



ASIAN  
ACADEMY  
CREATIVE  
AWARDS

## Official Entry Kit 2022

v.1 (02.02.2022)

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](mailto:support@asianacademycreativeawards.com)**

General enquiries please email:

**[hello@asianacademycreativeawards.com](mailto:hello@asianacademycreativeawards.com)**

For updates, media releases and general information:

**Head to [www.asianacademycreativeawards.com](http://www.asianacademycreativeawards.com) and subscribe**

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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 **1<sup>st</sup> Aug 2021 – 31<sup>st</sup> July 2022** ("Award Period") on any one media and platform, except specifically stated otherwise in each Award Category. Note: AAA is allowing entry from 1<sup>st</sup> Aug 2021, hence there will be an intersecting period of one day with last year's award period, kindly do not submit the same program which you may have already submitted in the AAA 2021 edition for the "intersecting period" i.e 1<sup>st</sup> August 2021.
- Entrant must be a residence or 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

**02 February 2022**

**Opening Date For Entry**

**15 August 2022**

**Closing Date For Entry**

## Entry Fee

**Standard fee is USD\$275 per entry per category**

\* Entry fee may be subject to GST 7% GST, (if applicable), and if applicable will be stated in the invoice

\* **Early Bird Price (USD 255 per entry per category) applies to entry submitted before 31.05.22 ONLY.**

\* As a benefit of your support AAA Foundation Patrons and Patrons receive discounts on all award entries. Contact the AAA for more details and your discount code.

\* **Bulk discount** will be applicable this year: we will waive one entry fee, for each 10 entries paid & 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 chargeable) for the access to the Awards Ceremonies and other event or activities organized by AAA.*

## 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 (local and oversea) are to be borne by the Entrant.
3. Entry fees are strictly non-refundable.
4. Entrant shall absorb all applicable taxes or custom fees, 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. Please notify us immediately if you wish to change the registered email with us.

## Submission Guidelines Specifications

- \* 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.
- \* **Watermarks:** Are not encouraged but should be restricted to a corner of screen, not cover subtitles and not interfere with the judges' ability to satisfactorily view the programme.
- \* You must submit a full episode or full film of the entry program/film/show, for judging.

### **ENTRY VIDEO (FULL EPISODE/FULL FILM) SPECIFICATIONS**

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, 720X576FOR SD

You may choose to upload your video onto the AAA online entry dashboard; or if you file is too big, you may use Dropbox Or Google drive or Vimeo, but please remember to grant us access to download the video. Please do **NOT** submit entry video via You Tube link and/or any OTT service subscription links.

### Other materials to be submitted along with the Entry Program/Film video

\*And in addition to the full episode/full film video above, you will also be required to submit the followings :

(1) official trailer or short video clip of the entry program (we prefer a trailer without subtitles), with specs below.

This trailer/short clip 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, 720x576for 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

*\*You may also want to consider entering your official trailer in the BEST PROMO or TRAILER category, as well.*

(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, when we announce the winners.

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

# 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

Cambodia  
Myanmar

## The Categories for 2022

A total of 40 Categories below are open for entry in 2022, with some changes from past year:

1. Due to request by the interested industry, the Best Lifestyle Entertainment Presenter/Host category is split into 2 categories i.e Factual Presenter and Entertainment Host. Best Feature Film category is being re-instated. Best Original Screenplay is changed to Best Screenplay. Please refer to definition section.
2. Best Immersive (360, VR), Best Telenovela/Soap and Best Sports Programme (one off or series)

**Best Adaptation of an Existing Format**  
**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 Entertainment Host**  
**Best Factual Presenter**  
**Best Feature Film**  
**Best Lifestyle Programme**  
**Best Music or Dance Programme**  
**Best News or Current Affairs Presenter/Anchor**  
**Best News Programme**  
**Best Non Scripted Entertainment**  
**Best 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**



## 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. 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 best 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)]. The nominated actor must appear in at least 10% of the total running time of the submitted episode in order to be eligible.
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 best feature the nominated actress and headshot photo to identify the actress. The nominated actress must appear in at least 10% of the total running time of the submitted episode in order to be eligible 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 best 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)]. The nominated actor must appear in at least 10% of the total running time of the submitted episode in order to be eligible.
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 best feature the nominated actress and headshot photo to identify the actress. The nominated actress must appear in at least 10% of the total running time of the submitted episode in order to be eligible 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.
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.
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. Entrant must submit 1 best episode and headshot photo of the performer. The nominated presenter must appear in at least 10% of the total running time of the submitted episode in order to be eligible. 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. 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. It must be a complete programme not just a single story. May be presented as a packaged/pre-edited programme or a panel programme focussed on current events. 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 four 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.
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.
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). 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. 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. Entrant must submit one best episode.
21. 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.
22. Best Entertainment Host This award honours excellence in the communication and presentation skills of a host in an entertainment programme such as music or dance, quiz and game shows. Entrant must submit one best episode and a headshot image of the host. Name of the nominated host must be stated clearly in the online Entry Form as Entry Name and the show's title in bracket i.e [Host's full name (program/film title)].
23. Best Factual Presenter This award honours excellence in the communication and presentation skills of a presenter in a lifestyle or documentary or infotainment lead programme or series. Entrant must submit one best episode and a headshot image of the presenter. Name of the nominated presenter 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. 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.
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, focussing on events as they are happening or strong in investigative journalism. 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. Entrant must submit one best episode.
30. Best Screenplay This award honours excellence in writing for TV program or film includes adaptation from a book or novel. It is not genre specific and may include fiction, non-fiction such as documentary or comedy. You may jointly enter up to three writers only but you may only submit one scripted episode for consideration per award entry. State the **Name of the nominated script writer(s)** in the online Entry Form as the Entry Name and the show's title in bracket i.e *Steve Chong (Beautiful People)*.
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 20 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 20 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: 21 mins. 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. This category is open to all genres. Entrant must submit one best episode.
38. 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. The song/theme must be featured in the finished programme or film (If the song is just featured as promotional clip or trailer, then please submit under the Best Promo or Trailer category).
39. 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 a VFX highlights reel to show your work within the entry. The video clip should not be more than 10 minutes.
40. 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)].