

Cablefax

AWARDS GUIDE

How will you be recognized in 2017?



THIS AWARD GUIDE CONTAINS:

All Award Information • Vital Contact Information • Special Discounts

You and your colleagues work hard developing the campaigns, shows and products that drive the industry forward. Gain recognition for your outstanding work by entering Cablefax's competitive programs in 2017!

AWARD	DEADLINE	FINAL DEADLINE
Cablefax Best Sellers	Feb 3	
The FAXIES	Feb 3	Feb 10
Top Ops	Apr 7	
Most Influential Minorities	May 19	
Program Awards	June 9	Jun 16
Most Powerful Women in Cable	July 14	
Trailer Awards	July 21	Jul 28
Overachievers Under 30	Sept 15	Sept 22
Tech Awards	Oct 27	Nov 3
Digital Awards	Dec 1	Dec 8
Most Innovative in Multiscreen	Dec 15	
Cablefax 100	Dec 22	

HAVE QUESTIONS?

Contact us! We are available Monday – Friday, 9:00 a.m. – 5:30 p.m. ET

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Cablefax BEST SELLERS

DEADLINE: FEBRUARY 3 | **COST:** FREE | **EVENT:** MAY 3

NEW IN 2017!

ABOUT:

The Cablefax Best Sellers Awards recognize sales forces across the industry who work tirelessly behind the scenes to drive revenue and keep our dynamic marketplace growing and business moving forward.

• **CABLEFAX SALES HALL OF FAME**

CATEGORIES:

- Affiliate Salesperson of the Year (Below the VP Level)
- Affiliate Salesperson of the Year (VP and Above)
- Digital Sales Leader of the Year
- Sales Assistant of the Year
- Sales Mentor of the Year
- Salesperson of the Year (VP and Above)
 - National Sales
 - Regional Ad Sales
- Salesperson of the Year (Below the VP Level)
 - National Sales
 - Regional Ad Sales
- Most Creative Sales Program
 - National Sales
 - Regional Ad Sales

- Rookie Salesperson of the Year
 - Affiliate Sales
 - National Sales
- Sales Team of the Year
 - National Sales
 - Affiliate Ad Sales

SALES SUPERLATIVES:

- Frequent Flyer
- Best Dressed
- Social Queen/King
- Most Bubbly
- Best Detective





Cablefax THE FAXIES

DEADLINE: FEBRUARY 3 | **FINAL DEADLINE:** FEBRUARY 10 | **EVENT:** MAY 3

Primary Entry: \$350 | **Secondary Same Entry:** \$230 | **Late Fee:** \$230

ABOUT:

The FAXIES Awards salute the year's most outstanding communications initiatives and programs in the industry. The coveted awards set the industry benchmark for excellence across all areas of Marketing and PR. We look forward to seeing your entry and saluting the best marketing & PR efforts of the year.

CATEGORIES:

- Acquisition and Upgrade Marketing
- Advertising Campaign for a Single Program
- Advertising Campaign for a Network
- Affiliate and Partnership Marketing
- Brand Image and Positioning Campaign
- Corporate Social Responsibility / Green Campaign
- Community Relations
- Integrated Marketing Campaign
- Marketing Campaign
- Marketing of a New Series or Show
- Marketing of a Continuing Series
- Marketing of a Special or Documentary/
Documentary Series
- Media Event
- Media Relations Campaign
- Multicultural Marketing
- Nonprofit Partnerships
- Press Kit
- Programming Stunt
- PR Stunt
- Public Affairs Campaign
- Shoestring Marketing
- Social Media During a Program
- Social Media Marketing
- Sweepstakes and Games Marketing
- Trade Show Marketing/PR
- Tchotchke
- Virtual Reality/Augmented Reality Marketing
- Marketer of the Year, VP Level and Above
- Marketing Team of the Year
- PR Executive of the Year, VP Level and Above
- PR Team of the Year





Cablefax TOP OPS AWARDS

DEADLINE: APRIL 7 | COST: FREE

ABOUT:

Help Cablefax compile this influential list of MSOs and Independent Operators by nominating the companies and executives you think should be included in our annual list of leading cable operators. The Top Ops Honorees will be featured in the July 2017 issue of Cablefax: The Magazine.

INDEPENDENT OPERATOR AWARDS:

- Independent Operator of the Year
- Independent Operator Awards
- Independent Marketer of the Year
- Independent System Executive of the Year
- Independent Customer Service Award
- Independent Technology Award
- Independent Project Launch of the Year
- Independent Financial Exec of the Year
- Independent Lifetime Achievement Award
- Social Media Maverick Award



MSO AWARDS:

- MSO of the Year
- Sales Team of the Year
- Community Service Award System Wide
- Community Service Award System-level
- Technology Award
- Financial Exec of the Year
- Regional Executive of the Year
- Customer Care
- Project Launch of the Year
- Leadership Award
- Lifetime Achievement Award
- Social Media Maverick Award





Cablefax

MOST INFLUENTIAL MINORITIES

DEADLINE: MAY 19 | **COST:** FREE

ABOUT: Cablefax's annual Most Influential Minorities magazine, celebrates the men and women who are shaping the industry and opening doors for minorities across all areas of business.

GENERAL NOMINATION QUESTIONS

- What are some specific accomplishments and milestones achieved by this person in the last 12 months?
- What's ahead for this person in 2017-2018?
- What specific traits and abilities make this person stand out among peers?
- How does this person's influence extend beyond his/her company?
- Tell us something about this person we might not know.
- What are some of this person's interests outside of the cable industry?
- Please detail any involvement of this person to mentor or otherwise advance minority achievement and hiring in the industry.

**THE HONOREES WILL
BE FEATURED IN THE
SEPTEMBER 2017 ISSUE OF
CABLEFAX: THE MAGAZINE.**





Cablefax PROGRAM AWARDS

DEADLINE: JUNE 9 | FINAL DEADLINE: JUNE 16

Primary Entry: \$350 | Secondary Same Entry: \$230 | Late Fee: \$230

ABOUT:

Cablefax is on a mission to find the best of the best regardless of where it originated or how consumers watch it. With over 400 scripted shows available across multiple devices, Cablefax's Program Awards are the perfect opportunity for all your shows, talent and entertainment icons to shine.

CATEGORIES:

Platinum/People Categories

- Best Actor
- Best Actress
- Best Program
- Best New Program
- Best Showrunner
- Hall of Fame: Open to actors, writers, directors, producers and programming executives for a body of work

- News
- Public Affairs
- Reality
- Reality Competition / Game Show
- Regional Program
- Sci Fi
- Sports
- Talk Shows
- Other: enter your best in a genre not mentioned above

- Food
- Music
- News
- Public Affairs
- Reality Competition / Game Show
- Regional Program
- Sports
- Talk Shows
- Other: Enter your best in a genre not mentioned above

By Genre: Best Show or Series In The Following Genre

- Animals/Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Education / Instructional
- Faith Based / Religious
- Family Friendly
- Food
- Music

By Genre: Best Actor/Actress/Host In The Following Genres

- Animals / Nature
- Animated
- Children's
- Comedy
- Documentary
- Drama
- Faith Based / Religious Program
- Family Friendly

Special Categories

- Best Mini-Series
- Best Branded Content
- Best International Content
- Best Opening Sequence
- Best Online/Mobile Extras for a Linear Show
- Best Online-Only/Mobile-Only Show
- Best Video on Demand Program/Special



Cablefax

MOST POWERFUL WOMEN IN CABLE

DEADLINE: JULY 14 | **COST:** FREE | **EVENT:** NOVEMBER 16

ABOUT:

The Most Powerful Women in Cable celebrates incredible female executives who make a difference every day.

GENERAL NOMINATION QUESTIONS

- What are some specific accomplishments and milestones achieved by this person in the last 12 months?
- What's ahead for this person in 2017-2018?
- What specific traits and abilities make this person stand out among peers?
- How does this person's influence extend beyond his/her company?
- Tell us something about this person we might not know.
- What are some of this person's interests outside of the cable industry?
- What makes this person one of the most powerful women in the industry?
- How has this person mentored other women in the industry or contributed in other ways to the advancement of women?

**THE HONOREES WILL
BE FEATURED IN THE
NOVEMBER 2017 ISSUE OF
CABLEFAX: THE MAGAZINE**





Cablefax TRAILER AWARDS

DEADLINE: JULY 21 | FINAL DEADLINE: JULY 28

Primary Entry: \$325 | Secondary Same Entry: \$250 | Late Fee: \$150

ABOUT:

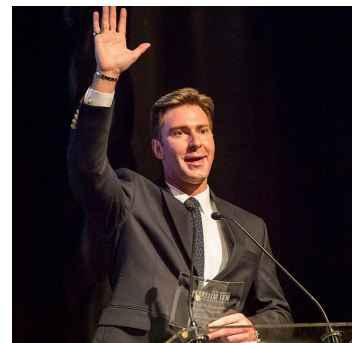
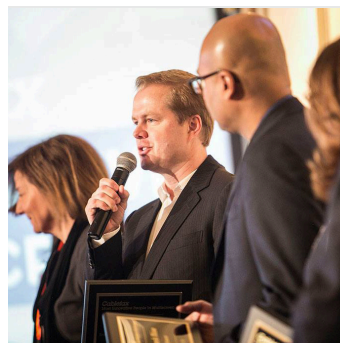
This is your chance to gain recognition for promos and sizzle reels that entice viewers to watch and engage with their favorite shows (or soon-to-be-favorites). This program covers both creative categories as well as nuts-and-bolts marketing metrics related to tune-in, engagement and overall reach, allowing all the departments that contribute to well-packaged trailers to receive worthy recognition for this vital yet often overlooked marketing tool.

CATEGORIES:

- Top Trailer
- Top Network Sizzle Reel
- Best Editing
- Best Directing
- Best Sound / Music Mixing
- Best Graphics
- Most Intriguing / Mysterious
- Most Creative / Surprising
- Most Viral / Shareable Online

OUTSTANDING TRAILER PROMOTING:

- New Show / Series
- Returning Show / Series
- Movie / Mini-Series
- Documentary
- Integrated / Cross-Platform Show/Series
- Comedy
- Drama
- Suspense
- Reality / Docu-Series
- Sports
- News / Public Affairs
- Virtual Reality / Augmented Reality Content
- Video Gaming Content
- Branded Network
- Branded Company





Cablefax OVERACHIEVERS UNDER 30

DEADLINE: SEPTEMBER 15 | FINAL DEADLINE: SEPTEMBER 22

Primary Entry: \$300 | Late Fee: \$150

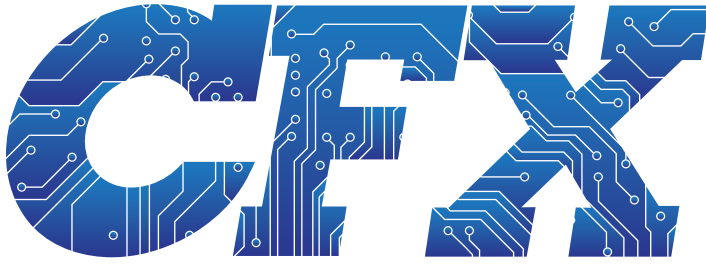
ABOUT:

Cablefax's Overachievers Under 30 honors the ladies and gents working hard to do big things, enhance the industry and make their dreams come true.

NOMINEE QUESTIONS:

- The nominee's name
- The nominee's position (title and organization)
- The nominee's age (including birth date if possible)
- Your professional relationship to the nominee (*you can self-nominate)
- A brief synopsis on why this young cable pro should be named to our list (1 to 2 pages)
- At least 3 concrete examples of his or her stellar achievements over the past year (specific campaigns, events, programs – proof that this person shines!)
- A sample of his or her work and/or supporting materials (media clips, press materials, campaign results and any other relevant items)
- Nominee's contact information (full name, title, organization, email and phone)
- Your name and contact information so that we may follow up with questions during the judging process





Cablefax TECH AWARDS

DEADLINE: OCTOBER 27 | FINAL DEADLINE: NOVEMBER 3

Primary Entry: \$350 | Secondary Same Entry: \$230 | Late Fee: \$230

ABOUT:

The 2016 Tech Awards recognize the outstanding products, strategy, implementation and people in broadcast, cable and digital technology.

CATEGORIES:

The Best:

- Cloud Solution
- Commercial Service, Product or Software
- Connected TV / Smart TV Solution
- IoT Product or Service
- Home Automation / Security Product or Service
- OTT / SVOD Support Product or Service
- Smart TV Solution
- Sustainable Tech
- Residential Equipment (set-ops, gateways)
- Residential Software (tablets / smartphone apps)
- TV Everywhere/Authentication System
- Wireless / WiFi Solution

Overall:

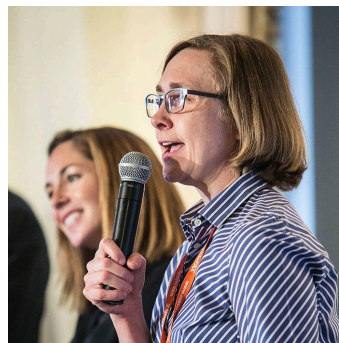
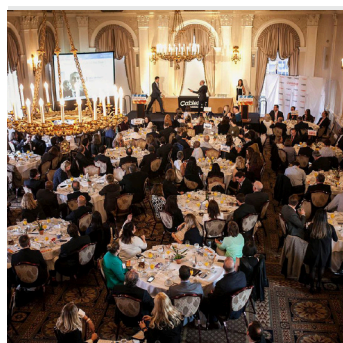
- New Product
- Tech Innovation
- Tech Partnership
- Technology Exhibit, Display or Stunt

Communications:

- Advertising Campaign
- Public Relations Campaign
- Sales / Marketing Campaign

People:

- Engineer of the Year
- Innovator of the Year (company)
- Rising Star
- R&D Team of the Year
- Tech Team of the Year





Cablefax DIGITAL AWARDS

DEADLINE: DECEMBER 1 | **FINAL DEADLINE:** DECEMBER 8

Primary Entry: \$325 | **Secondary Same Entry:** \$230 | **Late Fee:** \$230

ABOUT:

Entries are now open for the annual Cablefax Digital Awards, honoring those people, shows, and networks who excel in digital content, marketing, advertising, social media, and online content.

CATEGORIES:

Digital Campaigns

- Ad/Ad Series
- Contest/Sweepstakes/Promo
- Content Marketing Campaign
- Digital Marketing Campaign
- Email Marketing Campaign
- Integrated Digital Marketing Campaign
- Influencer Campaign
- Most Measurable Campaign
- New Product or Launch
- Online Game/Gamification
- Social Good Campaign
- Social Media Campaign

Digital Innovators

- Content Marketing Team of the Year
- Digital Team of the Year
- Social Influencer of the Year
- Social Media Dream Team of the Year
- UX Designer of the Year

Best of the Web Awards

- Most Innovative Website Development
- Overall Website
 - Distributor
 - Network – Small and Mid-Size (Fewer than 50mln subs)
 - Network – Large (More than 50mln subs)
 - Official Show Website
 - Regional/Local Programmers
 - Technology Partners
- Website Design
- Website Redesign
- UX/UI Design

Screenster Awards

- Graphics
- Use of Live Streaming
- Live Event Coverage
- Original Content
- Online Short (scripted or unscripted)
- Podcast or Videocast
- TV Everywhere/Authentications App (Operator)
- TV Everywhere/Authentication App (Programmer)
- TV Everywhere Technology (Vendor)
- Use of Video/Moving Image
- Virtual Reality Content

Community Awards

- Blog or series of Blogs
- Editorial Excellence
- Fan Base Cultivation
- Interactive Brand Content
- Overall Social Presence
- Supplemental Web Content
- Sponsored Content
- Use of Facebook
- Use of Instagram
- Use of Snapchat
- Use of Twitter
- Use of Other Social Platform

Mobile Awards

- App for Smartphone
- App for Tablet
- Mobile Experience
- Mobile Marketing Campaign

CFX *Cablefax* MOST INNOVATIVE IN MULTISCREEN

DEADLINE: DECEMBER 15 | COST: FREE

ABOUT:

Cablefax's annual Most Innovative in Multiscreen award salutes those executives who have had a meaningful impact on the state of multiscreen today. Whether they belong to traditional media companies that are expanding their horizons or startups with a vision for the future, these honorees exemplify what's right in the space.

**THE HONOREES WILL
BE FEATURED IN THE
MARCH 2018 ISSUE OF
CABLEFAX: THE MAGAZINE.**

NOMINEE QUESTIONS:

- Nominee First Name
- Nominee Last Name
- Nominee Job Title
- Nominee Company
- Nominee Email
- Nominee Phone
- Nominee Address
- Nominee City
- Nominee State
- Nominee Zip

GENERAL NOMINATION QUESTIONS

- What are some specific accomplishments and milestones achieved by this person in the last 12 months?
- What's ahead for this person in 2017-2018?
- What specific traits and abilities make this person stand out among peers?
- How does this person's influence extend beyond his/her company?
- Tell us something about this person we might not know.
- What are some of this person's interests outside of the cable industry?
- Please detail any involvement of this person to mentor or otherwise advance minority achievement and hiring in the industry.





Cablefax 100

DEADLINE: DECEMBER 22 | COST: FREE

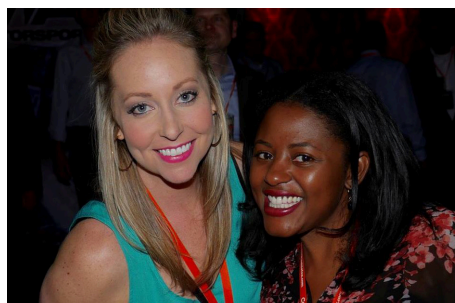
ABOUT:

Cablefax's annual 100 List is the cable industry's most iconic power list, ranking the most influential executives in the industry. This magazine features the annual 100 as well as the top regional players and those executives who are above it all.

GENERAL NOMINATION QUESTIONS

- What are some specific accomplishments and milestones achieved by this person in the last 12 months?
- What's ahead for this person in 2017-2018?
- What specific traits and abilities make this person stand out among peers?
- How does this person's influence extend beyond his/her company?
- Tell us something about this person we might not know.
- What are some of this person's interests outside of the cable industry?
- Please detail any involvement of this person to mentor or otherwise advance minority achievement and hiring in the industry.

**THE HONOREES WILL
BE FEATURED IN THE
APRIL 2018 ISSUE OF
CABLEFAX: THE MAGAZINE.**



Cablefax

THE MAGAZINE

Reserve
your ad package today
at a discounted
rate!

Cablefax: The Magazine is written with the same zest readers have come to expect from **Cablefax Daily**. All issues are true coffee-table publications that are greatly anticipated and generate much industry buzz. You never know who is going to make the cut!

(And remember — those who do will show the magazine — and your ad — to everyone they know!)



Most Innovative People in Multiscreen

March 2017

Distributed at
CFX Events, NAB
and SXSW

Ad Close: Feb. 17



Cablefax 100

April 2017

Distributed at NAB,
Cable Hall of Fame
and Cablefax TV
Innovation Summit

Ad Close: April 4



Top Operators

July 2017

Released at the
Independent Show

Ad Close: July 6



Diversity Issue

September 2017

Released at Diversity
Week and distributed
at the NAMIC and
Cablefax Diversity
Breakfast

Ad Close: Sept. 5



Most Powerful Women in Cable Issue

November 2017

Released at the
Most Powerful Women
Breakfast and distributed
at the WICT Betsy
Magnus Breakfast

Ad Close: Oct. 31

Special Packages Include:

- Advertise in the Multiscreen Issue + Table Sponsor at the Event
- Advertise in the Cablefax 100 + Diversity + Women's Issue
- Advertise in the Cablefax 100 + Sponsor the Cablefax Party at INTX
- Advertise in the Women's Issue + Table Sponsor at the Event
- *Other custom packages are available!*

ADVERTISING CONTACTS

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Magazine Partners Include:
ACA NAMIC NCTA NCTC WICT

FAQ'S

HOW ARE THE ENTRIES JUDGED?

Cablefax Editorial Team and industry leaders evaluate your entries based on the criteria listed in this awards program, including creativity, innovation, sound planning and overall achievements.

HOW DO I INCREASE MY CHANCES OF WINNING AN AWARD?

Provide a succinct summary emphasizing your goals and achievements, testimonials and other supporting material.

WHEN WILL I BE NOTIFIED ABOUT THE STATUS OF MY ENTRY?

You will be contacted by Cablefax staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the reception.

CAN THIRD PARTIES ENTER ON BEHALF OF A CLIENT?

Yes. Third Parties are eligible to compete on behalf of a client.

DOES CABLEFAX ACCEPT INTERNATIONAL AWARDS?

Yes. All programs are open to national and international entrants.

THANK YOU FOR BEING PART OF THE CABLEFAX COMMUNITY!

Use code "CFXSUMMIT" to save

\$200 OFF

the regular rate for the TV Innovation Summit on Thursday, June 8 in NYC.

Visit cablefaxtvsummit.com to register.

Use code "2017WIN" to

SAVE \$100

on any 2017 awards program entry.

Visit Cablefax.com/awards to view programs and enter.

Use code "HIRE" to

SAVE 20%

on any job posting package.

Visit Cablefax.com/jobs to put your open positions in front of the industry's top talent.

Use code "CELEBRATE" to save

\$300 OFF

a table at any Cablefax Awards event.

Visit Cablefax.com/events to register.

Use code "LEARN" to receive

\$50 OFF

any Cablefax Webinar.

Visit Cablefax.com/webinars to register.