



Regulations: Cinekid Media Awards 2017 – Golden Guppy (Gouden Guppy)

*31st International Children's Film, Television and Digital Culture
Festival, Amsterdam, 18 to 27 October 2017*

1) Date and venue

The Cinekid Media Awards 2017 will be presented during the 31st edition of The Cinekid Festival. This international children's film, television and digital culture festival will take place from 18 to 27 October 2017 in Amsterdam. All prizes of the Cinekid Media Awards 2017 will be awarded during the festive ceremony on October 25th, 2017

2) Organization

The Cinekid Media Awards 2017 are a collaboration between Cinekid, Mediawijzer.net, and ECP. The collaboration annually realises the presentation of three awards: the Golden Lion (Gouden Leeuw) for international projects of excellence in media for children and youngsters, the Golden Guppy (Gouden Guppy) for the best app for an audience of toddlers of preschool age (ages 0-6 years old), the Golden Hummingbird (Gouden Kolibrie) for most promising digital media project for children and youngsters, produced by children and/or youngsters up to the age of 18.

3) Goal

The Cinekid Media Awards aim to stimulate and reward excellence and innovation in the field of children's media.

4) Conditions of entry Golden Guppy Award 2017

Productions submitted for entry in this category must meet the following conditions to be eligible for nomination:

- I.** The production is completed and must have been released after January 1st 2016 and should be available to the public at least until the end of 2017.
- II.** The production must have been accessible for a Dutch audience.
- III.** The production must have been released in the form of an app suitable for tablets and/or smartphones.
- IV.** The app must be suitable for (Dutch speaking) children between the ages of 0-6.
- V.** Productions should be in Dutch, exceptions can be made when a foreign language is not an obstacle for its accessibility.
- VI.** The app can be the result of an international coproduction but at least one of the producers should be Dutch or based in the Netherlands.
- VII.** In submitting an app for this award, producers of the app confirm their presence at the award ceremony, presented on October 25th, 2017 in Amsterdam at the Cinekid Festival.
- VIII.** Publishers or producers submitting an app for this award should provide necessary promotional codes or login information for the judging process.

The organization is at liberty to propose apps for consideration of the jury.



Please note: productions which are a continuation in a series, or a new or different version of an existing production with no further developments, are not eligible for participation.

5) Criteria for evaluation

The organization applies the selection criteria on three main levels: quality, innovation and authenticity.

- Regarding quality, the following are specific areas of attention: artwork, interaction design, usability, sound, storyline, safety, user friendliness and reliability.
- Regarding innovation, the use of new technologies receives specific focus.
- Regarding authenticity, the individual quality within the current climate and availability of media productions.

6) Jury process

The organization will invite at least five individuals to judge the submitted apps. The organization will take into consideration a selection of jury members that best reflects an innovation and excellence industry minded outlook on the field of digital media, with an emphasis and balanced representation of expertise within artistic, entrepreneurial and educational areas within the creative industries. Judges and members of the organization are excluded from participation. The verdict of the jury is final.

7) Deadline for submission

The deadline for submitting an app is September 15th, 2017

8) Conditions of entry

Cinekid and partners of the Cinekid Media Awards 2017 are free to unlimitedly use the publicity materials (fragments, photos) for promotional reasons.

The submission of an entry implies acceptance of these regulations. Please direct any Golden Guppy (Gouden Guppy) questions to Mediawijzer.net (info@mediawijzer.net). Please direct any other Cinekid Media Awards inquiries or further questions to Ward Janssen, head of digital culture at Cinekid (w.janssen@cinekid.nl).