



## WEB COMPETITION REGULATIONS

The Prix Italia organises an annual International Competition celebrating excellence in Radio, TV and Internet audio/video production.

This document specifically regulates the Web Competition.

For every issue not dealt herewith, reference should be made to the Radio and TV Prix Italia Regulations.

The Regulations and other general information about the Prix Italia are available on the website [www.prixitalia.rai.it](http://www.prixitalia.rai.it).

For further information on how to apply, please write to [prixweb@rai.it](mailto:prixweb@rai.it).

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### 1. VALIDITY

The Regulations shall be valid for the Web Competition of the 67th edition of the Prix Italia.

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### 2. PARTICIPANTS

The Web Competition is open to Prix Italia members (i.e. Radio/TV broadcasters) as well as external players, such as media companies and web-based audio/video content producers who must be at least 18 years old.

Participation in the Web Competition does not automatically imply any Prix Italia membership status or any other right other than to participate in the Web Competition, and only for the current year.

External players may request to enter the Web Competition by submitting Internet projects that meet the requirements of these Regulations. The Secretariat reserves the right to refuse applications failing to meet Prix Italia aims and values.

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### 3. CATEGORIES

All Internet projects falling into the following categories may be entered in the Prix Italia Web Competition:

#### 3.1 BEST TRANS-MEDIA EXPERIENCE

Every Internet project may be entered in this category (whether “traditional” web sites, other over-the-top services, such as social media pages or channels, apps for mobile devices or connected TVs, gaming, or any combination of these) that features a complex trans-media/cross-media user experience enhancing a Radio/TV broadcast, a thematic channel or another special project.

The main focus of this category is on the ability to organise, present and communicate a content across a range of different and complementary platforms, so that the user may enrich his/her experience moving from one platform to another.

Both fiction and non-fiction projects may be entered in this category.

The Jury will positively assess the possibility of inter-action and the sharing of user-generated content in ways to improve the participation and the quality of the output.

#### 3.2 BEST DIGITAL STORYTELLING

Every Internet project (in a broad sense) may be entered in this category that offers an articulate experience of digital storytelling.

Both fiction (e.g. web series etc.) and non-fiction (e.g. web documentaries etc.) projects may be entered in this category.

The main focus of this category is content coupled with narrative and editorial quality.

The Jury may choose to take into account the creative aspect and social impact of the entries, which can have varied formats and genres, dealing with specific events or long-term projects.

It is the responsibility of the competitor to submit her/his Internet project in the appropriate category of the Competition. The Jury reserves the right to exclude or transfer projects submitted in the wrong category.

### 4. ENTRIES

Each participant may submit up to two Internet projects for each category of the Competition (i.e. a maximum of 4 nominations).

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## 5. STANDARD AND LANGUAGE

Submitted projects should be experienced with the most widely-used web browsers and/or mobile devices and connected TVs if applicable. Competitors must specify for which platform(s) the project is intended.

It is the competitors' responsibility to ensure that Jurors have full access to their internet projects. This could involve releasing temporary accounts to fee-based services, etc. Similarly, if the project were to be shortlisted it is the competitor's responsibility to ensure the project is completely available for public presentations during the Prix Italia Festival (see Art. 8).

Should an English version of an Internet entry not be available, competitors must provide presentations, synopses, walkthroughs, annotated screenshots, transcripts, and/or any other suitable material in English to enable the Jury to understand the project.

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## 6. PRIZES

The Web Competition awards 2 prizes:

- Prix Italia. Best trans-media experience
- Prix Italia. Best digital storytelling

A Special Prize for an outstanding innovative/creative project (from all the projects submitted in either categories of the Web Competition) may also be awarded by the Jury.

The winners of the two Prix Italia Web Competition categories will each receive a monetary prize amounting to half the total sum of the collected fees (see Art. 10). The prize money is paid by the Secretariat to each player which has submitted a winning entry. The player may divide the amount among those entitled to it.

The Special Prize winner will not receive a monetary award.

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## 7. JURY

The Web Jury is renewed every year and is composed as follows:

- Representatives of members of Prix Italia
- Proven web professionals invited by the Secretariat of Prix Italia.

Jurors should not be directly involved in an Internet project submitted in the Competition.

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## 8. WORKING PROCEDURE

Web Jurors:

- will hold virtual meetings on dates suggested by the Secretariat;
- will preview Internet projects in Competition;
- will select a shortlist of up to 5 entries for each of the two categories of the Competition;
- will meet in Torino during the Prix Italia Festival, participate in the introductory briefing and elect a president;
- will meet with each spokesperson for the shortlisted entries during an open debate (one for each of the two categories). The open debate will include a presentation of the project by the spokesperson and a question and answer session;
- will meet to decide the winner of each category and decide whether to award the Special Prize;
- will announce the winners during the Prize giving ceremony and release a final report which includes the prize motivations.

## 9. DEADLINES

- **31<sup>st</sup> May 2015**: submission of entries in the Competition and applications for the Web Jury;
  - **31<sup>st</sup> May 2015**: payment of entry fees. The organisation/player which has failed to pay its subscription fee within the set deadline is not entitled to participate in the Competition;
  - **10<sup>th</sup> August 2015**: jury's announcement of the shortlist for each category of the Competition.
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## 10. PARTICIPATION FEE AND DUES

The fee to participate in the Web Competition is set at Euro 300.00, regardless of the number of Internet projects submitted to the Competition.

Fees should be paid into current account:

- No. 45382 CAB 03339 ABI 01005
- IBAN IT29 J010 0503 3390 0000 0045 382 BIC BNLIITRRBB  
c/o Banca Nazionale del Lavoro, Ag. 39 - Via dei Gracchi 122, 00192 Rome, Italy - which is under the name of the Secretariat of Prix Italia.

In the bank description, the following data should also be included:

- Country and Player Producer;
- Which Competition the fee is paid for (i.e. “Web Competition 2015”).

Were the entered project to be included by the Jury in the shortlist (see above Art. 8), a spokesperson for the project should take part in the public debate and present the project before the Jury during the Prix Italia Festival (Torino, 19<sup>th</sup> – 24<sup>th</sup> September 2015).

Prix Italia will cover accommodation and travel expenses of the spokespersons of the shortlisted entries (1 person per project).

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