

28TH ASIAN TELEVISION AWARDS
CATEGORY DEFINITIONS

The submitting company should represent a Broadcaster, VOD, OTT, Social Media Platform, Multi-Network Channel Operator, Mobile Content Provider, TV Production Company or UPGC.

Subject to specific requirements of a category:

- (a) There is generally no requirement that content submitted must premiere exclusively on terrestrial or cable. Joint airings via cable, satellite, or terrestrial systems are permitted; and
- (b) Content submitted should conform to broadcast quality specifications and duration.

Full details of Production Company and Crew should be provided.

Category Definitions – Performance

- 1. PE 60 - Best News Presenter or Anchor
- 2. PE 61 - Best Current Affairs Presenter
- 3. PE 62 - Best Talk Show Host
- 4. PE 63 - Best Quiz or Game Show Host
- 5. PE 64 - Best Entertainment Presenter or Host
- 6. PE 65 - Best Sports Presenter or Commentator
- 7. PE 66 - Best Actor in a Leading Role
- 8. PE 67 - Best Actress in a Leading Role
- 9. PE 68 - Best Actor in a Supporting Role
- 10. PE 69 - Best Actress in a Supporting Role
- 11. PE 70 - Best Leading Male Performance – Digital
- 12. PE 71 - Best Leading Female Performance - Digital

Category Definitions – Programming

1. **PR 20 - Best News Programme**
News programme is defined as a programme presenting important recent events or developments, often presented “live”. Online news programmes are eligible.
2. **PR 21 - 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
3. **PR 22 - 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.
4. **PR 23 - Best Talk Show**
A programme made up mainly of interviews with a guest or guests.
5. **PR 24 - 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.
6. **PR 25 - Best Social Awareness Programme**
A TV programme (usually non-fiction) that draws attention to an issue or cause of social importance.
7. **PR 26 - 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)
8. **PR 27 - 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 broadcasted between the eligibility dates.
9. **PR 28 - 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.
10. **PR 29 - 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 broadcasted between the eligibility dates.

11. PR 30 - Best Single Drama or Telemovie

A single, self-contained, TV programme or made-for-TV movie; fictional and serious in nature

12. PR 31 - Best Entertainment (one-off/ annual)

A one-off or major annual televised entertainment or variety show.

13. PR 32 - Best General Entertainment Programme

A TV programme containing a variety of entertainment elements.

14. PR 33 - Best Comedy Programme

A TV programme that contains strong elements of humour.
(NB: Fictional drama with strong comedic elements are allowed)

15. PR 34 - Best Game or Quiz Programme

Defined as a television programme in which people compete for money, prizes, recognition or contracts.

16. PR 35 - 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.

17. PR 36 - 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)

18. PR 37 - 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)

19. PR 38 - Best Adaptation of an Existing Format

Programme must be an Asian production, but format can have originated elsewhere.

20. PR 39 - Best Children's Programme

A programme produced specifically for children or youth/teens

21. PR 40 - Best Preschool Programme

A programme or series produced specifically for preschool viewers.

22. PR 41 - 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. PR 42 - 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. PR 43 - Best Live Sports Coverage

Live sports coverage is defined as a TV broadcast of any sporting event as it is happening

25. PR 44 - 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).

Category Definitions – Web 3.0

1. WB 50 – Best Avatar Design

A 2D or 3D graphic representation of a persona or character in the world of computing. Must be original and may be used in Gaming, NFTs or virtual worlds. Turn Around Video of the Avatar, showing transition from shaded mode to wireframe and animation is required. Max duration 2 minutes. FBX File with the Avatar and embedded textures required.

2. WB 51 – Best Gaming Experience

Must have been launched during eligibility period. Game may be single or multiplayer. Game Demo including video file of user experience required (max 2 mins duration)

3. WB 52 – Best Extended Reality Project

These are projects that make use of Augmented Reality (leveraging and integrating real world attributes), Virtual Reality (creating completely virtual elements) or both AR and VR to create impact. Project Demo Video of max 2 mins required.

Category Definitions – Technical & Creative

1. TC 70 - Best Cinematography (Documentary or Non-Fiction)

The art or technique of photographing and lighting moving images.
(NB: please provide full details of Production Company or crew)

2. **TC 71 - Best Cinematography (Drama or Fiction)**
The art or technique of photographing and lighting moving images.
(NB: please provide full details of Production Company or crew)
3. **TC 72 - Best Direction (Documentary or Non-Fiction)**
The supervision of the actual making and filming of a television programme.
(NB: please provide full details of Production Company or crew)
4. **TC 73 - Best Direction (Drama or Fiction)**
The supervision of the actual making and filming of a television programme.
(NB: please provide full details of Production Company or crew)
5. **TC 74 - Best Editing (Documentary or Non-Fiction)**
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)
6. **TC 75 - Best Editing (Drama or Fiction)**
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)
7. **TC 76 - 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)
8. **TC 77 - Best Scriptwriting**
The development and writing of a fictional or non-fictional programme or series. Adaptations are accepted. (NB: please provide full details of Production Company or crew)
9. **TC 78 - 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)
10. **TC 79 - Best Production Design**
The designing of sets to create the visualisation of the content for authenticity, accuracy and consistency. (NB: please provide full details of Production Company or crew)

Category Definitions – Digital

Content submitted must first premiere on the internet/mobile. Joint premiere with cable or terrestrial is accepted.

1. DG 80 - 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. Films which premiered on pay-per-view platforms are not eligible.

2. DG 81 - 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)

3. DG 82 - 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)

4. DG 83 - Best Original Digital Drama Series

A minimum of two episodes with a combined duration in excess of 40 mins. Each episode should be no less than 15 mins. There is no upper limit to the total duration. Drama Series must be a set of consecutive episodes with plot continuity from episode to episode. Plot must be original and not an adaptation from any published content whether it is film, book, comic or video.

5. DG 84 - Best Original Digital Entertainment Programme

Content containing a variety of entertainment elements. May be standalone or a series. Programme concept must be original and not an adaptation from any published content whether it is film, book, comic or video.

6. DG 85 - 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 10 mins.

7. DG 86 - 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 10 mins.

8. DG 87 - 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.

9. DG 88 - 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.

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