



THE 59TH ANNUAL  
**TECHNOLOGY &  
ENGINEERING  
EMMY® AWARDS**

**Rules &  
Regulations**  
2006 - 2007

NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES



**NATIONAL  
TELEVISION  
ACADEMY**

59TH ANNUAL  
TECHNOLOGY & ENGINEERING  
**EMMY® AWARDS**  
2006 - 2007

### The Awards

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The National Academy of Television Arts & Sciences' Technology & Engineering Emmy Awards honor excellence in Advances in the Use, Creativity and Adaptation of technology that enhances or improves the consumer experience with media.

### Important Dates

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**May 1, 2006 - April 30, 2007**

Distribution Eligibility Period

**August 31, 2007**

Deadline for entries to be postmarked

**September 2007**

Blue Ribbon Panel judging

**October 2007**

Nominations will be announced at the Association of National Advertisers (ANA) Conference at the Arizona Biltmore, Phoenix, Arizona, October 11-14, 2007

**January 7, 2008**

Winners will be announced at the 59th Annual Technology & Engineering Emmy Awards Banquet at the International Consumer Electronics Show (CES) in the Venetian Hotel, Las Vegas, Nevada

### 1. Entry Form Requirement:

Complete and submit the Entry Form (Form 1) on page 7.

Entries must be postmarked by August 31, 2007. All entries will be deemed submitted to the Technology & Engineering Archive of the National Academy of Television Arts & Sciences, unless you request otherwise.

### 2. Entry Excerpt Requirement:

Submit a video (maximum five minutes in length) excerpt from your program which best demonstrates the work. For two screen applications or work that crosses platforms (example: PDA's, TV/PC, Videogame/Internet, etc.) you may composite both screens together. If a video is not available, you may submit a PowerPoint-style presentation. (When submitting a PowerPoint-style presentation, entrant must include 50 copies of the deck with the application plus an electronic copy in .pdf format. The electronic copy may be submitted on a CD-ROM or USB Drive). VHS or DVD-R are the preferred formats for videos.

### 3. Entry Description Requirement:

Submit a written description of the entry (150 words maximum.) Alternatively, you may composite a demonstration video (maximum five minutes in length) that describes the experience of the work. VHS or DVD-R are the preferred formats for videos. It is also required that this description speaks to the acceptance and impact of the entry.

We strongly recommend submission of both types of videos for consideration.

### 4. Entry Judging Criteria Paragraph Requirement:

Submit a paragraph (150 words maximum) for each entry explaining why it should receive the highest score for each of the following Judging Criteria listed below.

The Blue Ribbon Judging Panel will use these criteria on a scale of 1 to 10 (10 being the highest) to score your entry. This is your opportunity to tell the panel why they should give you a ten in each area.

Entries without this information will not be accepted for judging.

#### **Judging Criteria:**

**Content** (For all categories with the exception of category 3): To what extent does the entry contain information, entertaining or motivating material consistent with the entry's purpose or purposes?

**Creativity:** To what extent does the entry embody innovative or distinctive attributes to achieve the entry's purpose or purposes? Give special attention to the concept(s) of the entry that are utilized in an original or unique manner.

**Execution:** To what extent do the production techniques employed enhance the entry's purpose or purposes? Give special attention to graphics, design, integration of function, original production elements, etc.

**Technological Achievement:** To what extent does the production demonstrate outstanding technological achievement? Give special attention to the use of technology in the production.

**Efficacy:** To what extent does the production accomplish its stated goals?

**Impact:** To what extent has the technology, process or system been embraced or utilized by the industry? In how many organizations is it in use or how many customer, subscribers or viewers have utilized it.

## 5. Clip Form and Clip Requirements (For All Entries):

Note: These are new requirements for 2006-2007.

Complete and submit the Nominee Clip Form (Form 2) on page 8 for each entry. Each entry must be also be accompanied by a clip which will be used if the entry is nominated for an Emmy award.

These clips will not be used in judging the entry. (They are for inclusion in the nomination and award ceremonies should the entrant be selected.)

## 6. Entry Fees and Payment Information:

The fee per entry is **\$300** if entry submitted by **July 31, 2007**;  
and **\$400** if submitted between **August 1 and August 31, 2007**.

Complete and submit the attached Payment Form (Form 3) on page 9. Payments must be submitted with the entries.

## 7. Where To Send Your Entries:

Send all entry materials, forms and payments to:

National Television Academy  
Technology & Engineering Emmy Awards  
111 West 57th Street, Suite 600  
New York, NY 10019-2271

**All entries must be shipped prepaid.**

## Judging Information

A Blue Ribbon Panel of highly qualified industry professionals will consider all submissions during September, 2007.

All balloting will be performed using secret ballot.

The independent public accounting firm of Lutz & Carr supervises the voting procedures and will tabulate the votes.

## Statue, Plaque & Certificates

In the categories that provide for only an organization/company to be recognized only **one statue will be awarded**. (Only one organization/company per award)

In the categories that provide for only the Advance Media Producers to be recognized **up to four individuals may be awarded**; the first statue awarded in each category will be gratis, the additional statues may be obtained for a fee consistent with the current policy of the National Television Academy for all Emmy Awards events.

In the categories where either may be recognized, either the organization/company OR the producers will be afforded statue recognition in accordance with statue rules noted above. The determination of whether the organization/company OR producer will be designated as statue eligible must be made by the entrant at the time the entry is submitted.

**Nomination Certificates:** Nominees will receive complimentary certificates commemorating their nomination from the National Television Academy.

**Nomination Plaques:** Past and current Emmy nominees may also purchase a handsome plaque to commemorate their nomination.

## Rules for the Protection of the Emmy Statuette

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The Emmy statuette is the property of and all rights are reserved by the National Academy of Television Arts and Sciences.

The Emmy statuette may not be reproduced or used in any commercial manner unless otherwise permitted by the Academy, it being understood that possession of the same is solely for the benefit of the recipient and recipient heirs or successors in interest.

If a recipient or the recipient's heir or successor in interest proposed to sell or otherwise dispose of the Emmy statuette, such persons shall be obligated to return the statuette to the National Academy of Television Arts and Sciences which will retain the same in storage in memory of the recipient.

## If You Have Questions

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If you have any questions, please contact:

Shelly Palmer at [shelly@palmer.net](mailto:shelly@palmer.net)

Christine Chin, Manager, Technology & Engineering Emmy Awards,  
212 484-9420 or email: [cchin@emmyonline.tv](mailto:cchin@emmyonline.tv).

The Academy's main office number is 212 586-8424 should you need additional assistance.

## Categories\*

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### **CATEGORY 1 - Synchronous Enhancement of Original Television Content For Interactive Use (Two Screen Environment TV /PC or TV / Mobile Device)**

This award will recognize work in areas of Advanced Media Technology that enhance or improve programming intended for delivery by traditional broadcast means (network, cable or satellite) that utilizes Advanced Media Technology (e.g. broadband, wireless, PCs, videogames) and an additional interface or display device to augment or interact with the viewer(s) on a real time basis. The underlying linear content shall have appeared in its original creative form on any linear delivery system.

Eligible for Award: Advanced Media Producers

### **CATEGORY 2 - Non-Synchronous Enhancement of Original Television Content (Single Screen TV or Mobile Device)**

This award will recognize work in areas of Advanced Media Technology that enhance or improve programming intended for delivery by traditional broadcast means (network, cable or satellite) that utilizes Advanced Media Technology (e.g. broadband, wireless, PCs, videogames) to augment or interact with the viewer(s) on a real time basis. The underlying linear content shall have appeared in its original creative form on any linear delivery system.

Eligible for Award: Advanced Media Producers

### **CATEGORY 3 - Creation of Non-Traditional Programs or Platforms**

This award will recognize a work developed for delivery and display by non traditional or non linear programming, including Systems, EPGs, User Interfaces, one or two screen applications, CD-ROM, DVD or computer or video games with broadcast components.

Eligible for Award: Advanced Media Technology Producers or Company

### **CATEGORY 4 - Best Use of Personal Media Display and Presentation Technology (PSP, Cell Phone, Personal Media Player, Mobile Devices)**

This award will recognize unique creative work developed for presentation on hand held or portable devices including cell phones, mobile devices, or personal media devices (e.g. PSP, Zen Players, Portable Media Players) that are designed to be used for an “audience of One” experience.

Eligible for Award: Advanced Media Producers or Company

### **CATEGORY 5 -Creation and Implementation of Video Games and Platforms**

This award will recognize work developed for video games and platforms including all gaming applications and technologies.

Further, The Technology & Engineering Emmy Award Gaming Committee will recognize these efforts in technology, platforms and applications. This award will be administered by this committee. All nominations will be submitted and review through this committee. Please contact the committee chairman, Seth Haberman, (games@emmyonline.tv) for further information.

Eligible for Award: Video Game and Platform Producers or Company

### **CATEGORY 6 - Best Use of “On Demand” (Consumer Scheduled or Programmed) Technology Over Broadband Networks For Active “lean-forward” Viewing (PC)**

This award will recognize unique and creative work and technological approaches, solutions or systems in delivering content upon viewer demand and schedule into “active “PC Type” viewing environments and download services and systems for “PC Type” use and consumption.

Eligible for Award: Advanced Media Producers or Company

### **CATEGORY 7 - Best Use of “On Demand” (Consumer Scheduled or Programmed) Technology Over Broadband Networks For Passive “lean-backward” Viewing (TV)**

This award will recognize unique and creative work and technological approaches, solutions or systems in delivering content upon viewer demand and schedule to TV (television) screens and systems.

Eligible for Award: Advanced Media Producers or Company

### **CATEGORY 8 - Best Use Of Commercial Advertising on Stand-Alone Broadband Devices (Personal Computers)**

This award will recognize creative work and technological approaches developed for presentation of commercials on Stand-Alone Broadband Devices (Personal Computers)

Eligible for Award: Advanced Media Producers

### **CATEGORY 9 - Best Use for Creation and Distribution of Interactive Commercial Advertising Delivered Through Portable Broadband Devices (PSP, Cell Phone, Personal Media Player, Mobile Devices)**

This award will recognize creative work and technological approaches developed for presentation of commercials of Interactive Advertising Delivered Through Portable Broadband Devices

Eligible for Award: Advanced Media Producers

### **CATEGORY 10 - Best Use for Creation and Distribution of Interactive Commercial Advertising Delivered Through Multi-Channel Broadband Devices (Digital Set Top Boxes)**

This award will recognize creative work and technological approaches developed for presentation of commercials for Multi-Channel Broadband Devices (Digital Set Top Boxes)

Eligible for Award: Advanced Media Producers

### **CATEGORY 11 - Best Use of Broadband for the Development and Delivery of Commercial Advertising In Video Games (In Game Advertising)**

This award will recognize creative work and technological approaches developed for presentation of commercials In Video Games (In Game advertising)

Eligible for Award: Advanced Media Producers

\* **Note:** The Academy reserves the right to reject any submissions. As a result, an award may or may not be given in every category. The Academy reserves to reject any submission and determine, using its sole and exclusive judgment, award and category eligibility.

Services and devices listed as examples are trademarks of their respective owners and creators and are listed here as examples to assist in understanding and does not indicate endorsement by the National Television Academy.

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TECHNOLOGY & ENGINEERING EMMY® AWARDS

FOR ASSISTANCE CONTACT:  
Christine Chin  
Manager, Technology &  
Engineering Emmy Awards  
cchin@emmyonline.tv  
(P) 212.484.8420 (F) 212.246.8129



**OFFICIAL ENTRY FORM**

**PLEASE READ THE RULES & PROCEDURES BEFORE FILLING OUT THIS FORM**

**Eligibility Period:** May 1, 2006 - April 30, 2007 **Deadline for Entry Form:** August 31, 2007

**SELECT ENTRY CATEGORY:**

- Category 1** - Synchronous Enhancement of Original Television Content For Interactive Use (Two Screen Environment TV /PC or TV / Mobile Device) Eligible for Award: Advanced Media Producers
- Category 2** - Non-Synchronous Enhancement of Original Television Content (Single Screen TV or Mobile Device) Eligible for Award: Advanced Media Producers
- Category 3** - Creation of Non-Traditional Programs or Platforms Eligible for Award: Advanced Media Technology Producers or Company
- Category 4** - Best Use of Personal Media Display and Presentation Technology (PSP, Cell Phone, Personal Media Player, Mobile Device) Eligible for Award: Advanced Media Producers or Company
- Category 5** - Creation and Implementation of Video Games and Platforms  
This award will recognize work developed for video games and platforms including all gaming applications and technologies. Eligible for Award: Video Game and Platform Producers or Company
- Category 6** - Best Use of "On Demand" (Consumer Scheduled or Programmed) Technology Over Broadband Networks For Active "lean forward" Viewing (PC) Eligible for Award: Advanced Media Producers or Company
- Category 7** - Best Use of "On Demand" (Consumer Scheduled or Programmed) Technology Over Broadband Networks For Passive "lean backward" Viewing (TV) Eligible for Award: Advanced Media Producers or Company
- Category 8** - Best Use Of Commercial Advertising on Stand-Alone Broadband Devices (Personal Computers) Eligible for Award: Advanced Media Producers
- Category 9** - Best Use for Creation and Distribution of Interactive Commercial Advertising Delivered Through Portable Broadband Devices (PSP, Cell Phone, Personal Media Player, Mobile Devices) Eligible for Award: Advanced Media Producers
- Category 10** - Best Use for Creation and Distribution of Interactive Commercial Advertising Delivered Through Multi-Channel Broadband Devices (Digital Set Top Boxes) Eligible for Award: Advanced Media Producers
- Category 11** - Best Use of Broadband for the Development and Delivery of Commercial Advertising In Video Games (In Game Advertising) Eligible for Award: Advanced Media Producers

Title of Entry:

Please check only 1 of the following boxes to indicate statue eligibility:  
 Organization/Company **OR**  Advanced Media Producers

Participating Network(s), MSO(s), Distribution Network(s) or Creating Companies:

Date of Deployment:  Total Running Time:

Originating Platform:

Describe Platform(s), Interactive Television Program, Application or Service Deployed on:

**NAME(S) AND TITLE(S) OF PRODUCERS (LIMIT 4):**

	Last Name	First Name	Title	Company
<b>1</b>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
<b>2</b>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
<b>3</b>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
<b>4</b>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>

**CONTACT:**

<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
Last Name	First Name	Title	Company
<input style="width: 95%;" type="text"/>		<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
Address		City	State      Zip
<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
Phone (work)	Phone (home)	Fax	Email

The Academy reserves the right to reject any or all submissions. As a result, an award may or may not be given in every category. The Academy reserves to reject any submission and determine, using its sole and exclusive judgment, award and category eligibility.

In the award categories that provide for an organization or company to be recognized only one statue per award will be issued. (Only one company per award.) In the award categories that provide for Advance Media Producers to be recognized, up to four individuals may be awarded statues. In cases where either may be recognized, either the organization OR the producers will be afforded statue recognition.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# THE 59TH ANNUAL TECHNOLOGY & ENGINEERING EMMY® AWARDS



## NOMINEE CLIP FORM

Network/ Production Company			
Contact Person		Phone #	

Category/Area	
Nominee Title	

Time Code		Audio or Video Cue
<b>IN CUE</b>		
<b>OUT CUE</b>		
<b>Nominee Shot Description:</b>		<p style="text-align: center;"><b>Net Time of Clip:</b> (Not Including Pad) <b>30 seconds preferred</b></p> <div style="border: 1px solid black; width: 100px; height: 30px; margin: 10px auto;"></div>

**Note:** Please remember to include at least 5 seconds of head pad and 5 seconds tail pad for your clip.

\* The entrant gives the National Television Academy permission to use this clip in conjunction with the Technology & Engineering Emmy Award ceremony, promotion and publicity surrounding the ceremony, and promotion and publicity authorized by the Academy in all media.

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**PAYMENT FORM**

**THE FEE PER ENTRY IS:**

**\$300 if entry submitted by July 31, 2007 OR \$400 if submitted between August 1 and August 31, 2007.**

Payments must be submitted with the entries.

Acceptable forms of payment:

- Check (payable to NATAS)       Credit Card (Visa & MasterCard ONLY)

**CHARGE:**

- Visa       MasterCard

Name on Card

Card #       Expiration Date

**Billing Address:**

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Address	City	State	Zip

**Fax Number:**

A copy of the payment form will be faxed to you and will be your receipt that the entry was received by the Academy, if a fax number is provided.

**Signature:** \_\_\_\_\_      **Date:** \_\_\_\_\_

(PLEASE NOTE: Credit Cards cannot be processed without the cardholder's printed name and signature.)

**MAIL ENTRY FORMS AND SUPPORT MATERIALS TO:**

National Television Academy  
Technology & Engineering Emmy Awards  
111 West 57th Street, Suite 600  
New York, NY 10019  
(212) 586-8424

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## ENTRY CHECKLIST

- 1) Completed Entry Form (Form 1)
- 2) Entry Excerpt Requirement: Video (max 5 min) OR PowerPoint-style Presentation
- 3) Entry Description Requirement: Written description (max 150 words) OR Demonstration Video (max 5 min)
- 4) Entry Judging Criteria Paragraph (max 150 words)
- 5) Clip and Completed Clip Form (Form 2)
- 6) Completed Payment Form (Form 3) and payment.

This form is provided for your convenience and does not need to be submitted with your entry materials.