

INTERACTIVE MEDIA PEER GROUP
60th Primetime Emmy® Awards
OFFICIAL ENTRY FORM
2008

**OUTSTANDING CREATIVE ACHIEVEMENT
IN INTERACTIVE MEDIA**



ACADEMY OF TELEVISION
ARTS & SCIENCES

2008 INTERACTIVE MEDIA PRIMETIME EMMY® AWARDS ENTRY PROCEDURE:

All entries must be accompanied by:

1. A linear / non-interactive video recording that demonstrates the viewer experience and highlights the interactive features and functionality of the program or series.

The demonstration video recording must:

- be between two and six minutes in length
- provide a minimum of either two minutes of, OR the combined total running time of, the interactive elements in the program or series, whichever is shorter
- include all the interactive feature(s), either contiguous or edited, in an order that is closely representative of the actual viewer experience
- be submitted on Digital Beta tape or consumer DVD-Video (digital video files delivered on DVD-ROM discs are not acceptable at this time)

PLEASE NOTE: The purpose of the linear video recording is to fully demonstrate, or "walk through", the experience for the Academy of Television Arts and Sciences judges who may not have access to the project during the voting process. Voiceover and other explanatory methods are allowed as necessary to provide a reasonable facsimile of the interactive experience, but "promo," "marketing," or "sizzle tapes" are strongly discouraged and will result in negative assessment of the entry.

2. A screen shot representative of your entry for use as a thumbnail identifier in the balloting process. The file must be submitted as a JPEG 320 x 240 pixels in dimension.

All entries automatically become part of the Interactive Television archives at the Academy of Television Arts & Sciences Foundation.

3. Entry Fee

\$400.00 for an individual or group of individuals (4 individuals maximum) submitting as the Official Entrant; \$600.00 for a company (or partnership of up to 4 companies) submitting as the Official Entrant.

4. Complete the official entry form below. Then print the form (PDF or Word), attach the appropriate entry fee, include the demonstration video tape or DVD and mail as a single package to:

**The Academy of Television Arts & Sciences
Interactive Media Peer Group Primetime Emmy Awards
5220 Lankershim Blvd.
North Hollywood, California 91601-3109**

All entries must be completed and received by the Academy of Television Arts & Sciences Awards Office by **5:00p Pacific time, Friday, May 30, 2008**. Absolutely no extensions to this deadline will be granted.

If you have any questions, please contact the Interactive Media Peer Group Awards Committee: Geoff Katz / geoff@method.com / 310.770.8312

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INTERACTIVE MEDIA PEER GROUP
60th Primetime Emmy® Awards
OFFICIAL ENTRY FORM

**OUTSTANDING CREATIVE ACHIEVEMENT
IN INTERACTIVE MEDIA**

AREA OF COMPETITION: (check only one)

- Outstanding Creative Achievement in Interactive Media - **Fiction**
- Outstanding Creative Achievement in Interactive Media - **Non-Fiction**

TITLE OF ENTRY:

**DATES THAT THIS PROGRAM
OR SERIES WAS AVAILABLE
TO VIEWERS DURING THE
ELIGIBILITY PERIOD:**

June 1, 2007 – May 31, 2008

ENTRY DESCRIPTION:

Briefly describe the interactive media program or series.

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**NAME OF PERSON TO BE
CONTACTED REGARDING
THIS ENTRY:**

TITLE:

EMAIL ADDRESS:

NAME OF COMPANY:

STREET ADDRESS:

CITY, STATE AND ZIP CODE:

PHONE NUMBER:

FAX NUMBER:

**SIGNATURE OF
OFFICIAL ENTRANT:**

(This is the signature of the principal individual contributor or representative of the company(s), who is the official entrant OR designated representative thereof and who will be the main point of contact with The Academy of Television Arts & Sciences regarding this entry.)

OFFICIAL ENTRANT NAMES:

Name(s) of primary individual(s) or company(s) who contributed to the interactive media program or series.

INSTRUCTIONS: Please ***select only one of the entry options*** presented below – Individual(s) ***or*** Company(s).

NOTE: Please include all individuals or companies deserving of recognition. No more than 4 individuals or 4 companies per entry.

ATTENTION: These individual or company names will be the official recognized Primetime Emmy® Award winners in the official Academy of Television Arts & Sciences records and will appear on the Primetime Emmy® Award Statuette. No changes to this choice of options and no changes to the individual or company names will be permitted after the entry is submitted.

Individual(s)

Official Individual Entrant:

1. _____

Additional Individual Entrants (if appropriate):

2. _____

3. _____

4. _____

or...

Company(s)

Official Company Entrant:

1. _____

Additional Company Entrants (if appropriate):

2. _____

3. _____

4. _____

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ENTRY FEES:

\$400.00 for an individual(s) submitting as Official Entrant; \$600.00 for a company(s) submitting as Official Entrant. (see below for more details).

NOTE: Any Academy member of an individual/group entry has his/her entry fee waived. For example, if there is one entrant, the entry fee for that person is \$400, and it is waived. If there are two entrants, the entry fee for each person is \$200, and it is waived for each member. If there are three entrants, the entry fee is \$133 for each person, and it is waived for each member. If there are four entrants, the entry fee is \$100 for each person, and it is waived for each member.

Any Academy member making a company/partnership entry has the \$600 fee waived. For example, if there is one company, the entry fee for that company is \$600, and it is waived. If there are two companies, the entry fee for each company is \$300, and it is waived for each member making an entry on behalf of his/her company. If there are three companies, the entry fee is \$200 for each company, and it is waived for each member making an entry on behalf of his/her company. If there are four companies, the entry fee is \$150 for each company, and it is waived for each member making an entry on behalf of his/her company.

PAYMENT METHOD: (check only one)

Check attached. Payable to the 'Academy of Television Arts & Sciences'

Credit Card

Credit Card Type
(Visa, MasterCard only)

Name on Credit Card

Credit Card Number

Expiration Date

3 digit Security Code

WRITTEN RESPONSE SECTION:

1. In a brief paragraph, please describe a typical user scenario for your interactive media program or series. (Use an additional page if necessary, but please, keep the description to fewer than 250 words.)

2. In a brief paragraph, please describe why your interactive media program or series should be recognized for outstanding creative achievement. (Use an additional page if necessary, but please, keep the description to fewer than 250 words.)

WRITTEN RESPONSE SECTION...continued

3. In a brief paragraph, please explain how this entry advances the state of interactive media. (Use an additional page if necessary, but please, keep the explanation to fewer than 250 words.)

4. In a brief paragraph, please explain how this entry fulfills the goals of this project. (Use an additional page if necessary, but please, keep the explanation to fewer than 250 words.)