

Category	Best Broadcasters Innovation
<p>This award celebrates innovative products or services, or innovative adoption of technology to improve the end-users' experience of a radio, tv or digital broadcaster.</p> <p>Entries are invited from broadcasters, broadcaster service providers and suppliers, and production companies working in any sports, broadcasting across any medium or any combination of media, and working in any number of markets or countries.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> • How innovative was the technology concept or strategic thinking driving the entry's work • How innovative, original and effective was the delivery of that work • How far reaching was the work delivered for target stakeholders (i.e. markets, end-users, sponsors, advertisers, rights owners 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>Target Market or Audience 100 words max</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>Objectives 150 words max</p>	

Strategy
200 words max

Delivery
300 words max

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

If not already apparent, what role did technology play in the success of this entry
150 words max