

MediaGuardian Edinburgh International Television Festival Channel of the Year Awards 2010

NON-TERRESTRIAL CHANNEL OF THE YEAR AND PROGRAMME OF THE YEAR

Welcome to the MediaGuardian Edinburgh International Television Festival 2010 Channel of the Year Awards. We're inviting ALL non-terrestrial channels to enter themselves to be contenders for the **Best Non Terrestrial Channel of the Year** and **Best Non Terrestrial Programme of the Year**.

The voters, made up of past Festival delegates, readers of the MediaGuardian and interested members of the public, will watch the videos and vote online to deliver the shortlist of 5 for these two categories.

The five categories are:

- Best Terrestrial Channel of the Year
- Best Non-Terrestrial Channel of the Year
- Best Terrestrial Programme of the Year
- Best Non-Terrestrial Programme of the Year
- The Network and Fast Track Programme Choice Award

HOW TO ENTER

To enter your channel for consideration, please submit the following by **Wednesday 7 April**:

1. 2 minute showreel that demonstrates the best of your channel. This show reel should showcase programmes that have been, or are set to be, transmitted between **July 1 2009 and June 30 2010**. Full submission details are below.
2. 150 words describing your channel's programming over the last year which will be viewed online alongside your video by the viewing public.
3. Your 5 best programmes, transmitted between **July 1 2009 and June 30 2010**. These will only inform the **Best Non Terrestrial Programme of the Year** selection list, for shortlist voting. Please state in 50 words why you have chosen each programme.
4. Any channel that has been broadcasting for part of this period will eligible for entry.

VOTING PROCESS

1. All submissions will be made available for public viewing at www.mgeitf.co.uk from end of April, once viewed, the voters will be asked to complete a voting survey by YouGov plc, an independent third party. Voting will be open for approximately one month. This will be publicised through the TV Festival's database and MediaGuardian.
2. Respondents view videos on www.mgeitf.co.uk then complete Yougov survey to vote for **Best Non Terrestrial Channel of the Year**
3. Respondents will be asked to vote for their **Best Non Terrestrial Programme of the Year** from a long list of programmes to a shortlist of 5.
4. The public vote will provide the shortlist of 5 nominees for both categories, to be announced late May.
5. In May, 5 Nominated non-terrestrial channels will be invited to provide company data and a longer show reel of 5 minutes for final judging.
6. Winners to be decided at a live audience vote **at the Channel of the Year Awards live ceremony on 28 August 2010, in Edinburgh.**

VIDEO FORMAT INFO:

Please submit a **two-minute** showreel on **DVD or email** as well as on **DigiBeta**, preferred formats are FLV or H.264 and files up to 2 GB in size will be accepted.

All DigiBeta and DVD submissions should contain a split track, without burnt-in timecodes and delivered in **true widescreen 16:9 format**.

Entries that do not adhere to these guidelines will not be accepted.

Send all materials by **Wednesday 7 April** to:

Kam Kandola

Editorial Producer

MGEITF

117 Farringdon Road

London

EC1R 3BX

If emailing your showreel please send to kam@mgeitf.co.uk

Tel: 020 7843 0142

ANY QUESTIONS

Contact Kam Kandola: kam@mgeitf.co.uk / 020 7843 0142