DIGIDAY VIDEO & TV AWARDS

Entry Kit 2027

Digiday Video and TV Awards

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

Deadlines & Entry Fees

EARLY DEADLINE	November 13, 2026	$499 per entry
REGULAR DEADLINE	December 18, 2026	$599 per entry
LAST CHANCE DEADLINE	January 29, 2027	$729 per entry

Best Creator Video Strategy | NEW

Awarding the brand, media company, platform or agency that has most successfully used creator-led video to build audience, engagement or business results.

Best Human-Made Video | NEW

Awarding the video that demonstrates exceptional creativity, craft and storytelling through human-led production and creative execution, without the use of AI.

Best Micro-Drama Series | NEW

Awarding the innovative short-form scripted series that best captured audiences across social and vertical video.

Breakout Video Star of the Year | NEW

Awarding the talent behind standout video podcasts, vlogs, shows and series who have built an audience and made the format their own.

Most Creative Brand Integration | NEW

Awarding the video, series or program that has found the most creative and compelling way to integrate a brand or product into its storytelling while achieving its marketing

Advertising Partner of the Year

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

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 Immersive Video Experience

Awarding the campaign, show or platform that has most successfully used augmented reality, virtual reality or mixed reality to deliver an immersive video experience.

Best Interactive Video Experience

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 Measurement Tool

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

Best Multi-Platform Video Campaign

Awarding the video campaign that has most effectively leveraged multiple platforms (e.g., TV, CTV, YouTube, TikTok, streaming services) for maximum reach and engagement.

Best Original Programming

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

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 most innovative streaming service that has been most successful achieving stated objectives.

Best Use of AI

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

Best Use of Data-Driven Personalization

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

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.

Short Form Video of the Year

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

Studio of the Year

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.

Video Producer of the Year

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

Video Sales Executive of the Year

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.

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.

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.

Tell a compelling story.

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

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.

Tie your results back to your campaign objectives.

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."

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

How do I start my submission?

Submit here. You will be brought to the Digiday Video and TV 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 2025 to January 2027.

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@digidaymedia.com.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com.

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Contact awards@digidaymedia.com