

Presents

**NATIONAL AWARDS FOR MARKETING EXCELLENCE**



5<sup>th</sup> July, 2018  
Taj Lands End,  
Mumbai

**(FOR EXCELLENCE IN DIGITAL ENTERTAINMENT INDUSTRY)**

The Digital Entertainment industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues. The industry has been largely driven by increasing digitization and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people. The industry is projected to be the second fastest growing market in Asia after China. The Digital Entertainment industry has tremendous scope for growth in all the segments due to rising incomes and evolving lifestyles. Media is consumed by audience across demographics and various avenues such as television, films, animation and visual effect (VFX), gaming and digital advertising etc. With the Above perspective we announce The National Awards For Excellence in Digital Entertainment which will be a benchmark to recognize excellence throughout the Industry. The award recognize individuals and organizations who have passion and expertise in Digital Entertainment. In other word's the award gives a National Platform to the Professional's and companies who work significantly and measurably to increase the Digital Entertainment quality and to improve the delivery of services quality.

**ORGANISATIONAL AWARD CATEGORIES :**

- Best Digital Entertainment Programme
- Best Digital Entertainment Sports or Live Event Coverage
- Best Digital VR Experience
- Best Digital Entertainment App
- Best Digital Entertainment – Marketing Campaign
- Best Digital Media Entertainment – Media / Advertising company of the Year
- Best Digital Entertainment Quality Services
- Best Digital Entertainment DTH Service Provider
- Best Digital Entertainment Project
- Best Digital Channel of the Year
- Best Digital Children's Content
- Best Digital Programme Support
- Best Digital Entertainment Team
- Best Digital Video Platform/Services
- Best Digital Entertainment Company
- Best Digital Entertainment Website for a Strand, Channel or Genre / video-sharing
- Best Digital Entertainment Best Factual Channel
- Best Digital Entertainment – Gaming Platform / Game
- Best Gaming Company of the Year
- Best Non-scripted Online Short Film
- Most Innovative Digital Entertainment Company
- Best Original Web Channel
- Best Popular Factual Programme
- Best Programme Acquisition
- Best Scripted Online Short Film
- Best Scripted Programme
- Best Social Media & Digital Marketing Campaign

**INDIVIDUAL AWARD CATEGORIES :**

- Digital Entertainment Professional of the Year
- Women Leader of the Year - Digital Entertainment Industry
- Innovative Leader of the Year - Digital Entertainment Industry
- CEO of the Year
- Business Leader of the Year
- Marketing Professional of the Year
- Outstanding Contribution in Entertainment Industry

**BEST DIGITAL ENTERTAINMENT SPECIALIST CHANNEL :**

- Sports
- News
- Religious
- TV Show
- Online Shopping
- Cable/Broadband

**CRITERIA:**

**ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

**INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

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