

## BACKGROUND INFO

Indian news television continues to attract players like flies to a honeypot. Despite the fact that there are about 51 Hindi and English news channels, 65-70 channels in other regional languages, new ones continue to launch. An estimated 26 channels were in the pipeline in 2011 at the time of writing. Additionally, almost another 135 licenses have been issued.

Clearly, the Indian TV news genre is amongst the most vibrant in the world, as it was a couple of years ago. At that time there was a crying need from reporters, editors, technicians and management of news channels to have the best in television be recognized.

In stepped Indian Television Dot Com Pvt Ltd – the pioneer in TV awards such as The Indian Telly Awards – to institute the NT Awards in 2007. The initiative met with tremendous success as 550 entries poured in from various news channels. The NT Awards 2008 also did well with 700 entries and so did NT Awards last year with 800 entries.

Come 2011 and we are back with the NT Awards 2011 to recognize the best in news television for the calendar year 2010. In the first two years, we recognized the best in Hindi and English news television; we followed that with Telugu in 2010. In 2011, we are adding Marathi news categories to The NT Awards, following feedback from industry.

In all 35 categories covering programming, personality, channel and special awards have been drawn up. The NT Awards will be presented to channel programmers, anchors, presenters, technicians, producers, editors, reporters and management.

The NT Awards 2011 will be preceded by the Indian News Television Conference, which will be held in New Delhi at a prestigious venue.

## SELECTION PROCESS

In most of the categories, a panel of jurors who are from within and outside broadcast news journalism will view all the entries and shortlist them to decide the nominees and the winners. Ernst & Young is the official tabulator of the NT Awards 2011.



# CATEGORIES

## PROGRAMMING AWARDS

- Investigative News Report
- Investigative Feature
- Daily Prime Time Newscast
- News Documentary - Limited episodes
- Current Affairs Programme (Home & International)
- Current Affairs Feature
- News Talk Show
- Lifestyle & Fashion News Show
- Crime Show
- Auto Show
- Entertainment News Show
- Entertainment Feature
- Business News Programme
- Business Feature
- Business Talk Show
- Sports News Show
- Sports Feature
- Best-Presented Popular News Show
- Show on Social/Environment Awareness / Social Development Campaign
- Public Debate Show
- Technology based show
- Live Telecast Show (Stock Market)

## PERSONALITY AWARDS

- TV News Presenter
- TV News Reporter
- TV News Anchor
- Business News Anchor
- Sport News Show Presenter
- Entertainment Critic
- Young TV Journalist (Below 24 years of age)

## PROMO AWARDS

- Promo Campaign by a News Channel
- Promo for a Channel

## SPECIAL AWARDS

- Special Award for News Cinematographer
- Special Award for Best News Channel Website
- Lifetime contribution to News Television
- Special Award for use of technology to enhance the consumer experience

# ELIGIBILITY

Entries with the exception of the Special Awards category may be submitted by the channel or the producer (only if the programme is commissioned / outsourced). Entries without appropriate company authorisation will not be accepted. Authorisation should be from the business or editorial head of the channel/production house with signature and the company seal. Each entry must have aired between 1 January 2010 and 31 December 2010.



# SUBMISSION GUIDELINES

Entry forms should be typed / handwritten in ENGLISH only. We have restricted entries to three per category from each channel. Multiple entries (limited to three) per category must be filled on a separate entry form each. However, the video of all the three entries can be recorded on a single DSR and DVD. They must be accompanied by a note clearly detailing the time code on which each entry begins and ends. Each entry on the DVD and DSR tapes case must be labeled with the following information.

The video should be submitted in mpeg or mpg or mp4 or avi or V.O.B or DIVX or mov or Realplayer formats on DVD.

**Category No:**  
**Programme/Entry Name:**  
**Length of cut:**  
**Time Code:**  
**Date of Telecast:**  
**Company Name:**  
**Person to be contacted:**  
**Mobile phone number:**

Entries should be sent exactly as telecast on air with all the graphics and packaging. But in cases where this is not possible, certification (from the channel head) certifying that the entry was telecast should be submitted even though the entry has no packaging or graphics. For longer duration programmes (of over half an hour) please send the entire programme and a shorter abridged edited version of six minutes detailing the highlights and giving the flavour of the programme. Both the versions should be on the same DSR or DVD.

For programmes which have been on air for a long time, you can send more than one episode of each programme for a single category, but all of these should be on the same DVD/DSR.

Each entry must be accompanied by a DETAILED NOTE (REASONS FOR ENTRY) on why the specific entry is being submitted, what makes it special, what went into its making, the circumstances under which the coverage took place (FOR PROGRAMMING & PROMO CATEGORY ENTRIES), why the candidate is deserving, his or her background, experience (FOR PERSONALITY CATEGORY ENTRIES).

For all personality related entries (eg Best TV News Reporter) each entry must have FIVE full samples of the individual's work. Additionally, an introductory show reel of the individual's work of about a minute's duration can be submitted on a single DSR and DVD.

A note should accompany each parcel detailing the number of entries, the number of DVDs and DSRs, the entry description note and whatever else is being submitted with each entry. Voice-overs or narratives are permitted only if they were part of the original piece that was aired.

The entries from Telugu and Marathi news channels must have English subtitles. The winners will be decided on the basis of the entries (sent in by you) judged by the jury, so please ensure that you send in your best work.



## ENTRY FEES

Payment for entry fees may be made by cheque, DD, or Cash and must accompany the entries. A processing fee of Rs 900/- will be applicable for each entry. A single cheque may be submitted for multiple entries (limited to three per category). Payment must accompany the entry parcels. Kindly add Rs 100/- as cheque processing fee if the branch on which the cheque is raised is not based in Mumbai.

## DISQUALIFICATION

An entry that does not adhere to all competition rules as outlined will be disqualified. Entrants will not be notified of disqualification, nor will entry fees be refunded.

## RETENTION OF ENTRIES

All entries become the property of the NT Awards organised by Indian Television Dot Com and will not be returned. Entrants are requested to keep copies of their entries. By submitting the entries, the entrants are authorizing Indian Television Dot Com and The NT Awards to use the content of the entries in any format whether broadcast TV (satellite, terrestrial or DTH or pay TV or FTA) or cable TV or film or radio or in print or mobile or podcast or the Internet or DVD or VCD or HD formats for the purpose of propagating and promoting The NT Awards for perpetuity for the general or specific public.

## SUBMISSION OF ENTRIES AND FEES

Send complete entry (including DVD & DSR Tapes, written presentation, entry forms and fees) to:

Indian Television Dot Com Pvt. Ltd.  
C - 350, Oshiwara Industrial Centre Premises Co-Op. Society Ltd,  
Opp. Oshiwara Bus Depot, New Link Road, Goregaon (W),  
Mumbai 400104, India.

Phone Number: 91-22-66424000 Fax: 91-22-28767791  
Contact: Natasha Aranha - 09833389058

**Entry Deadline: 15th February 2011**

