**Category Definitions – Short Video and Social Categories**

 **Categories 1 to 7:**

**The submitting company/entity should represent an MCN, Social Media Platform or Mobile service, or a UPGC. Full details of Production Company and Crew should be provided.**

1. **Best Short Form Video Series - Scripted**

Professionally Created Content that is scripted primarily for mobile, social media (Facebook, Instagram, TikTok, Youtube, Weibo etc) or OTT platforms. Must be a minimum of 2 episodes/parts. Duration per episode must not be less than 1 min and no more than 5 mins.

1. **Best Short Form Video Series - Unscripted**

Professionally Created Content that is unscripted primarily for mobile, social media (Facebook, Instagram, TikTok, Youtube, Weibo etc) or OTT platforms. Must be a minimum of 2 episodes/parts. Duration per episode must not be less than 1 min and no more than 5 mins.

1. **Best Branded Content**

Content that is funded or outright produced by an advertiser, designed to build awareness for a brand by associating with the content that shares its values. Advertisements and sales pitches are not eligible. Content must not be less than 1 min in duration.

1. **Best Music Video**

Content that integrates song with imagery, and is produced for promotional, commercial or artistic purposes. Music and songs may be original, licensed or royalty free. Content must not be less than 1 min in duration.

1. **Best Influencer – Health, Beauty & Fitness**

NB: Content that is sales driven or promote specific brands are not eligible. Content duration must be a minimum of 1 min.

1. **Best Influencer – Travel & Lifestyle**

NB: Content that is sales driven or promote specific brands are not eligible. Content duration must be a minimum of 1 min.

1. **Best Influencer – Sports and Gaming**

NB: Content that is sales driven or promote specific brands are not eligible. Content duration must be a minimum of 1 min.

**Category Definitions – Digital**

**Content submitted must first premiere on the internet/mobile. Joint or subsequent airings via cable, satellite, or terrestrial systems are permitted. The submitting company should represent a VOD, OTT, MCN or Mobile service, or be a production company/broadcaster or UPGC offering such a service. Full details of Production Company and Crew should be provided.**

1. **Best Single Digital Programme/Short Film**

Professionally Created Content that is a single standalone episode, may be scripted or unscripted and less than 20 mins. Short films which meet the duration criteria and premiered online are eligible.

1. **Best Digital Non-Fiction Programme/Series**

A non-fictional programme or series created specifically for internet audiences. The storytelling must be standalone, and may not be derivative of an existing linear programme or series.

(NB: The submitted episode should fit the duration of a televised half-hour time slot. Several episodes of the same series may be submitted as a single entry totalling approximately 20-30 minutes. One-off specials (approximately 20-30 minutes) or feature films (long form) are eligible for this category)

1. **Best Digital Fiction Programme/Series**

A fictional programme or series created specifically for internet audiences. The storytelling must be standalone, and may not be derivative of an existing linear programme or series.

(NB: The submitted episode should fit the duration of a televised half-hour time slot. Several episodes of the same series may be submitted as a single entry totalling approximately 20-30 minutes. One-off specials (approximately 20-30 minutes) or feature films (long form) are eligible for this category)

1. **Best Original Digital Drama Series**

Drama is defined as content portraying a fictional subject matter of a serious nature. Series is defined as a set of consecutive episode with plot continuity from episode to episode. Each episode should be no less than 15 mins

1. **Best Original Digital Entertainment Programme**

Content containing a variety of entertainment elements. May be standalone or a series.

1. **Best Leading Male Performance – Digital**
2. **Best Supporting Male Performance - Digital**
3. **Best Leading Female Performance – Digital**
4. **Best Supporting Female Performance - Digital**
5. **Best Host/Presenter – Digital**

**Category Definitions – Technical & Creative**

1. **Best Cinematography**The art or technique of photographing and lighting moving images.
(NB: please provide full details of Production Company or crew)
2. **Best Direction (Non-Fiction)**The supervision of the actual making and filming of a television programme.
(NB: please provide full details of Production Company or crew)
3. **Best Direction (Fiction)**The supervision of the actual making and filming of a television programme.
(NB: please provide full details of Production Company or crew)
4. **Best Editing**The preparation of the final version of a programme, determining length and order of shots and scenes for inclusion.
(NB: please provide full details of Production Company or crew)
5. **Best Original Screenplay**The development and writing of an original fictional screenplay for a drama, comedy, sitcom, or sci-fi programme (one-off) or series.
(NB: please provide full details of Production Company or crew)
6. **Best Theme Song**A theme song written specifically or commissioned for a TV programme, in either drama or factual genres.
(NB: please provide full details of Production Company or crew)
7. **Best Scriptwriting**

The development and writing of an original fictional or non-fictional programme or series.(NB: please provide full details of Production Company or crew)

**Category Definitions – Performance**

1. **Best News Presenter or Anchor**
2. **Best Current Affairs Presenter**
3. **Best Entertainment Presenter/ Host**
4. **Best Sports Presenter/ Commentator**
5. **Best Actor in a Leading Role**
6. **Best Actress in a Leading Role**
7. **Best Actor in a Supporting Role**
8. **Best Actress in a Supporting Role**

**Category Definitions – Programming**

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| **1.** | **Best Documentary Programme (one-off/ special)**Documentary is defined as a factual programme presenting facts and information, rather than telling a fictional story, especially about a political, historical, or social issue.(NB: Reality or Lifestyle shows are not eligible for this category) |
| **2.** | **Best Documentary Series**Documentary series is defined as a factual programme that continues over more than one episode or consists of a collection/ anthology of one-offs that constitute a central theme. Examples include a history series, modern civilisation, or a collection of programmes covering a certain event or social issues.Two (2) episodes must be submitted. Both submitted episodes must have been broadcast between the eligibility dates. |
| **3.** | **Best Natural History or Wildlife Programme**Natural History is defined as the study of the whole natural world. Wildlife is defined as wild animals, birds, and other living things. |
| **4.** | **Best News Programme**News programme is defined as a programme presenting important recent events or developments, often presented “live”. Online news programmes are eligible. |
| **5.** | **Best Single News Story/Report (10mins or less)**A single broadcast or account presenting important recent events or developments, often a breaking news/ investigative report. Online news programmes are eligible |
| **6.** | **Best Current Affairs Programme**A programme offering analysis of important political and social events or issues of the present time, often presented as a packaged/ pre-edited programme. Programme may be on broadcast platform or online. |
| **7.** | **Best Drama Series**Drama is defined as a TV programme portraying a fictional subject matter of a serious nature. Series is defined as a set of regularly broadcast consecutive programmes, with plot continuity from episode to episode.Two (2) episodes must be submitted. Both submitted episodes must have been broadcast between the eligibility dates. |
| **8.** | **Best Single Drama or Telemovie**A single, self-contained, TV programme or made-for-TV movie; fictional and serious in nature. |
| **9.** | **Best Comedy Programme**A TV programme that contains strong elements of humour.(NB: Fictional drama with strong comedic elements are allowed) |
| **10.** | **Best Children’s Programme**A programme produced specifically for children or youth/teens. |
| **11.** | **Best Preschool Programme**A programme or series produced specifically for preschool viewers. |
| **12.** | **Best Entertainment (one-off/ annual)**A one-off or major annual televised entertainment or variety show. |
| **13.** | **Best General Entertainment Programme**A TV programme containing a variety of entertainment elements. |
| **14.** | **Best Game or Quiz Programme**Defined as a television programme in which people compete for money or prizes. |
| **15.** | **Best Music Programme**A programme featuring live, televised or pre-recorded music performances.(NB: Biographies of musicians/ artistes are allowed, but these should contain a substantial amount of actual musical performances) |
| **16.** | **Best Reality Show**Programmes in which the premise, circumstances or situations are manipulated for the purpose of creating the programme, unscripted reality, and docu-soaps. This includes all game shows or any program that gives a prize or is itself a contest and/or competition.(NB: Documentaries are not eligible for this category) |
| **17.** | **Best Infotainment Programme**Infotainment is defined as a TV programme that deals with serious issues or current affairs in an entertaining way, usually in a magazine-style presentation. |
| **18.** | **Best Talk Show**A programme made up mainly of interviews with a guest or guests. |
| **19.** | **Best Social Awareness Programme**A TV programme (usually non-fiction) that draws attention to an issue or cause of social importance. |
| **20.** | **Best Adaptation of an Existing Format**Programme must be an Asian production, but format can have originated elsewhere. |
| **21.** | **Best Lifestyle Programme**A non-fiction programme focussing on lifestyle topics such as food, travel, health, beauty, fashion, interior design, parenting, leisure pursuits or interests. |
| **22.** | **Best 2D Animated Programme**A fictional or non-fiction programme that is predominantly 2D, either via computer or hand-made (2D animation must constitute at least 75 percent of the programme).(NB: The submitted episode should fit the duration of a televised half-hour time slot. Several episodes of the same series may be submitted as a single entry totalling approximately 20-30 minutes. One-off 2D specials (approximately 20-30 minutes) or animated 2D feature films (long form) are eligible for this category. |
| **23.** | **Best 3D Animated Programme**A fictional or non-fictional programme that is predominantly CGI 3D (3D animation must constitute at least 75 percent of the programme). This category does not include Stop Motion, Clay animation, and Puppetry.(NB: The submitted episode should fit the duration of a televised half-hour time slot. Several episodes of the same series may be submitted as a single entry totalling approximately 20-30 minutes. One-off 3D specials (approximately 20-30 minutes) or animated 3D feature films (long form) are eligible for this category. |
| **24.** | **Best Live Sports Coverage**Live sports coverage is defined as a TV broadcast of any sporting event as it is happening. |
| **25.** | **Best Sports Programme**A programme focussing on sports related topic(s), usually presented in a magazine-style.(NB: Live Sports shows are not eligible for this category). |