

# The International Format Awards 2022

## Full Entry Criteria

Before entering please be sure to review the full entry criteria, which give tips on how to submit your entry in each category.

If you are unsure about anything, please email us at: [formatawards@c21media.net](mailto:formatawards@c21media.net).

### **Timeline**

January 10 – Format Awards open for entries

February 21 – Format Awards entries close

March 7 – Entries sent to the judging panel

March 28 – Finalists announced on C21Media.net

April 5 – The International Format Awards winners will be announced in an awards ceremony

### **General Entry Criteria**

- The Awards are open to any show that first went to air during 2021 and is being marketed to the international community as a format.
- Best scripted format category: *Please note the first episode of the remake should have aired in the new territory during 2021.*
- Entries will be accepted from the producers or distributors of a show. It is the entrant's responsibility for submitting the correct listings for each show.
- Ineligible entries can be disqualified at any stage of the competition without refund. Please check the criteria thoroughly before entering.
- Any trailers and show images obtained by C21 as supporting materials may be used on C21Screenings, should the show become a finalist.
- The judges will review submissions remotely via password protected AwardsForce accounts.

### **Entry fees**

- The fee to enter is £125 per entry. If you enter a second show the fee for this will be £95, entry for three onwards will be priced at £55.
- Payment of the entry fee will be requested as part of the online entry process. We ask that payment is made by card.
- Entry fees must be received by February 21; entries left without payment will be discarded.
- We cannot offer refunds for incorrect submissions. Please read the entry criteria thoroughly before submitting.

\*All trailers must be in English or with English subtitles/dubbing.



## **Supporting materials**

To complete your entry, we require the following supporting materials:

- Production/Distribution/Channel/TX date details
- A short show pitch
- Show synopsis
- One show trailer (up to three minutes long) – 16:9, landscape, mov or mp4, 1.5GB max file size (If entering 'Best Host', please assure you send in a clip that focuses on the nominee.)
- One full-length episode – 16:9, landscape, mov or mp4, size 5GB max file size
- Show logo (landscape) – any size, png or jpg
- Key art image (optional)

\*All content is judged via C21's AwardForce platform. C21 will not publish this content online without your permission.

## **Full entry criteria by category**

### **Best Brand-Driven Format**

More than just a bit of product placement or brand integration, this category is about formats that owe their existence to a brand or advertiser that has played a crucial part in the format's creation. The format could be a studio-based gameshow or factual entertainment chat show, but it was brought to television with the key input of a brand.

### **Best Competition Reality Format**

Competition reality can encompass everything from survival format Bear Grylls – Mission Survive to talent searches The X Factor and So You Think You Can Dance. At its core, there is a winner. Participants (celebrities or public) are playing to win – be that a job (The Apprentice), money or even a relationship (The Bachelorette). Even though some of the competition takes place in a studio, nowadays, nearly all have out-of-studio elements not least of which is public voting.

### **Best Comedy Format**

This category is for unscripted comedies, not sitcoms. These are comedy formats in studio or the field that might involve comedy sketches, improv, panels or hidden cameras. These are often confused with quiz shows except in comedies the answers aren't important; the laughs are the thing.

### **Best Factual Entertainment Format**

In our awards, factual entertainment has a broader definition than used in Britain where factual and factual entertainment mean different things. For these awards, factual entertainment formats are formats, shot in the field or in studios where there is not competition but rather the exploration of a slice of life either for elucidation or for entertainment. The topics could be life or death (Deadliest Catch) or lifestyle (cooking).

### **Best Multi-platform Format**

These are formats that at their core have some platform aside from television integral to the show's narrative. A website or social network page that is merely a promotional vehicle for the show would not qualify. The other non-TV platforms have to interact with the casting, narrative or outcome of the show to make it a significant multi-platform format.

### **Best Scripted Format**

This category is for scripted drama or comedy series that have been sold and produced as formats outside their country of origin. It is the new production in this second - or subsequent - territory that is eligible for entry. The first episode of this remake in the new territory (or territories) should have aired during 2021.

### **Best Studio-Based Gameshow Format**

Studio-based gameshows can cover everything from serious quizzes to physical studio games, from cooking to dating games. At their core, they must take place in a closed studio environment and some games must be played, almost always with competition and winners.

### **Best Returning Format**

This category awards an existing format that aired a season (domestic or international) during 2021.

On the occasion that more than one iteration of the show is eligible, entrants should either choose to enter one specific 2021 season, or the show franchise as a whole.

### **Best Reality Format**

Unlike competition reality formats, reality doesn't require any element of competition. Shows entered in this category may be documentary-style, following central characters in their assumed 'real' lives, such as, *The Only Way Is Essex*. It also includes structured reality, where the circumstances surrounding the show are manipulated for the purpose of the show, like *Wife Swap*. This category may include self-improvement/makeover shows, hidden camera shows, survival or social experiments.

### **Best Host of a Television Format**

This award is designed to recognise talent in front of the camera and will be given to the person the judges feel has played a key role in enhancing a format by the sheer strength of personality, flair and unique approach to fronting a television format.

### **The International Formats Business Gold Award 2022**

This award will be chosen by the C21, EMC, FRAPA and MipFormats boards for outstanding contribution to the formats business.

For more information, please contact C21:

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