

Category	Best App
<p>This award celebrates innovative apps in the sports sector, which markedly improve the experience of the end-user it is targeting.</p> <p>Entries are invited from any organization working in sports including, but not limited to, brands, web developers, broadcasters, governing bodies and federations, working in any market(s), country(ies) or sports.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> • How innovative was the web or app concept or the strategic thinking driving its development • How innovative, original and effective was the delivery of the work • How far reaching was the work delivered (i.e. Sports, markets, volume of users etc.) • What technology was used, how was it used and how did it have a measurable impact • Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements) 	
Entry Information	
<p>Entry Overview 200 words max</p> <p>Please supply an overview of your entry which advises the judges as to the nature of your business and the work this entry covers. Please note: in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive is featured</p>	
<p>Sports 50 words max</p>	
<p>Dates Relevant to the Entry</p>	

<p>Background 200 words max</p>	
<p>Case for Winning</p>	
<p>Target Market or Audience 100 words max</p>	
<p>How the entry meets the needs of its target market 150 words max</p>	

<p>What are the entry's unique selling points or assets, in what way is it unique or superior to its competition 200 words max</p>	
<p>What is the scalability and reach of the entry and what strategy was / will be adopted to realize this 200 words max</p>	

Results and Support:
All judges sign an NDA and
declare all conflicts of interest.
As such, all information shared
is confidential. Please note that
numbers / hard facts count for
more than percentages or
testimonials. 500 words max