



**DIGIDAY**  
STREAMING & VIDEO  
AWARDS

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Entry Kit **2025**

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# Digiday Streaming & Video Awards

The **Digiday Streaming and Video Awards**, formerly the Digiday Video and TV Awards, recognize the companies, campaigns and technology modernizing streaming and video.



2025

## Deadlines & Entry Fees

EARLY DEADLINE	November 15, 2024	\$499 per entry
REGULAR DEADLINE	January 10, 2025	\$599 per entry
LAST CHANCE DEADLINE	February 21, 2025	\$729 per entry



## **Best Community-Building Strategy** | NEW

Awarding the video platform, show or content creator that has most successfully fostered a strong and engaged community around its content.

## **Best Interactive Video Experience** | NEW

Awarding the video content that has most successfully integrated interactive elements (e.g., choose-your-own-adventure, live polls) to engage viewers and achieve stated objectives.

## **Best Sustainable Production Initiative** | NEW

Awarding the video production that has implemented the most effective and innovative sustainable practices to reduce its environmental impact.

## **Best UGC Integration Strategy** | NEW

Awarding the brand or campaign that has most successfully integrated user-generated content (UGC) to drive engagement and achieve stated objectives.

## **Best Use of Data-Driven Personalization** | NEW

Awarding the streaming service or video platform that has most successfully used data-driven insights to personalize content recommendations and improve user experience.

## **Most Innovative Video Sales Executive** | NEW

Awarding the video sales executive who has demonstrated exceptional creativity and innovation in driving video ad sales, partnerships and revenue growth through strategic initiatives and client solutions.



## Best Ad

Awarding the branding or direct response ad (in-stream, in-browser or on TV) that has most successfully achieved stated objectives.

## Best Ad Tech Innovation

Awarding the video ad technology that is most successful in delivering, measuring or supporting video content.

## Best Brand Film or Series

Awarding the branded film or series that has most successfully promoted a product, brand or service.

## Best CTV Ad Tech Platform

Awarding the ad tech platform that has most successfully enabled advertisers to deliver, optimize and measure campaigns on connected TV devices.

## Best Digital Video Platform

Awarding the best video syndication platform that companies and/or creators use to distribute videos.

## Best Distribution Strategy

Awarding the distribution strategy that has most successfully achieved stated objectives.



## Best FAST Channel

Awarding the 24/7 streaming channel distributed on free, ad-supported streaming TV services that has been most successful in terms of programming, revenue generation and viewership.

## Best Measurement Tool

Awarding the most effective and innovative measurement tool designed to assess and analyze TV and/or video content performance.

## Best Original Programming

Awarding the original program that has successfully executed an innovative approach to storytelling and production.

## Best Production Strategy

Awarding the production strategy that has most successfully achieved stated objectives.

## Best Shoppable Content Strategy

Awarding the shoppable content strategy that has most successfully achieved stated objectives.

## Best Social Video Campaign

Awarding the social media-based video campaign promoting a brand, product or service that has most successfully achieved campaign goals.



## Best Streaming Service

Awarding the streaming service that has been most successful in terms of programming, revenue generation and viewership.

## Best Use of AI

Awarding the AI video strategy that has most successfully achieved stated objectives.

## Best Use of Live Video

Awarding the live video strategy that has most successfully achieved stated objectives.

## Best Use of YouTube

Awarding the YouTube strategy that has most successfully achieved stated objectives.

## Best Video Podcast

Awarding the video podcast that has most successfully achieved stated objectives.

## Most Innovative Advertising Partner

Awarding the advertising partner or agency that has demonstrated exceptional creativity, innovation and effectiveness in their advertising campaigns over the past year.



## Most Innovative Studio

Awarding the digital or brand studio that has best displayed excellence in the production and execution of advertising video campaigns for brands, showcasing creativity and innovation in video content creation.

## Most Innovative Video Producer

Awarding the video producer, an individual or a team, who has made the most significant impact in the field of video content creation.

## Short Form Video of the Year

Awarding the short form video that has most successfully achieved stated objectives.



# ENTRY TIPS





### **Begin with favorable odds.**

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

### **Tell a compelling story.**

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

### **Tie your results back to your campaign objectives. It takes a village.**

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

### **Keep your copy short and sweet.**

Award winners share three distinctive traits: they’re direct, discerning and descriptive. Judges don’t need a copy-heavy description to get the full picture.

### **Paint a complete picture.**

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos and campaign art to strengthen your story.

### **It takes a village.**

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.



# SUBMISSION QUESTIONS



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## How do I start my submission?

[Submit here](#). You will be brought to the Digiday Streaming and Video Awards submission platform where you will be asked to register if not already.

## Am I eligible to enter this program?

Case studies must be relevant to November 2023 to February 2025.

## How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

## Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

## Do you offer a discount for non-profit organizations?

Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at [awards@digiday.com](mailto:awards@digiday.com).

## Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing [amy@digiday.com](mailto:amy@digiday.com).



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