



MOST INNOVATIVE DAB FORMAT

CRITERIA ELIGIBILITY - JUDGING PERIOD: 1 APRIL 2023 - 31 MARCH 2024

ENTRIES CLOSE FRIDAY 31 MAY 2024

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

National Award - Single category (All markets are encouraged to enter)

_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. View compile examples here.

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

Submission must include;

- 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.

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 & Audio will not be responsible for incorrect spelling of names.