

<b>Category</b>	Most Innovative Live Sports Experience
<p>This award celebrates innovative live sports experiences or events which took place between December 2016 and December 2017 across a single or multiple sport(s).</p> <p>Entries are invited from rights holders, broadcasters, broadcaster services providers and production companies, international and domestic federations and governing bodies, working in any market(s), country(ies) or sports, with an event of any duration.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> <li>• How innovative was the strategy driving the live event</li> <li>• How innovative, original and effective was the delivery of the live event</li> <li>• How far reaching was the work delivered (i.e. Sports, markets, volume of users etc.)</li> <li>• What technology was used, how was it used and how did it have a measurable impact</li> <li>• Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements)</li> </ul>	
<b>Entry Information</b>	
<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. <b>Please note:</b> 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><b>Case for Winning</b></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