

Interactive Digital Media Awards Addendum

1030. Best Cross-Platform Project - Fiction

An interactive project that enhances the user's enjoyment of a television program/series through such platforms as mobile, the Web and other portable devices. Entries must be associated with a specific program or series that meets the eligibility requirements for the 25th Annual Gemini Awards. The TV partner, however, **does not** necessarily have to be **entered** in the 25th Annual Gemini Awards. Projects that are primarily promotional and corporate entities' interactive works are not eligible in this category, nor are projects entered in the category of Best Cross-Platform Project – Children's & Youth. This award is intended to honour up to 5 individuals responsible for the work. Eligible credits include Executive Producer, Producer, Website Producer, Site Producer, Creative Producer, Senior Web Producer, and Interactive Producer. The entrant must include either a short video or a text description with screen shots as visual support to demonstrate the user experience and how their project works.

1031. Best Cross-Platform Project – Non-Fiction

An interactive project that enhances the user's enjoyment of a television program/series through such platforms as mobile, the web and other portable devices. Entries must be associated with a specific program or series that meets the eligibility requirements for the 25th Annual Gemini Awards. The TV partner, however, **does not** necessarily have to be **entered** in the 25th Annual Gemini Awards. Projects that are primarily promotional and corporate entities' interactive works are not eligible in this category. This award is intended to honour up to 5 individuals responsible for the work. Eligible credits include Executive Producer, Producer, Website Producer, Site Producer, Creative Producer, Senior Web Producer, and Interactive Producer. The entrant must include either a short video or a text description with screen shots as visual support to demonstrate the user experience and how their project works.

1032. Best Cross-Platform Project – Children's and Youth

An interactive project that enhances the user's enjoyment of a television program/series through such platforms as mobile, the web and other portable devices. Entries must be associated with a specific program or series that meets the eligibility requirements for the 25th Annual Gemini Awards. The TV partner, however, **does not** necessarily have to be **entered** in the 25th Annual Gemini Awards. Projects that are primarily promotional and corporate entities' interactive works are not eligible in this category. This award is intended to honour up to 5 individuals responsible for the work. Eligible credits include Executive Producer, Producer, Website Producer, Site Producer, Creative Producer, Senior Web Producer, and Interactive Producer. The entrant must include either a short video or a text description with screen shots as visual support to demonstrate the user experience and how their project works.

1033. Best Original Program or Series produced for Digital Media – Fiction

An original video program or series, the first broadcast of which is intended for a digital medium other than television. Programs that are primarily promotional are not eligible in this category.

1034. Best Original Program or Series produced for Digital Media – Non-Fiction

An original program or series, the first broadcast of which is intended for a digital medium other than television. Programs that are primarily promotional are not eligible in this category.

Note: Eligibility requirements for these awards:

1. The cross-platform project or original program produced for digital media must be produced by a Canadian company.

2. The cross-platform project must be related to a television program that is eligible for the Gemini Awards competition. The television program does not have to be submitted to the Gemini competition.
3. The original program produced for digital media must first be made available to the public on a digital medium other than television.
4. The cross-platform project or original program produced for digital media must not be dedicated primarily to promoting a program or be a promotional program.
5. The cross-platform project must have gone live and the original program produced for digital media must have been made available to the public, in Canada, during the eligibility period.

Special Award - Outstanding Technical Achievement in Digital Media

This award may, but need not, be presented on an annual basis to honour a recent worthy technical achievement in the Canadian digital media industry. Any device, method or invention of exceptional technical value used in production, distribution or display of content and less than three years from initial implementation may be entered for this special award. The technical achievement may relate to any digital platform.

Nomination Process: Nominations are received from members of the Academy and the industry at large. Recommendations should be sent to the Gemini Special Awards Committee, who will convene to recommend a winner. The recommendation will be passed on to the Board of Directors for approval.

Please provide the following information for the Committee's consideration:

1. The name of the device, method or invention.
2. Date of first private showing.
3. Date of actual industry use.
4. How the device, method or invention serves to enhance the content.
5. Impact of this technical achievement on the industry.
6. Extent that the technical achievement has been accepted by the industry.
7. Patents (pending) considered for this achievement.
8. Please state why recognition should be received for this technical achievement.
9. Contact information for the submitter.
10. Contact information for the recipient.