



ASIAN
ACADEMY
CREATIVE
AWARDS

Official Entry Kit 2021

v.1 (1st March 2021)

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. Our golden "Goddess of Creativity" will not be easy to win and therein lies its 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.

For information on Judging : <https://www.asianacademycreativeawards.com/entry-information/#judging>

Eligibility

- The entry submitted must have been first "broadcast" or "transmitted" between 1st July 2020 – 1st August 2021 ("Award Period") on any one media and platform, except specifically stated otherwise in each Award Category. Note: due to COVID 19, AAA is allowing entry from 1st July 2020, hence there will be a intersecting period of one month with last year's entry , kindly do not submit the same program which you may have already submitted in the AAA 2020 edition for the "intersecting period" i.e 1st - 31 July 2020.
- 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 AAA and the judging panel appointed by AAA.
- Minimum broadcast duration refers to the commercial slot duration.

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. AAA reserves the rights to change and amend any terms and conditions or rules at any time without prior notification. You are hereby advised to constantly check our website for any updated or revised versions or email us for confirmation of the most up to date rules and terms and conditions.

Important Dates

1 March 2021

Opening Date For Entry

15 August 2021

Closing Date For Entry

Entry Fee

Standard fee is USD\$255 per entry per category

- * Entry fee may be subject to GST 7% GST, (if applicable), as stated in the invoice
- * Early Bird Price (USD 230 per entry per category) applies to entry submitted before 31.05.21 ONLY.
- * AAA Foundation Patrons and Patrons receive a 10% discount on all award entries.
- * Bulk discount will be applicable this year: we will waive one entry fee, for each 10 entries submitted.
- * Entries received from Emerging Nations e.g Cambodia, Vietnam and Myanmar will be subject to Special Discounted Fee i.e USD\$200 per entry per category. EBP is not applicable for Special Discounted Fee.
- * Entry fee for Start-up Independent Producer (i.e small independent producer with less than 5 years of business track record) applicable this year at a special discounted entry fee i.e USD\$ 200 per entry per category (if you think you fall in to this classification, please email us, separately for further information on qualifications etc, AAA reserves its sole discretion and absolute rights to reject or disqualify any application, as it deems fit). EBP is not applicable for Special Discounted Fee.

Note : Entry Fee paid is only for the submission of entry to the Awards and does not include any tickets/gold passes (which maybe

Important Payment Term

1. You must pay your '**AAA Entry Invoice**' within **5 business days**. Entries are not officially accepted until payment is received by AAA Finance
2. All bank charges or fees or commissions are to be borne by the Entrant.
3. Entry fees are strictly non-refundable.
4. Entrant shall absorb all applicable taxes incurred in their respective country (if any).
5. Payment can be made via bank transfer or credit card. Invoice will be auto generated after you click "submit" at AAA online entry dashboard. You will receive your invoice to the email address you registered with us.

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 video with burnt English subtitles (we do not need Dubbing) to avoid any inconvenience caused to our international jury.
- * In addition to your entry Video episode/Film, you will also be required to submit the followings :

(1) official trailer or short video clip of the entry program, with specs below.

This is to be used on AAA winners' packages, promotional materials, announcements and red carpet at the awards ceremony, should your entry win the National Round.

- o Length of Trailer clip: 3 to 5 minutes clip of the segment that best illustrates their credentials for the category nominated
- o Clip must be textless, free of graphics where possible
- o Minimum resolution: 1920x1080 for HD, 720x576 for SD
- o Video frame rate: original broadcast frame rate
- o Video codec: H264 (Recommended bitrate 10mbps), Apple Prores 422 or Avid DNx
- o Video container: MP4, MOV, MXF
- o Minimum requirement for audio: MPEG/AAC, Stereo, minimum 44.1Khz sample rate, minimum 128kbps bitrate
- o Recommended requirement for audio: WAV, Stereo, 48khz, 16-bit

(2) For Non-English name e.g Thai or Burmese or Indian or Vietnamese or Cambodian or Chinese or Malay, please also provide the pronunciation of the name of the individual nominated (a voice recording). This is so that we can pronounce the name appropriately.

(3) The logo/image of winning entry/program, including the music (if any, that you would like us to use).

Video Guidelines

Submitted entry video 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

Final Resolution: 1920X1080 FOR HD, 720X576 FOR SD

Please do not submit video via You Tube link which is displayed together with other videos (which may be confusing to the jury, on which episode you are submitting for the purpose of competition) and/or any OTT service subscription link (which require the jury to subscribe/register before viewing).

The Regions

Entries for each category will be judged according to their region



Singapore
Thailand
Philippines
Malaysia
Korea
Vietnam
Indonesia
India
China
Hong Kong SAR

Australia & New Zealand
Japan
Taiwan

Rest Of Asia
Cambodia
Myanmar

The Categories

A total of 36 Categories below are open for entry as of 1 March 2021.

Note 1 : Due to request by the interested industry, AAA has introduced 2 new categories this year, namely Best Voice Artist and Best Natural History or Wildlife Programme.

Note 2 : Best Sports Programme (one off or series) category is cancelled, this year.



- Best Animated (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
- Best Documentary Programme (one-off)
- Best Editing
- Best General Entertainment, Game or Quiz Programme
- Best Infotainment Programme
- Best Lifestyle, Entertainment Presenter/Host
- Best Lifestyle 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
- Best Preschool Programme
- Best Promo or Trailer
- Best Short Form Content
- Best Single Drama, Telemovie or Anthology Episode
- Best Single News Story/Report
- Best Sound
- Best Theme Song (or Title Theme)
- Best Visual or Special FX (TV or Feature Film)
- Best Voice Artist*
- Best Natural History or Wildlife Programme*

The Categories

The following 5 categories (*) are paused for next launch, on a future date to be notified end of April or May 2021. AAA reserved the rights to cancel any of the following categories, this year, as it deems fit.

*Best Adaptation of an Existing Format

*Best Feature Film

*Best Immersive (360, VR)

*Best Music or Dance Programme

*Best Telenovela/Soap



Category Definitions and Terms

- 1. 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: 30mins (18 to 21 mins w/out commercial) per episode. Entrant must submit one best episode.
- 2. Best Animated (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, feature film or series. Entrant must submit one best episode.
- 3. Best Actor in a Leading Role** This category honours an actor who has delivered an outstanding performance in a leading role in a film/TV series. Entrant must submit 1 best episode that feature the nominated actor and headshot photo to identify the actor. Name of the nominated actor must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [Actor's full name (program/film title)]
- 4. Best Actress in a Leading Role** This category honours an actress who has delivered an outstanding performance in a leading role in a film/TV series. Entrant must submit 1 best episode that feature the nominated actress and headshot photo to identify the actress. Name of the nominated actress must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [Actress's full name (program/film title)].
- 5. Best Actor in a Supporting Role** This category honours an actor who has delivered an outstanding performance in a supporting role in a film/TV series. Entrant must submit 1 best episode that feature the nominated actor and headshot photo to identify the actor. Name of the nominated actor must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [Actor's full name (program/film title)].
- 6. Best Actress in a Supporting Role** This category honours an actress who has delivered an outstanding performance in a supporting role in a film/TV series. Entrant must submit 1 best episode that feature the nominated actress and headshot photo to identify the actress. Name of the nominated actress must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [Actress's full name (program/film title)].
- 7. 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).
- 8. 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. Entrant must submit one best episode. If the duration of your program per episode is lesser than 20 minutes, please submit up to 2 episodes.
- 9. Best Cinematography** This award salutes outstanding achievement in cinematography by an individual. The work can be from any TV programme including but not limited to drama, mini-series, web-series, made for TV movie/film, documentary broadcasted 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 as Entry Name and the show's title in bracket i.e [cameraman's full name (program/film title)].
- 10. Best Comedy Performance** Non Gender specific category that honours the finest comedic performance by an individual. Min broadcast duration: 30 mins (18 to 21 mins w/out commercial). Entrant must submit 1 best episode and headshot photo of the performer. Name of the nominated performer must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [performer's full name (program/film title)].

11. 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 (18 to 21 mins w/out commercial). Entrant must submit one best episode.
12. 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 (18 to 21 mins w/out commercial). Entrant must submit one best episode.
13. 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 1 best episode (if series) or entire film and headshot photo of the nominated director. Name of the nominated director must be stated clearly in the online Entry Form as Entry Name and the show’s title in bracket i.e [director’s full name (program/film title)].
14. Best Direction (Non-Fiction)
This award honours the achievements of the director within a series/one off programme/film 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 1 best episode (if series) or entire film and headshot photo of the nominated director. Name of the nominated director must be stated clearly in the online Entry Form as Entry Name and the show’s title in bracket i.e [director’s full name (program/film title)].
15. 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 (18 to 21 mins w/out commercial) per episode.
16. 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 (18 to 21 mins w/out commercial).
17. Best Documentary Programme (one-off)
A single, one-off, self-contained non-fiction programme presenting facts, information, evidence, in- depth analysis. Includes feature film. 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). Excludes natural history or wildlife and reality TV (see separate category). Min broadcast duration: 30 mins (18 to 21 mins w/out commercial). Entrant must submit the entire programme.
18. Best Editing
This craft award honours excellence in editing on a one-off programme/series/film. 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 (18 to 21 mins w/out commercial). Name of the nominated editor must be stated clearly in the online Entry Form as Entry Name and the show’s title in bracket i.e [editor’s full name (program/film title)].
19. 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.

20. 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 (18 to 21 mins w/out commercial). Entrant must submit one best episode.
21. 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.
22. 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 (18 to 21 mins w/out commercial).
23. 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 (18 to 21mins w/out commercial). Name of the nominated presenter/host must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [presenter's full name (program/film title)].
24. 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 (18 to 21mins w/out commercial). Entrant must submit one best episode.
25. 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.
26. Best Natural History or Wildlife Programme A factual programme that focuses on the history of the planet, for example: anthropology, geology, palaeontology, astronomy, botany, zoology; or focusses on animals, plants and other non-human creatures. Min broadcast duration: 30 mins (18 to 21mins w/out commercial).
27. 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. Name of the nominated presenter/host must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [presenter's full name (program/film title)].
28. 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 (18 to 21 mins w/out commercial). Entrant must submit one best episode.
29. 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 (18 to 21mins w/out commercial) per episode. Entrant must submit one best episode.
30. 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 (18 to 21 mins w/out commercial). Entrant must submit 1 best episode or entire film. Name of the nominated script writer must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [scriptwriter's full name (program/film title)].
31. 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.

32. 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. Please submit up to 2 episodes, for judging.
33. 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.
34. 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.
35. Best Single Drama/ Telemovie/Anthology Episode
This award honours the best production of a fictional single drama, movie or anthology episode (made for TV). Min broadcast duration: 60mins (39 to 42 mins w/out commercial). An Anthology Episode is a single episode from an anthology series (of two or more episodes) which is based on a common subject theme but with a non-recurring story e.g include but not limited to Black Mirror, American Horror Story, Twilight Zone.
36. 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.
37. 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.
38. 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 (18 to 21 mins w/out commercial) per episode. Entrant must submit one best episode.
39. Best Theme Song or Title Theme
A theme song or title track written or commissioned specifically for a TV Show, made for TV movie length feature. The genre is open and can be either drama, comedy or entertainment. Entrant should state clearly the name of the music composer, song/lyric writer and original singer of the song. Entrant must submit the entire song/title theme.
40. Best Visual or Special FX in TV or Feature Films
Visual effects or digital special effects in a television series or 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 features significant opening titles or extensive use of CG. Entrant must submit one best episode or entire Film.
41. Best Voice Artist
This award honours an outstanding performance in voice acting/voice over/narration in TV, series, animation, documentary, feature film, gaming, web, TVC promo or trailer (excludes radio, audiobooks, podcasts). Please submit the full name and headshot photo of the nominated Artist, together with the video of the nominated program or show. If the program is a TV series, please only submit one best episode. Name of the nominated artist must be stated clearly in the online Entry Form as Entry Name and and the show's title in bracket i.e [artist's full name (program/film title)].