

MOST INNOVATIVE DAB FORMAT



CRITERIA EIGIBILITY - JUDGING PERIOD: 1 APRIL 2022 – 31 MARCH 2023

ENTRIES CLOSE FRIDAY 7 JULY 2023

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

Description of Category

This award is designed to recognise innovation in format across DAB+.

Entrants are required to provide a narrated sizzle reel describing rationale via YouTube, Vimeo or similar. Each of the below criteria must be addressed in the reel and no single criteria carries greater weight than the others.

- **Overview:** describe the rationale for the format, innovative and creative ideas used including involvement of external parties and promotional activity and demonstrate on-air sound
- **Technology:** how did this format make use of the features of DAB+ technology, eg. scrolling text and slideshow?
- **Listeners:** provide evidence to demonstrate audience involvement.

Requirements

Video compile, YouTube, Vimeo etc

- Maximum 1 minute duration
- On-air audio must be exactly as broadcast – no added background music or sound effects

Submissions must identify;

- **Overview:** describe the rationale for the format, innovative and creative ideas used including involvement of external parties and promotional activity and demonstrate on-air sound
- **Technology:** how did this format make use of the features of DAB+ technology, eg. scrolling text and slideshow?
- **Listeners:** provide evidence to demonstrate audience involvement.
- Active video compile link.

Entry Details

- Division: 1 category only – All markets encouraged to enter
- Title of entry (for certificate/trophy)
- Name of entrant/s (for certificate/trophy)
- Email address/es of entrant/s (address for each entrant required)
- Podcast RSS Link (if applicable)
- Facebook username/s
- Twitter handle/s
- Instagram handle/s
- Station name / On-air I.D. (for certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals or teams exactly as they would appear on a finalist certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes. Please provide phonetic pronunciations of names if possible. Commercial Radio Australia will not be responsible for incorrect spelling of names.