



# Edinburgh TV Awards

## Rules and Guidelines 2025

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## A. INTRODUCTION and TIMETABLE

The Edinburgh TV Awards are presented annually to recognise and reward outstanding achievements in television. The Awards categories reflect the outstanding talent, and incredible breadth of creativity that broadcasters, production companies and platforms produce year after year. The Festival also honours individuals with awards in recognition of their contribution to the television industry. These honorary awards are approved by the Advisory Board.

### **2025 DATES & DEADLINES**

#### **Edinburgh TV Awards 2025 DATES & DEADLINES**

<b>Monday 03 March</b>	Submissions TV Awards open <a href="https://edtvawards.thetvfestival.com/entrant/">edtvawards.thetvfestival.com/entrant/</a>
<b>Thursday 10 April</b>	First submission deadline – 30% Early Bird discount ends
<b>Thursday 08 May</b>	Final Submission deadline
<b>Wednesday 14 May</b>	Round 1 Voting opens
<b>Friday 30 May</b>	Round 1 Voting closes
<b>W/C 19 June</b>	Jury deliberation – winners selected
<b>Thursday 21 August</b>	The Edinburgh TV Awards Ceremony

## B. ELIGIBILITY

Programmes must have had their first transmission in the UK between April 01 2024 and March 31 2025 on terrestrial, cable, satellite or digital channels, including web-based broadcasters that commission content (e.g. Netflix, Amazon, YouTube Originals).

Programmes may be regional or networked.

Unless otherwise specified in the rules of the individual category, all programmes must have a minimum scheduled running time of 20 minutes, not including any commercial breaks.

For a programme to qualify for the Edinburgh TV Awards, **it must have had the worldwide premiere transmission in the UK**. The only exceptions relate to the International Drama and Climate Impact categories.

The programme should have been initiated and developed in the UK; with creative control residing within the UK and/or a UK broadcaster must have the primary editorial control over the programme.

**If a programme falls outside of this eligibility, it can only be considered in the International or Climate Impact categories.**

Programmes that are self-commissioned and self-published are not eligible for the Edinburgh TV Awards, but we encourage you to review the New Voice Award categories.

If you are in any doubt about the eligibility for your programme, please contact the Awards team at [awards@thetvfestival.com](mailto:awards@thetvfestival.com)

## **C. ENTRY**

All entries should be made via <https://edtvawards.thetvfestival.com/entrant/>, more information about the video specifications can be found on page 10 of this document.

The Edinburgh TV Awards Entry site will be open for entries from **10:00 Monday 03 March until midnight on Thursday 08 May 2025. Entries will not be accepted after this date. All supporting evidence including videos must also be uploaded by this date.**

## **PERFORMANCE CATEGORIES**

On the entry site, you will be required to upload a recent bio and/or list of performance credits and enter a 300-word supporting statement detailing why the eligibility period of 1 April 2024 - 31 March 2025 has been one of particular success for this person.

Please provide a recent, high-res headshot. Please ensure all images are cleared for use before submission.

There is a fee per entry of £255.00 + VAT for Breakthrough Performance

There is a fee per entry of £360.00 + VAT for Best TV Actor and Best TV Presenter

<p><b>Be prepared! If shortlisted, we will require a 20 second nominee clip for use at the Awards Ceremony. This must be captioned for D/deaf viewers.</b></p>
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## **PROGRAMME CATEGORIES**

On the entry site, you will be required to enter up to 500 words stating why the programme or series should be considered for the award - please include evidence of meeting the channel remit, use of innovation, overcoming production / budgetary challenges etc.

Please pick **one** episode that you feel best represents the series as a whole and upload it as an MP4/QuickTime file. If you choose to submit an episode that isn't the series pilot, think about whether it will need contextualising, and consider including written scene setting information alongside it so that our judges can place it within the series.

Please upload an image of a programme still which can be used in the event of a nomination. Please ensure all images are cleared for use before submission. Images must be landscape, high resolution JPEG files, and no smaller than 1280 x 960px. Images should not include any text or logos.

**Stills representative of the final broadcast production are preferable over promotional photography, or artwork.**

By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

You may include up to two additional short supporting clips (up to 30s), and up to 3 additional pieces of non-video evidence to support your entry. These could include (though aren't limited to): reviews, social media reaction/engagement or other screenshots.

There is a fee per entry of £290.00 + VAT.

The fee per entry for the International Drama category is £360.00 + VAT.

Any entry can also be submitted for the Climate Impact Award for an additional £95.

Entries for the programme categories can be submitted by broadcasters, independent production companies and distributors.

Specials or one-offs from series with continuing narratives and/or characters should be categorised in the same way as an episode from the series would have been.

**Be prepared! If shortlisted, we will require a 20 second clip from the programme episode for use at the Awards Ceremony. This must be captioned for D/deaf viewers.**

**Awards will be presented to the submitting party.**

## **CHANNEL AND PLATFORM CATEGORIES**

On the entry site, you will be required to describe the following:

- The channel's/platform's remit and how this has been delivered during the eligibility period
- Evidence of success of both original commissions and acquisitions
- How you have grown existing or long-running shows, as well as promoting new talent, both on and off screen
- How the company has built a positive reputation as a good company to work for

- The channel's key demographic and how you've successfully appealed to your audience across linear and digital channels
- The channel's/platform's previous weak spots and how they have been tackled
- How the channel/platform delivered value for the audience (for PSBs/subscription based services) or advertisers (for commercial broadcasters/ad-based services)

Please upload a 2-3min showreel presenting the channel highlights from April 1 2024 - March 31 2025 as an MP4/QuickTime file. Please upload a high-res jpg or PNG of the Channel/platform logo. Please ensure all images are cleared for use before submission.

By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

There is a fee per entry of £720.00 + VAT.

**Be prepared! If shortlisted, we will require a 20 second clip from the programme episode for use at the Awards Ceremony. This must be captioned for D/deaf viewers.**

## **AGENCY OF THE YEAR AWARD**

On the entry site, you will be required to describe the following:

- How you identify new clients ready for representation.
- How you help clients from an underrepresented background realise and achieve their creative ambitions
- The representation of your client list
- Number of breakthrough clients with their first broadcast credits
- Awards, including nominations and wins across client list within the eligibility period
- Overview of wider agency success within the eligibility period
- Describe how the company has built a positive reputation as a good company to work for

Please upload a high-res jpg or PNG of the company logo. Please ensure all images are cleared before submission.

By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

You may include up to 3 additional pieces of non-video evidence to support your entry. These could include (though aren't limited to): client testimonials, awards announcements, press releases, or other screenshots. **This is not mandatory.**

## **PRODUCTION CATEGORIES**

On the entry site, you will be required to describe the following:

- Number of broadcast hours
- Number of existing series and new commissions during the qualifying period
- The success of new and existing series
- Details of any overseas sales (where applicable)
- Details on how the indie has grown in the past year and any key expansion plans
- Describe how the company has built a positive reputation as a good production company to work for

Please upload a 2-3min showreel presenting the production highlights from April 1 2024 - March 31 2025 as an MP4/QuickTime file.

Please upload a high-res jpg or PNG of the company logo. Please ensure all images are cleared for use before submission.

By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

You may include up to 3 additional pieces of non-video evidence to support your entry. These could include (though aren't limited to): reviews, social media reaction/engagement or other screenshots.

There is a standard fee per entry of £430.00 + VAT

The entry fee for the Small Indie of the Year category is £125 + VAT

**Be prepared! If shortlisted, we will require a 20 second version of the programme episode or showreel for use at the Awards Ceremony. This must be captioned for D/deaf viewers.**

## **PRODUCTION GROUP OF THE YEAR AWARD**

On the entry site, you will be required to describe the following:

- Evidence of creative and commercial success
- Number and details of production labels

- Number of UK broadcast hours
- Number of existing series and new commissions during the qualifying period
- The success of new and existing series
- Details on how the group has grown in the past year and any key expansion plans
- How the company has built a positive reputation as a good company to work for
- Other notable achievements in the eligibility period

**Please note that for Production Group of the Year we no longer require a showreel as video evidence as part of the entry criteria.** You may include up to 3 additional pieces of non-video evidence to support your entry. These could include (though aren't limited to): reviews, social media reaction/engagement or other screenshots. **This is not mandatory.**

Please upload a high-res jpg or PNG of the company logo. Please ensure all images are cleared before submission.

By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

There is a fee per entry of £720.00 + VAT

**Be prepared! If shortlisted, we will require a 20 second version of the programme episode or showreel for use at the Awards Ceremony. This must be captioned for D/deaf viewers.**

## **BEST BRANDED ENTERTAINMENT**

On the entry site you will be required to submit up to 500 words stating why the programme or series in scripted or unscripted programming should be considered for this award - please include evidence of use of storytelling, innovation, overcoming production / budgetary challenges etc. You will also be asked to describe how the brand messaging was integrated into the storytelling (up to 300 words), and how the client brief was met (up to 300 words).

Please pick **one** episode that you feel best demonstrates its eligibility for this award and represents the series then upload as an MP4/QuickTime file. Please upload an image of a programme still or title card which can be used in the event of a nomination. Please ensure all images are cleared for use before submission. Images must be landscape high resolution JPEG files, and no smaller than 1280 x 960px.

**Stills representative of the final broadcast production are preferable over promotional photography, or artwork with text.** By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to

edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

You may include up to two additional short supporting clips (up to 30s), and up to 3 additional pieces of non-video evidence to support your entry. These could include (though aren't limited to): reviews, social media reaction/engagement or other screenshots.

There is a fee per stand-alone entry of £290.00 + VAT

Any Programme Category entry can also be submitted for Best Branded Entertainment for an additional £95.00

Entries for this category can be submitted by broadcasters, independent production companies, brands and distributors.

Specials or one-offs from series with continuing narratives and/or characters should be categorised in the same way as an episode from the series would have been.

**Awards will be presented to the submitting party.**

**Be prepared! If shortlisted, we will require a 20 second version of the programme episode or showreel for use at the Awards Ceremony. This must be captioned for D/deaf viewers.**

## **CLIMATE STORYTELLING AWARD**

On the entry site you will be required to submit up to 500 words stating why the programme or series in scripted or unscripted programming should be considered for this award - please include evidence of use of storytelling, innovation, overcoming production / budgetary challenges, development of the climate/sustainability theme.

Please pick **one** episode that you feel best demonstrates its eligibility for this award and represents the series then upload as an MP4/QuickTime file. Please upload an image of a programme still or title card which can be used in the event of a nomination. Please ensure all images are cleared for use before submission. Images must be landscape high resolution JPEG files, and no smaller than 1280 x 960px.

**Stills representative of the final broadcast production are preferable over promotional photography, or artwork with text.** By providing the images, you grant The Edinburgh TV Festival all necessary rights and consents (including but not limited to rights of publicity and privacy) to enable The Festival to use the imagery in whole, or in part, and to edit the same, in such manner and for such purpose as is relevant to the nomination, including, but not limited to, broadcast, online, social media, print and advertising.

You may include up to two additional short supporting clips (up to 30s), and up to 3 additional pieces of non-video evidence to support your entry. These could include (though aren't limited to): reviews, social media reaction/engagement or other screenshots.

There is a fee per stand-alone entry of £200.00 + VAT

Any Programme Category entry can also be submitted for the Climate Impact Award for an additional £95.00

Entries for this category can be submitted by broadcasters, independent production companies and distributors.

Specials or one-offs from series with continuing narratives and/or characters should be categorised in the same way as an episode from the series would have been.

**Awards will be presented to the submitting party.**

**Be prepared! If shortlisted, we will require a 20 second version of the programme episode or showreel for use at the Awards Ceremony. This must be captioned for D/deaf viewers.**

#### **D. TECHNICAL SPECIFICATION**

The Edinburgh TV Awards Entry website aims to provide the best possible viewing experience for your content. In order to achieve this, we request that you provide a high-quality version of your file.

If your original best quality video is in another format, we would prefer to receive it with minimum encoding to preserve quality. Please upload your video(s) as soon as possible so any viewing issues can be resolved before entries close.

**Video evidence should be captioned for D/deaf viewers wherever possible. Captions should EITHER be burnt into the video OR uploaded as .VTT or .SRT files on the platform. Entrants will need to ensure that the SRT / VTT files they upload are synced with their videos. If there is a clock or tone at the beginning of your video, please take this into account when creating the corresponding SRT / VTT files.**

**If you are unable to supply a video upload with captions you can share a viewing link alongside it (e.g., from iPlayer) on the entry form. Please also ensure this link does not require payment or a subscription of any kind to watch the video, and that it will remain valid until at least 31 June 2025.**

Shortlisted Entries: Nomination Clips

If your entry is shortlisted, we will contact you and request your nomination clip in July 2025. We require all 20 second clips of shortlisted entries to be in H.264 or Apple Pro Res format. **These clips must include full subtitled captions without exception.** Please also ensure they have the correct framing; these clips will be played on a large screen during the ceremony. We also require split track audio for our edit to enable audio to be taken off /altered for our nominations play-in during the ceremony. Therefore, please ensure that your clips are supplied with separate audio stems.

Please contact [awards@thetvfestival.com](mailto:awards@thetvfestival.com) with any questions.

## **E. AWARD CATEGORIES**

### **PERFORMANCE CATEGORIES**

#### **1. BREAKTHROUGH PERFORMANCE**

This award recognises a standout performance from emerging and breakout on-screen talent in either scripted or unscripted programming who have had notable success in the period 1 April 2024 to 31 March 2025.

#### **2. BEST TV ACTOR - DRAMA**

The award will be given to the actor – male or female – that has electrified audiences with a standout on-screen performance in a drama series on UK television. Open to lead and supporting roles, the winner will have had the nation talking as a result of their performance.

#### **3. BEST TV ACTOR – COMEDY**

The award will be given to the actor – male or female – that has electrified audiences with a standout on-screen performance in a comedy series on UK television. Open to lead and supporting roles, the winner will have had the nation talking as a result of their performance.

#### **4. BEST TV PRESENTER**

The winner will be an established or emerging presenter OR presenting team that has delivered standout work on a series or recurring programme. The category is open to presenters of a mainstream or specialist show, and the winner will have an authentic voice that has resonated with viewers.

### **PROGRAMME CATEGORIES**

#### **5. BEST DRAMA**

This award will go to an outstanding UK drama – whether a one-off, a miniseries, or a full series.

#### **6. BEST COMEDY SERIES**

This award will go to a standout UK comedy series. It is open to new projects and established series that have had notable success and/or been genre-defining.

#### 7. BEST DOCUMENTARY

This award will go to the outstanding documentary programme of the year. It is open to one-off or multipart projects as well as series.

#### 8. BEST ENTERTAINMENT SERIES

This award will go to an outstanding Entertainment Series. It is open to new projects and established series that have had notable success and/or been genre-defining.

#### 9. BEST POPULAR FACTUAL SERIES

This award will go to an outstanding popular factual series. The winner will be a project that is entertaining and populist, tackling issues in a way that creates talking points for the audience and the nation.

#### 10. BEST INTERNATIONAL DRAMA

This award will go to a series that has been a standout hit in two or more territories and judges will be looking for an original script, high production values and outstanding performances.

#### 11. BEST BRANDED ENTERTAINMENT

This award will go to the branded entertainment show or series that best integrates brand storytelling with high quality production and viewer engagement.

#### 12. CLIMATE STORYTELLING AWARD

The Climate Storytelling Award will go to a scripted or unscripted programme featuring thought-provoking storytelling that proactively advances conversations about the climate crisis and motivates, enables and/or educates audiences to engage with the transition to a sustainable future. This category is open to any show eligible for any of the other programme categories, as well as children or young adult programmes, and can be entered as a stand-alone entry or as an add-on to another programme category entry.

### **CHANNEL AND PLATFORM CATEGORIES**

#### 12. CHANNEL OF THE YEAR

This award will go to the channel that best connects with its audience through a range of high-quality content across different genres.

#### 13. STREAMER OF THE YEAR

This award will go to a streaming service that has had a standout year. Open to subscription and ad-supported services as well as streaming services launched by broadcasters. It will be awarded to the service that has best connected with UK viewers through its content and/or platform, design or marketing.

## **PRODUCTION AND COMPANY CATEGORIES**

### **14. PRODUCTION COMPANY OF THE YEAR**

The award will go to a production company with an annual turnover of over £5M and is open to specialists at the top of their game and companies that have excelled across a range of genres.

### **15. SMALL INDIE OF THE YEAR**

The award will go to an indie with an annual turnover of £5M or less. The award is open to specialist at the top of their game and companies that have excelled across a range of genres.

### **16. PRODUCTION GROUP OF THE YEAR**

The award will recognise the role played by Production Groups in fostering creative environments. Open to a group with an established UK presence, comprising at least 5 Production Companies, the winner will have produced a wealth of storytelling across genres.

### **17. AGENCY OF THE YEAR**

The award will go to a literary or talent agency with a proven track record of nurturing and supporting talent from a range of backgrounds. Open to an agency with a UK presence, this could be a boutique literary agency at the top of their game or a talent agency representing some of the UK's top entertainment presenters.

Where the minimum number of entries in any category is not reached, The Edinburgh TV Festival, at its discretion, may choose not to present any of the above awards at the TV Awards ceremony, or announce fewer nominations in any category.

**The Edinburgh TV Festival is the arbiter of all eligibility.**

## **F. VOTING PROCESS**

Nominations and winners of all awards are decided by invited voting groups and by juries.

Voting is conducted online. Prior to the first round of voting, all voting groups are informed of voting rules and must vote or register their abstention. The top six entries in each category go forward for jury consideration.

Where a category receives fewer than 10 entries, we may choose not to present the award at the TV Awards ceremony or announce fewer nominations in that category. Any category proceeding with fewer than 10 entries will not go to a round 1 vote and will instead go straight to jury consideration.

Voting in Round One is restricted to registered voters.

## **G. NOMINATIONS AND WINNERS**

The nominations for each category will be listed in alphabetical order. Shortlists will be announced in July 2025.

The winners list, released after the ceremony online, and winners press release is the definitive source of award winners' information.

The Edinburgh TV Awards or logo may not be reproduced or used in any commercial manner unless prior permission has been obtained from The Edinburgh TV Festival.

The Festival will present one award per category, however additional awards may be ordered following the ceremony at an additional cost.

## **H. CLIP USAGE – NOMINATED TELEVISION PROGRAMMES**

Clips from nominated programmes may be shown at the Edinburgh TV Awards ceremony, and these clips may form part of the online broadcast of the ceremony in the UK and around the world.

Upon entering a programme via <https://edtvawards.thetvfestival.com/entrant/> for the Edinburgh TV Awards, the entrant will be asked to confirm that all information and video content is correct and approved for judging.

All entries are kept confidential and are circulated only to a carefully selected industry panel.

Shortlisted entries will be contacted ahead of the ceremony in August for approval of show reels and clips.

If you foresee any problems with the granting of this license, please contact [awards@thetvfestival.com](mailto:awards@thetvfestival.com) before entering.

## **I. EDINBURGH LOGOS**

All requests for logos should be made via [awards@thetvfestival.com](mailto:awards@thetvfestival.com)

Entrants may use the 'Edinburgh TV Awards Nominee' and 'Edinburgh TV Awards Winner' logos online, in print and in broadcasts only once a programme has been nominated for, or won, an award.

Logos will be provided by The Festival before the nominations and winners announcements for advance artwork preparation but may only be used if the programme or individual receives a nomination or wins an award.

**Cropping or altering the artwork in any way is prohibited.**

Each instance of logo use must be approved by The Festival, with proofs of the logos in situ sent by email.

## **J. PIRACY**

The Festival takes a very serious view of piracy and will work with broadcasters and production companies to help prevent it.

All Edinburgh TV Awards voters sign up to a code of conduct setting out their responsibilities regarding piracy. This code is available upon request from Bianca Newby (see Contact List) for more information.

## **CONTACT LIST**

Isabella Coombes

Awards and Industry Manager

[Isabella.Coombes@TheTVFestival.com](mailto:Isabella.Coombes@TheTVFestival.com)

General enquiries, Awards entry and rules, Voting procedures and Juries, Nominees

Bianca Newby

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Logos and permission agreements

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