PRIX EUROPA 2019

Competition Regulations Digital Media Rising Stars

in cooperation with the Film University Babelsberg *KONRAD WOLF*

PREAMBLE

PRIX EUROPA (PE) - The Media Competition for all of Europe awards the
Best European Television, Radio and Digital Media Productions
with the aim of publicising them throughout Europe - and supporting their continental distribution and use.
Each year PE calls on all media professionals and their commitment to quality to compete with their best productions.

PRIX EUROPA distinguishes itself by its unique open-door juries. Programme makers from all over Europe are invited to join these juries. All competition entries are assessed and evaluated in a public and open debate. This transparent process makes PE a first-class training platform and a multinational market place.
The festival has become an important point of reference for young talent from Europe.
For that reason PE has decided to originate a new competition category open to students from film and media schools, universities and training institutions.

1. WHAT WE ARE LOOKING FOR

The **PE 2019 Digital Media Rising Stars** is looking for the best Digital Media Projects which show **vision, creativity and also public responsibility.**

Prizes will be awarded to the projects which best explore and use the potential of Digital Media.

2. WHO MAY ENTER

The PE 2019 Digital Media Rising Stars competition is open to students from European film and media schools, universities and training institutions. The schools, universities and training institutions have to act as submitting organisations.

3. CATEGORIES

The PE 2019 Digital Media Rising Stars competition will be held in two categories.
The submitter decides the category in which the production should compete.

*** Rising Stars Digital Audio Projects**

This category recognises the most original presentation of creative audio on digital platforms.

Entries could include audio-led digital formats and projects as well as imaginative and original ways of presenting or re-curating creative or journalistic audio material for digital use, with or without a visual dimension. We would also welcome work created for voice-controlled smart speakers.

NB Audio must be at the heart of the production.

*** Rising Stars Online Media Projects**

Entries may include - among others - cross-platform projects, web-based productions, AR productions, VR productions and Apps.

The entries will be judged on their ideas, the way they have been executed, their quality and their commitment to public values.

4. NUMBER AND LENGTH OF ENTRIES

Each student may submit to the PE 2019 Digital Media Rising Stars competition a maximum of two projects per category.

Each submitter has 20/30 minutes of presentation time for each nominated entry.

5. ELIGIBLE PERIOD

All PE 2019 Digital Media Rising Stars entries must have been created after 1 January 2018 and must be available online from **1 July** to **31 October 2019**.

6. PRE-SELECTION PROCEDURE

Between 1 August and 1 September 2019 all PE 2019 Digital Media Rising Stars submissions will be screened or listened to, checked and evaluated at least twice in written form. The evaluation will follow the parameters of the particular voting sheet for each category. This extensive full-time job will be done by 6 independent experts who do not have an entry of their own.

The pre-selection aims to offer an overview of upcoming European media. It also aims to balance between topical subjects and personal stories to cover the basic trends of programming and a broad range of production styles.

The results of the pre-selection will be published **by 1 September 2019** on www.prixeuropa.eu.

7. PRESENTATIONS

Only the projects nominated by the Festival Office will be competing for the PE 2019 Digital Media Rising Stars Awards.

Presentations in the Digital Media Rising Stars Competition will run on three days between **6 and 11 October 2019**, exact dates will be announced **by 26 August 2019**.

All competing projects have to be presented to the Jury Group in 20/30-minute presentations by the responsible student/s, each presentation will be followed by a 10-minute Q&A.
A limited number of travel grants for students not based in Berlin or Potsdam will be available. The application procedure will be communicated after the pre-selection.

8. ADJUDICATION

In all the competition categories at PRIX EUROPA the adjudication lies in the hands of an open-door **Jury Group** which undertakes to examine all the entries together, to discuss them in public and then to assess them using a points system.

Each Jury Group will be a professional forum.

Each submitter of an entry nominated for PE 2019 will be obliged to delegate a **Jury Member** to Potsdam for the entire period of the respective jury sessions, to take part in the adjudication as a member of the Jury Group and to present its entry.

Schools, universities and training institutions as well as other media companies are welcome to send Jury Members to each Jury Group, irrespective of having submitted a programme into the competition.

In addition, **Observers** may participate in all sessions of all Jury Groups. They may take part in the discussions but not in the adjudication.

9. DIGITAL MEDIA RISING STARS AWARDS 2019

* PRIX EUROPA Digital Audio Rising Star

* PRIX EUROPA Online Media Rising Star

10. ANNOUNCEMENT OF THE PRIZE WINNERS

All prize winners will be officially announced during the PRIX EUROPA 2019 Awards Ceremony on Friday evening, **11 October 2019**, in Potsdam.

The Festival Organisers expect the prize winners to attend the PE 2019 Awards Ceremony in person – or to send a representative.

11. PRIZE TROPHY

All prize winners will receive a TAURUS, the handcrafted PRIX EUROPA Trophy.
This bronze sculpture from the foundry of the Dutch sculptor Anthon Hoornweg is called "Cabeza del Azote del Laborintico" - each single TAURUS is handmade and unique.
The Trophy will be handed over to the representative of each winning entry at the PE 2019 Awards Ceremony.

12. DEADLINES

Submission:

By 1 August 2019 the PRIX EUROPA Festival Office in Berlin must have received**:**

a) **submission forms,** duly completed online at www.prixeuropa.eu

Pre-Selection Results:

By Monday, 1 September 2019 the **PE 2019 List of Nominations for Digital Media Rising Stars** will be published on www.prixeuropa.eu.

Nominated Projects:

By Monday, 9 September 2019 the submitters of the selected projects must have:

a) registered their jury member/s and presenter/s on www.prixeuropa.eu

b) confirmed that they will send their presentations in accordance with the Technical Guidelines which will be detailed by the Festival Organisers.

By Monday, 16 September 2019 the submitters must have:

a) sent the presentations of the selected programme in the requested format to online@prixeuropa.eu.

c) sent a press kit / photographs (stills, picture of author/director) for use free of charge. Please mail to: press@prixeuropa.eu

13. THE SMALL PRINT

If a submission wins the submitter will mention the PRIX EUROPA Award in all subsequent promotional and press material.

Productions entered for the competition may not include any commercial advertising. Commercial breaks have to be edited out to ensure continuous screening/listening.

A co-production will be regarded as the entry of whichever organisation submits it.
All co-production partners must be named on the registration form.
It will be assumed by the Organiser that all co-producers have agreed to the programme being entered.

The Organiser shall have the right to release excerpts of all submitted productions of up to 5 minutes free of charge for TV, audio or Internet reporting on PE 2019.

All graphic material sent in by the submitters will be released free of charge for use in all publications on PRIX EUROPA 2019 (press, printed material, Internet).

These rules are issued in English.

Any submission failing to comply with these rules, may be disqualified by the Organiser or the relevant Jury Group.

The registration of an entry for the PRIX EUROPA 2019 competition implies full acceptance of these rules.

Please see next page for
all information requested to fill in the submission form.

Submission Form Information for the Category of Digital Media Rising Stars

You will need to have the following information at hand once you start filling in the online submission form:
* The fields marked with a star are compulsory (if not applicable to your entry please write N/A in that field)

*Submitting Organisation (for example: school, university, training institution)
*Street, postal code, city, country
*Contact person, email, telephone
*Press contact, email

*Original Title
*English Title

*Submission URL / Download link for Apps
→ if social media plays an important role please include those links to pages too.

*Project Description / Synopsis in English
*Date of Launch

*Author, email
*Director, email
*Commissioning Editor, email / Supervising teacher
*Producers, email
*All Co-Production Companies
*Key Staff
Length in Minutes
* Digital distribution (for example: clicks, views, likes, average page impressions per month, reach, exposure, audience, etc.)
*Total Budget in €
*Person to present the project at PRIX EUROPA 2019, name and email
*Production Context (for example: stand-alone, weekly show, part of a campaign or focus week etc.)