excludes reality TV – see separate category. Min broadcast duration – 30 mins.

Best Documentary Programme (one-off) A single, one-off, self-contained non-fiction programme presenting facts, information, evidence, in- depth analysis. The program may use partial re-enactment, stills, stock footage, animation, stop- motion or other techniques but the emphasis is on fact (not on fiction). Includes natural history or wildlife. Excludes reality TV (see separate category). Min broadcast duration – 30 mins. Entrant must submit the entire programme.

Best Editing This craft award honours excellence in editing on a one-off programme or series. It is not genre specific and may be for fiction or non-fiction but importantly, will reflect the high standards of excellence and creativity by the nominated editor(s). Entrant must submit one best episode. Min broadcast duration: 30 mins.

Best Feature Film This award honours the best film, motion picture or movie with a running time of 70 – 210+ minutes in duration. The film must be publicly exhibited either in cinema, OTT, online/digital media, VOD platforms or TV. Entrants should submit the entire film for judging.

Best General Entertainment, Game or Quiz Programme This category celebrates excellence in the production of a general entertainment, game or quiz show (whereby the participants compete for money, prizes or other type of rewards). Includes variety shows, celebrity profiles, talk or interview shows, award shows, galas, tributes, entertainment-oriented magazine shows and etc. Excludes: reality tv competition programme or pro- sports. Min broadcast duration: 30 mins. Entrant must submit one best episode.

Best Immersive

(360, VR) **Best use of Immersive media** including, 360, Virtual Reality, Augmented Reality, Mixed Reality, Artificial Intelligence. Open to entertainment, film, television, interactive, gaming, education, brand applications. Entrant must submit a video of the work and advise if special materials are required for judges to view the entry.

Best Infotainment Programme Honours a genre of television that blends news and entertainment. Presents information in an entertaining manner. Excludes: Hard news, current affairs. Entrant must submit one best episode. Min broadcast duration: 30 mins.

Best Lifestyle, Entertainment Presenter/Host This award honours excellence in the communication and presentation skills of a presenter/host in a lifestyle or entertainment programme. Entrant must submit one best episode and a headshot image of the presenter/host. Min broadcast duration: 30 mins.

Best Lifestyle Programme This award honours a television programme that reflects current lifestyle subject matter such as food, wine, travel, health, fitness, home, home improvement, gardening, leisure, hair, make-up, fashion, shopping. Excludes: news, current affairs, reality TV. Min broadcast duration: 30 mins. Entrant must submit one best episode.

Best Music or Dance Programme This category will go to an exceptional programme or series featuring music or dance. This includes but is not restricted to talent contests, live or recorded concerts, or a biographical programme that contains a considerable amount of music or dance content. Entrant must submit one best episode.

Best News or Current Affairs Presenter/Anchor This award honours the distinguished work of a news or current affairs presenter, journalist or anchor in a single report or programme or for a body of during the Award Period. Entrant must submit one best episode and a headshot image of the presenter/anchor.

Best News Programme Most likely hard news, live to air, presenter-led, focussing on events as they are happening or strong in investigative journalism. Min broadcast duration : 30 mins. Entrant must submit one best episode.

Best Non-Scripted Entertainment This award recognises excellence in the production of non-scripted, substantially non-scripted, reality entertainment programmes including competition reality. Min broadcast duration: 30 mins per episode. Entrant must submit one best episode.

Best Original Screenplay This award honours excellence in writing for TV program or film. It is not genre specific and may include fiction, non-fiction such as documentary or comedy. The script must reflect the writer's own work and contain at least 50% of the nominated writer's own work. You may jointly enter up to three writers only but you may only submit one script for consideration per award entry. Min broadcast duration – 30 mins. Entrant must submit one best episode or entire film.

Best Original Programme by a Streamer/OTT	This award honours an OTT service provider (SVOD/TVOD/AVOD or any VOD) who has commissioned and streamed a distinguished original production produced within an Award Region during the Award Period. This category is not genre specific. Entrant must submit one best episode or entire film.
Best Preschool Programme	This category honours programme excellence in the area of pre-school production (nursery, pre- primary school, play school, kindergarten level). This entry may be live action or animated but aimed specifically at pre-school children. Entrant must submit one best episode.
32. Best Promo or Trailer	This category honours the art of promoting a programme/film/series (not genre specific). The promo or trailer can use content from a programme made outside the Award Region but it must have been fully conceived, edited and produced in the Award Region as a unique campaign. Entrant must submit the entire video promo/trailer.
Best Short Form Content	Deliberately broad in its scope, this category celebrates quality short form content in all its glory. We're looking for innovative, creative, memorable content that makes its mark. It may be a short film, reality, branded content, made for social media, any media or digital platforms or animation – but its duration in its original form must be under 15 minutes (including titles and credits). Cannot be a cut-down of an originally longer programme. Must have been produced in an Award Region but can have had its premiere “broadcast” outside the region. Can be either a one-off or part of a series (but each episode of the series must also be under 15 minutes). Entrant must submit one best episode.
Best Single Drama or Telemovie	This award honours the best production of a fictional single drama or movie which is made for TV. Min broadcast duration: 60mins. Entrant must submit the entire drama or movie.
Best Single News Story/Report	A distinguished, factual, single broadcast of not more than 10 minutes, duration. Focussed on major, breaking news, a major event, a broadcast from a difficult or dangerous environment or a powerful investigative theme. Entrant must submit the entire news video clips.
Best Sound	This award honours the best over-all sound editing/mixing in a live or post produced programme or series, transmitted or streamed during the Awards Period. It recognises technical excellence, the effective use of sound effects or superior live sound mixing. This category is open to all genres. Entrant must submit one best episode.
Best Sports Programme (one off or series)	This award honours excellence in sports programming. The winning entry may be a live event broadcast, a sports documentary, a sports news programme or a one-off example of a championship season. Min broadcast duration: 30 Mins. Entrant must submit one best episode.
Best Telenovela	This category recognises excellence in the production of an outstanding telenovela or soap opera. Consisting of no less than 50 episodes. Min broadcast duration:30 mins per episode. Entrant must submit one best episode.

Special FX in TV
or Feature Films

feature films (including but not limited to fiction or non-fiction, documentary, sports). Contains considerable use of CG characters, simulations, and/or fantasy/ science fiction effects or virtual environments. Alternatively, the entry may be a programme that

must submit one best episode or entire film.



