

# Hollard. SPORT INDUSTRY AWARDS 2023

## BEST DTC BROADCAST OR STREAMING PLATFORM

### WHO SHOULD ENTER?

This award is open to any organisation or rights-holder that currently operates a direct-to-consumer (DTC OR OTT) streaming platform. It can take the form of an event or ongoing regular broadcast.

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### ABOUT THIS CATEGORY

- This award takes into account any sports organisation that currently operates a direct-to-consumer platform that hosts either live or on-demand content.
  - Entrants can include, but are not limited to, i) teams and clubs ii) leagues and competitions iii) federations and governing bodies iv) events and venues v) organisations
  - Entry organisation must be based in South Africa or on the African continent
  - Entrants should be able to demonstrate how the platform benefits its target audience.
  - Entrants should demonstrate an impact on the target audience and results must be specified
  - The entire Judging Process is fully overseen by our independent auditors, and all information submitted is kept strictly confidential.
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### JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the following:

- How the platform has met the needs of its target audience.
  - The variety and quality of content available to viewers, whether live or on demand.
  - The scale, duration and impact of the work, relative to its objectives and budget
  - Evidence of goal setting, clearly defined measures of success and overall results.
  - Entrants should be able to demonstrate how the platform benefits the organisation's business objectives
  - This category will be judged on work completed between 31st August 2022 and 30th September 2023.
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## ENTRY FORM QUESTIONS

### ADDITIONAL ENTRY DETAILS

Should this entry progress through judging, the details below will be used on the Official Shortlist. In addition to any submitted imagery or video content, this the only information that will be shared beyond the Judging Panel.

**NAME (Name of the event, campaign, brand, sponsorship, agency)**

**CREDIT (PLEASE LIST ANY ORGANISATIONS THAT SHOULD BE CREDITED IN YOUR ENTRY)**

**EXECUTIVE SUMMARY (maximum 150 words)**

## ENTRY FORM

The information below will remain **strictly confidential**.

**TOTAL SPEND (maximum 100 words)**

**OVERVIEW (maximum 100 words)**

**OBJECTIVES (maximum 100 words)**

**EXECUTION (maximum 150 words)**

**RESULTS (maximum 150 words)**

**BUSINESS IMPACT (maximum 100 words)**

**SOURCES (optional)**