



**Deadline for entries: 15th February 2010**

**New Talent Category: "Next Generation Audience Engagement"**

**A creative challenge for new talent, companies or freelancers, with truly new and unique applications or content ideas with mass potential to attract and engage audiences using digital media.**

**THE BRIEF**

Digital technologies have already revolutionized the way media can captivate audiences across multiple platforms and/or develop new relationships with a user community. What's the next step?

This category seeks totally new and unique approaches to engage audiences through digital media. Your idea can involve cross media story telling connected to TV, or be a completely stand-alone idea for internet or mobile, using the latest tools and techniques for audience engagement, personalization or social networking. The idea could range from a multi-platform format, social game to a new digital out-of-home or mobile applications; and destined for use by a TV broadcaster, media company, or consumer brand.

**SELECTION CRITERIA**

- Uniqueness of the application or content idea
- Potential for wide spread user involvement
- Quality of the idea description
- Thought given as to what is needed to develop the idea
- Added value for a media company or a consumer brand

**SPECIFIC TERMS AND CONDITIONS**

*This Category is new to the Content 360 Competition and is particularly aimed at attracting new talent, companies or freelancer, with innovative ideas. It is designed as a general forum to pitch new ideas not connected with a specific sponsor. A Jury composed of media experts will select up to 10 finalists who will be invited to pitch their ideas to the jury at MIPTV in front of an audience composed of international media executives and multi-platform commissioners. Each finalist will receive free entry to MIPTV 2010 and hotel accommodation for 1 person (3 nights). The Finalists will also get the opportunity to participate in a "speed matching" event with members of the audience.*

*The winning project will be announced during the final "Zapping Show" during MIPTV and will receive a free registration to MIPCOM 2010.*

*Applicants to this Open Category can also enter other Content 360 categories. The category is open to any company or individual who has never been a Content 360 finalist in previous years. There is a limit of one submission per applicant – so send your best idea!*