



**2004 DIGITAL ENTERTAINMENT CONFERENCE & AWARDS ENTRY FORM**

---

Please complete all items on this entry form and send 5 copies with supporting materials and entry fees to Billboard Digital Entertainment Awards, Attn. Awards Administrator, Digital Media Wire, Inc., 8721 Hollywood Hills Road, Los Angeles, CA 90046, by the **September 15, 2004** deadline. You must submit a separate entry form and entry fees (\$150.00 per entry) for each entry.

Eligibility: The awards are open to any individual, company, business, innovation or project that has launched, been redeveloped or shown substantial measurable progress during the awards period, which runs from September 15, 2003 until September 15, 2004.

**IMPORTANT DATES**

- Start of Submission Process - June 15, 2004
- Deadline for Submissions - September 15, 2004
- Conference & Awards Show - November 4 and 5, 2004

**I. AWARDS CATEGORY**

Please enter the code for the category you are entering.

Category Code: \_\_\_\_\_ [Example: enter B1. Game Innovation of the Year]

Category codes and descriptions are attached.

**II. CONTACT INFORMATION**

- A. Please enter contact information for the individual who is the contact for further communications (questions about your application, awards notification, next year's entry materials, etc.)

Name:..... Title: .....

Organization:.....

Address:.....

.....

City:..... State: ..... Zip: ..... Country: .....

Phone: ..... Fax:..... Email:.....

- B. Please indicate key executives or creative personnel for your entry (e.g. writer, director, producer, editor, talent). Use a separate sheet of paper (titled KEY PERSONNEL) to add names. Please note that up to three individuals

will be recognized for contributions to entries that receive awards. Please include contact information for co-producers/co-publishers, if applicable.

Name:..... Title: .....

Organization:.....

Address:.....

.....

City:..... State: ..... Zip: ..... Country: .....

Phone: ..... Fax:..... Email:.....

**For questions about eligibility or other rules and guidelines, please see 2004 AWARDS RULES & GUIDELINES. By entering the Awards and signing below you acknowledge that you have read and that you agree to be bound by the 2004 AWARDS RULES & GUIDELINES, which are fully incorporated in this Entry Form.**

\_\_\_\_\_  
Signature

**KEY ENTRY DATA**

- A. Entry Title: \_\_\_\_\_
- B. Entry Description (no more than 150 words). On a separate sheet of paper (titled ENTRY DESCRIPTION), please provide a short description of your entry.
- C. Entry Statement (no more than 300 words). On a separate sheet of paper (titled ENTRY STATEMENT), please provide an explanation of why you believe your entry satisfies the criteria for the category entered. For example: If you are submitting an entry for Category B1 "Game Innovation of the Year", you should discuss your technology, application, platform, accessory or device in the context of why it is unique, special and/or innovative and the impact that it is having on the game industry.
- D. Supporting Materials.

**For all categories (optional):**

Supporting materials may be included to help us evaluate your entry, such as reviews, media coverage, previous awards and additional information about your entry, organization, executives and/or key creative personnel. Written materials may not exceed 3 pages (8 1/2" X 11"). In addition to written materials, actual product samples may be included with your submission.

**For specific categories (required):**

The following Supporting Materials must be included for submissions in the following categories:

- B2. PC or Console Game of the Year - submit 5 copies of the game software and specify whether the game is playable on a PC, Playstation 2, Xbox, or Gamecube. Please contact us before submitting a game playable on any other console technology.
- B3. Handheld Game of the Year - submit 5 copies of the game software and specify whether the game is playable on a GameBoy Advance SP, Nokia N-Gage, PocketPC, or Palm OS. Please contact us before submitting a game playable on any other handheld technology.

- B4. Web/Downloadable Game of the Year - submit 5 copies of the game software or provide URL and password for online access.
- B5. Multiplayer Game of the Year - submit 5 copies of the game software or provide URL and password for online access.
- B6. Advergame of the Year - submit 5 copies of the game software or provide URL and password for online access.
- B8. New Developer's Award - submit 5 copies of the game software or provide URL and password for online access.
- B9. Best Character in a Game - submit 5 copies of the game software and specify whether the game is playable on a PC, Playstation 2, Xbox, or Gamecube. Please contact us before submitting a game playable on any other console technology.
- B10. Best Use of Sound in a Game - submit 5 copies of the game software and specify whether the game is playable on a PC, Playstation 2, Xbox, or Gamecube. Please contact us before submitting a game playable on any other console technology.
- C8. Music DVD of the Year - submit 5 copies of the DVD.
- D1. DVD of the Year (non-music) - submit 5 copies of the DVD.
- D3. Best Interactive Television Programming - submit 5 entries on DVD or VHS videocassette, with title, airing information and running time clearly marked. Delete all commercials, long lead-ins and breaks—no other editing is permitted.
- D4. Best HDTV Programming - submit 5 entries on DVD or VHS videocassette, with title, airing information and running time clearly marked. Delete all commercials, long lead-ins and breaks—no other editing is permitted.
- D5. Best Use of Technology for Sports Programming - submit 5 entries on DVD or VHS videocassette, or provide URL and password for online access, with title, airing information and running time clearly marked. Delete all commercials, long lead-ins and breaks. No other editing is permitted.
- D6. Best Use of Technology for Educational Programming - submit 5 entries on DVD or VHS videocassette, or provide URL and password for online access, with title, airing information and running time clearly marked. Delete all commercials, long lead-ins and breaks. No other editing is permitted.
- D7. Best Use of Technology in a Feature Film - submit 5 entries on DVD or VHS videocassette, or provide URL and password for online access, with title, airing information and running time clearly marked. Delete all commercials, long lead-ins and breaks. No other editing is permitted.
- D8. Most Innovative Use of Technology for Advertising - submit 5 entries on DVD or VHS videocassette, or URL and password for online access, with title, airing information and running time clearly marked.

**BEST OF SHOW**

- A1. Visionary of the Year
- A2. Innovator of the Year
- A3. Brand of the Year

**GAMES**

- B1. Game Innovation of the Year
- B2. PC or Console Game of the Year
- B3. Handheld Game of the Year
- B4. Web/Downloadable Game of the Year
- B5. Multiplayer Game of the Year
- B6. Advergame of the Year
- B7. Game Developer of the Year
- B8. New Developer's Award
- B9. Best Character in a Game
- B10. Best Use of Sound in a Game

**MUSIC**

- C1. Digital Music Innovation of the Year
- C2. Best Use of Technology by a Music Label
- C3. Best Use of Technology by an Artist
- C4. Best Use of Technology for a Music Marketing Campaign
- C5. Best Radio Service
- C6. Best Downloadable Music Service
- C7. Best Digital Music Community
- C8. Music DVD of the Year

**FILM, TELEVISION & VIDEO**

- D1. DVD of the Year
- D2. Television Technology of the Year
- D3. Best Interactive Television Programming
- D4. Best HDTV Programming
- D5. Best Use of Technology for Sports Programming
- D6. Best Use of Technology for Educational Programming
- D7. Best Use of Technology in a Feature Film
- D8. Most Innovative Use of Technology for Advertising
- D9. Best Video On-demand Service

## **BEST OF SHOW**

### **A1. Visionary of the Year**

Awarded to the individual whose ideas, achievements and vision have provided invaluable direction, leadership and voice to the digital entertainment industry.

### **A2. Innovator of the Year**

Awarded to the company or individual(s) whose creative or technological development(s) had the most profound impact on the digital entertainment industry by revealing a new approach or idea that is leading the industry in a new direction.

### **A3. Brand of the Year**

Awarded to the company that has made the most significant advances in solidifying its identity as a leader in the digital entertainment industry. The award reflects the ability to build customer loyalty by identifying value and quality with a brand.

## **GAMES**

### **B1. Game Innovation of the Year**

Awarded to the technology, application, platform, accessory or device that has had the most profound impact on the game industry by revealing a new approach or idea that is leading the industry in a new direction.

### **B2. PC or Console Game of the Year**

Awarded to the best overall game playable on a PC or console system, including Xbox, Playstation 2, Gamecube and next-generation console technologies. All genres will be considered.

### **B3. Handheld Game of the Year**

Awarded to the best game created for play on an advanced portable entertainment platform including GameBoy Advance SP, Nokia N-Gage, PocketPC, Palm OS, wireless and next-generation handheld technologies. All genres will be considered.

### **B4. Web/Downloadable Game of the Year**

Awarded to the best web or downloadable game. Downloadable games are typically less than 15MB, where the primary method of distribution requires download to, installation on, and execution from the end-user's hard-drive. This does not include demos of titles that are primarily sold through retailers. Web-based games are launched via a web page with no prior installation software required. This does not include games that are downloaded to the user's hard-drive and run outside of the web-browser but does include games launched from a web page that might require/install a general or custom ActiveX control. All genres will be considered.

### **B5. Multiplayer Game of the Year**

Awarded to the best game played online or via a mobile device simultaneously by more than one player.

### **B6. Advergame of the Year**

Awarded to the best game played online or via a mobile device created expressly for promotion and/or branding of a non-gaming product.

### **B7. Game Developer of the Year**

Awarded to the developer showing the best body of work distributed on any platform or combination of platforms over the last year.

**B8. New Developer's Award**

Awarded to a new developer showing creativeness and innovation in an unpublished web or downloadable game (see definitions of "web" and "downloadable" games in category 7 above).

**B9. Best Character in a Game**

Awarded to best creative use of back-story, personality and brand-building in a game's character or avatar development across any gaming platform.

**B10. Best Use of Sound in a Game**

Awarded to the best creative and innovative use of music and/or sound effects in a game's soundtrack or original score across any gaming platform.

**MUSIC****C1. Digital Music Innovation of the Year**

Awarded to the technology, application, platform, accessory or device that has had the most profound impact on the music industry by revealing a new approach or idea that is leading the industry in a new direction.

**C2. Best Use of Technology by a Music Label**

Awarded to the music label (major or independent) that best utilizes digital technologies in connection with the promotion and/or distribution of music and/or music-related events. Examples might include use of software, website(s), email, mobile or wireless applications, television, games, DVDs or other digital technologies or some combination thereof in connection with a specific campaign.

**C3. Best Use of Technology by an Artist**

Awarded to the band or individual artist who best utilizes digital technologies in connection with the promotion and/or distribution of music and/or music-related events. Examples might include use of software, website(s), email, mobile or wireless applications, television, games, DVDs or other digital technologies or some combination thereof in connection with a specific campaign.

**C4. Best Use of Technology for a Music Marketing Campaign**

Awarded to the most innovative use of digital technologies in a music marketing campaign.

**C5. Best Radio Service**

Awarded to the best radio service (digital, Internet, satellite or other format) with respect to variety, innovation and user experience.

**C6. Best Downloadable Music Service**

Awarded to the best downloadable music service (digital, Internet, satellite or other format) with respect to variety, innovation and user experience.

**C7. Best Digital Music Community**

Awarded to the best music community devoted to providing music news, information, reviews, etc in a digital format.

**C8. Music DVD of the Year**

Awarded to the best use of digital technologies in a DVD issued by a band or individual artist.

**FILM, TELEVISION & VIDEO****D1. DVD of the Year**

Awarded to the best overall use of digital technologies in a non-music DVD (including extras, user interface, etc.).

**D2. Television Technology of the Year**

Awarded to the technology, application, platform, accessory or device that has the most profound impact on the television industry by revealing a new approach or idea that takes the industry in a new direction.

**D3. Best Interactive Television Programming**

Awarded to the best use of digital technologies to engage users in an interactive television environment.

**D4. Best HDTV Programming**

Awarded to the best original programming developed for the digital high definition format.

**D5. Best Use of Technology for Sports Programming**

Awarded to the best use of digital technologies to enhance sports programming, involving sports news or live events, on any platform.

**D6. Best Use of Technology for Educational Programming**

Awarded to the best use of digital technologies to promote learning on any platform.

**D7. Best Use of Technology in a Feature Film or Film-related Project**

Awarded to the best use of digital technologies to enhance a feature film or film-related project.

**D8. Most Innovative Use of Technology for Advertising**

Awarded to the most innovative use digital technologies in an advertising campaign utilizing film, television or video to promote any product or service on any platform.

**D9. Best Video On-demand Service**

Awarded to the best video on-demand service on any platform with respect to selection, user interface, usability and customer experience.

**CHECK LIST** - Did you remember to include the following?

- Completed and Signed Entry Form (5 copies)
- Optional Supporting Materials
- Required Supporting Materials
- Check payable to "Digital Media Wire, Inc." for entry fees

**CONTACT**

Need help or have a question?

Phone: 323-822-0936

Fax: 323-372-3849

info@digitalentertainmentawards.com

www.digitalentertainmentawards.com