



Rules and Procedures for 2025 Awards Eligibility – PGA Innovation Award

PGA Innovation Award

1. Eligibility of Emerging Media Programs for PGA Innovation Award consideration. An “Emerging Media Program,” as defined herein, may be submitted for PGA Innovation Award consideration if it originally was released in the United States between January 1, 2024 and October 1, 2024 (“Eligibility Period”) and otherwise meets the following eligibility requirements:
 - a. **Definition:** Emerging Media Program submissions for PGA Innovation Award consideration must be a single program, show, event, episodic series or special venue experience originally released or opened to the public during the Eligibility Period, with none having been previously included on a Producers Guild Awards ballot. The Emerging Media Program should be an impactful, innovative program or special venue experience that advances the art and science of interactive media, immersive design, and innovative storytelling, that demonstrates mastery of the form, and that significantly elevates the audience’s viewing experience. It is not genre specific and no specific length is required. The Emerging Media Program should deliver a practical execution of a new approach or implementation of entertainment.
 - b. **Distribution:** Entries must have been widely and openly available on a distribution platform or public website, or open to the public if special venue. Entries that were available only through closed or “invitation only” events or websites, or exhibited solely at conferences, film festivals, or private special venue locations are not eligible.
 - c. **Submission:** The Emerging Media Program may be submitted for awards consideration only by the copyright holder, owner or producer(s), company(s), and/or individual(s) authorized by the copyright holder or owner (hereinafter, the “Authorized Submitter”).
 - d. **Exclusion:** Games are **not** eligible. However, Emerging Media Programs with game-like interaction may be eligible if they are professionally produced interactive experiences that immerse the viewer in a distinct story world, its characters, settings and style. They are typically interactive adventures or explorations that allow the viewer to act as an in-world character and follow a storyline as the experience progresses, unfolding in a way fundamentally similar to viewing a television program or motion picture. Eligible programs do not involve observing others engaged in gameplay, nor test a viewer’s response time, nor are win-oriented. Eligibility of such interactive media experiences shall be decided by the Innovation Award Jury.
2. Juried Category. If an Emerging Media Program is submitted for PGA Innovation Award consideration, it may not also be submitted to any balloted category. The winner of this juried category is determined by a Blue-Ribbon Jury comprised of ten (10) to thirteen (13) jurors, a combination of PGA members and industry experts selected by Innovation Award Jury Leaders.
3. Fee. The fee is one hundred fifty dollars (\$150.00) to submit a program for consideration.
4. Submission Deadline. To apply to have an Emerging Media Program considered, the Authorized Submitter must complete a submission form and all other required materials, as set forth herein, by no later than **Tuesday, October 1, 2024** at <https://producersguildofamerica.submittable.com/submit>.
5. Submission Process. Applicants must (1) complete a submission form and (2) submit a password-protected link to a demonstration video for the Emerging Media Program as outlined below (THESE ARE REQUIRED). Applicants also may submit a supplemental document detailing the creative process and or supplemental material related to the production of the Emerging Media Program (THIS IS OPTIONAL).
 - a. Submission Form: Submission form must be completed by the Authorized Submitter at <https://producersguildofamerica.submittable.com/submit>.
 - b. Demonstration video: Demonstration video may be up to, but no longer than, three (3) minutes in length. It must provide a clear and succinct overview of the Emerging Media Program and its content. It should illustrate a typical viewer scenario; interaction approach and UX, if applicable; and design, audience flow and overall

experience, if applicable. It should not be a sizzle nor a marketing video, but instead a matter-of-fact summary emphasizing the elements that elevate the audience's viewing experience and highlighting the exceptional distinctiveness, inventiveness, and influence of the submitted work in expanding the conventions of program format, content, audience interaction, production technique, or delivery.

Specifications for video demonstration:

- Link: YouTube, Vimeo or similar link
- Time: not to exceed 3:00 minutes
- Video resolution: 1920x1080 or 1280x720 (HD)

- c. Supplemental Document: Document detailing the creative process and or supplemental material related to the production of the entry. Format: PDF only limited to 5 MB.
 - d. Materials from Finalists: Emerging Media Programs that are selected as finalists will likely be asked to provide additional materials for Jury Day(s). Finalists may also be asked to make their Emerging Media Programs available for demonstration to the general membership and the Jury between November 1, 2024 and November 25, 2024.
6. Innovation Awards Voting. One or more members of the PGA staff, in consultation with the PGA CEO and Presidents, shall select between 2-3 experienced producers in the Emerging Media category ("Jury Leaders") to assist in the vetting and voting process.
- a. **Member Requirements**: The PGA recommends that the Jury Leaders have experience across all areas of production including Film, TV and Emerging Media.
 - b. **Authority**: The Jury Leaders shall function with the authority of the PGA and shall:
 - i. Propose Blue-Ribbon Jury candidates.
 - ii. Participate in final selection of Blue-Ribbon Jury along with PGA Presidents and Executive Director(s).
 - iii. Call for PGA Innovation Award submissions, in consultation with PGA Staff and the PGA's public relations firm.
 - iv. Communicate and liaise with Blue Ribbon Jury candidates and final selected jurors.
 - v. Promote and manage communications around award timeline and events in conjunction with PGA Staff.
 - vi. Manage the Blue-Ribbon Jury "Jury Day(s)" event in conjunction with PGA Staff including: arranging/booking location; preparing jurors with expectations and education on Jury Day(s) proceedings; and overseeing Jury Day(s) process from start to finish
7. PGA Innovation Award Blue-Ribbon Jury.
- a. **Composition of Blue-Ribbon Jury**: The Blue-Ribbon Jury shall be comprised of thirteen (13) jurors, inclusive of the Jury Leaders. Jurors should be experts across the entertainment industry involved, in one way or another, with the production and distribution of innovative entertainment content, and should be highly respected experts in their fields, including but not limited to producers, directors, writers, editors, development executives, technology executives and experts, designers, engineers, creative directors, authors and members of the press.
 - b. **Selection of Jurors**: Potential jurors are proposed by the Jury Leaders, who will initially propose a sufficient number of candidates to cull down to a respectable and influential group of ten (10) to thirteen (13) candidates with the understanding that, through vetting, availability, and final consultation with PGA Presidents and CEO, the list will be culled

- down to a final ten (10) to thirteen (13) jurors plus two (2) alternates.
- c. **Role of Jurors:** The Blue-Ribbon Jury is initially responsible for determining the eligibility of all submissions. The Jury will cull down the list of all submissions to a manageable list of 5 to 8 finalists. On the Jury Day(s), the Jury will be responsible for determining, from among the PGA Innovation Award finalists which, if any, meet the criteria to be deemed winner of the PGA Innovation Award.
 - d. **Conflict of Interest:** No Juror or Jury Leader shall serve on the Blue-Ribbon Jury if they have any interest in the outcome of any of the finalists; this includes attachment directly or indirectly, to any of the entrants as talent/creative, consultant, producer, financier/investor, or distributor. Deliberations will be inclusive of all finalists and so selective recusal from a specific deliberation about a specific entrant to whom the Juror may have a connection, is not allowed.
 - e. **Determining the award recipient:** The Jury shall view/experience finalists and then deliberate and shall select only a single winner from the finalists to receive the PGA Innovation Award. If there are one or two dissenters among the ten (10) to thirteen (13) jurors who cannot be convinced to change their vote, and the Jury is otherwise unanimous, the Jury Leaders may rule that the award will be given in spite of that dissent. Three dissenters will hang the vote. In the case of a hung vote, the Jury will be dismissed and thanked and no official ruling will be made. Instead, the finalist in contention and the three or more dissenters' alternate runner-up, will both be presented to the PGA Presidents at a date no later than one week following the last Jury Day. The PGA Presidents will, upon review, make the final determination of who is the winner of the PGA Innovation Award. If there is no runner-up, the finalist in contention will be presented alone to the PGA Presidents and the PGA Presidents will, upon review, make the final determination if the finalist in contention will win the PGA Innovation Award. If they decide it does not, there will be no winner of the PGA Innovation Award that award cycle.
8. *Award Trophies.* The winning program is entitled to receive one Producers Guild Award trophy, at no cost, which will be given to the Production Company or legal entity in charge of distribution of the program. The trophy will be engraved with the name of the winning program only. The Production Company, network, studio or web/internet company may order additional trophies from the PGA for a fee that is to be borne by the requesting party (no limit).
 9. *Assumption of Risk/No PGA Liability.* By entering an Emerging Media Program for consideration, the Authorized Submitter agrees, represents and warrants that they have the legal right to submit the required form, the demonstration video and all other supplemental documents and/or materials (collectively, "Submission Materials"), that the information in the Submission Materials is correct, and that all Submission Materials comply with applicable law. THE AUTHORIZED SUBMITTER ASSUMES THE RISK AND IS ENTIRELY RESPONSIBLE FOR THE SUBMISSION MATERIALS THAT THEY PROVIDE, INCLUDING WITHOUT LIMITATION ALL IDEAS AND IMAGES CAPTURED THEREIN. It is the responsibility of the Authorized Submitter to properly protect the video that they submit (e.g. encryption, password protection). The PGA is not liable and does not assume any responsibility for the legality, security and/or privacy of the Submission Materials. The PGA reserves the right, but is not obligated, to reject or delete any Submission Materials that it, in its sole discretion, determines does not comply with the requirements herein. The Submission Materials may be shared with the PGA Presidents, PGA CEO and Staff, the Jury Leaders, the Blue-Ribbon Jury members and/or any other individuals involved with the PGA Innovation Award.
 10. *Presentation of Award.* The Award will be bestowed/accepted at the PGA Award Nominees Producing Team Celebration or another PGA celebration event to be determined in the sole discretion of the PGA.