Videonet Connected TV Awards

Judging criteria used across all categories

Here is guidance on what the judges are looking for across all the categories in the Videonet Connected TV Awards. Under each individual category you will find additional and specific guidance. In no particular order, the judges are looking for:

- **Technical/commercial innovation** – introducing something that is relatively new, and which clearly represents a departure from how things have been done in the past.
- **Market leadership** – being not just early to market with new solutions/approaches but first, or second, and exploiting this early-adopter advantage over a period of time.
- **Uniqueness** – technologies/solutions/processes that are unique or which include lots of unique qualities will be favoured over those that have less to set them apart from the rest of the market.
- **Performance** – judges will favour submissions where they accept that the performance of the technology, solution or process is likely to exceed those of a similar nature, based on explanations about the submission, customer testimonials or submitted evidence about use in the field.
- **Market need** – how badly the awards candidate is needed by the market, including its timeliness. Thus, solutions that are urgently needed today will be favoured over those meeting a need that has been largely met or those the world can live without for another 18 months.
- **Company-wide or market-wide impact** – in no particular order, judges will be asked to give credit to awards candidates that can help lower cost barriers, reduce complexity, increase customer satisfaction, loyalty and value, unlock new revenue opportunities, replace low-profit activities with higher-margin activities, increase agility, improve service quality, increase capacity and improve reliability.
- **Commercial success** – obviously innovations that have driven commercial success for the end-user of the technology/solution/process will be favoured over those that have yet to demonstrate meaningful commercial benefit.
- **Boldness and good judgement** – companies who acted alone to introduce solutions/practices that were not widely copied for some time, where these solutions/practices eventually became normal, will be looked upon favourably (where they proved successful!)
- **Potential for positive change/disruption** – the extent to which the awards candidate can prompt or has prompted positive change or even disruptive levels of change in the television industry.

Definitions and terms

Throughout the awards, the definition of ‘TV’ is professionally produced, premium-quality video that is delivered via broadcast networks or the Internet to any screen equal to or larger than a smartphone.