

31st ASIAN TELEVISION AWARDS
CATEGORY DEFINITIONS

Award Categories are divided into 4 main sections:

- (a) Section I – Content categories covering talents, shows and content produced for broadcast and OTT platforms in 16:9 aspect ratio.
 - It is required that content submitted must premiere exclusively on terrestrial, cable, VOD or streaming. Joint airings via cable, satellite, streaming or terrestrial systems are permitted;
 - Content submitted should conform to broadcast quality specifications and durations unless specified in the specific Category requirements.
- (b) Section II – Content categories covering talents, shows and content produced primarily for mobile platforms in 9:16 aspect ratio. It is required that content submitted must premiere exclusively on mobile. Included are categories for livestreamed content.
- (c) Section III – Technical categories relating to content production including with AI assistance. All submissions to AI technical categories must be support by an AI Manifest.
- (d) Section IV – ASEAN categories. These categories related to content and production produced in ASEAN or commissioned for ASEAN platforms.
- (e) The submitting company should represent a Broadcaster, VOD, OTT, Social Media Platform, Multi-Network Channel Operator, Mobile Content Provider, TV Production Company or PUGC Creator.
- (f) Full details of Creator, Production Company and Crew should be provided where applicable.

Section I : Category Definitions – Broadcast & OTT

1. **PR 20 - Best News Programme**
News programme is defined as a programme presenting important recent events or developments, often presented “live”. Online news programmes are eligible.
2. **PR 21 - Best Single News Story/Report (10mins or less)**
A single broadcast or account presenting important recent events or developments, often a breaking news/ investigative report. Online news programmes are eligible

3. **PR 22 - Best Current Affairs Programme**
A programme offering analysis of important political and social events or issues of the present time, often presented as a packaged/ pre-edited programme.
Programme may be on broadcast platform or online.
4. **PR 23 – Best Talk Show**
A programme made up mainly of interviews with a guest or guests.
5. **PR 24 - Best Infotainment Programme**
Infotainment is defined as a TV programme that deals with serious issues or current affairs in an entertaining way, usually in a magazine-style presentation.
6. **PR 25 - Best Social Awareness Programme**
A TV programme (usually non-fiction) that draws attention to an issue or cause of social importance.
7. **PR 26 - Best Documentary Programme (one-off/ special)**
Documentary is defined as a factual programme presenting facts and information, rather than telling a fictional story, especially about a political, historical, or social issue. (NB: Reality or Lifestyle shows are not eligible for this category)
8. **PR 27 - Best Documentary Series**
Documentary series is defined as a factual programme that continues over more than one episode or consists of a collection/ anthology of one-offs that constitute a central theme. Examples include a history series, animal and wildlife, modern civilisation, or a collection of programmes covering a certain event or social issues. Two (2) episodes must be submitted. Both submitted episodes must have been broadcasted between the eligibility dates.
9. **PR 28 - Best Documentary Programme or Series (OTT)**
A non-fictional single programme or series premiering on an OTT platform. The storytelling must be standalone, and may not be derivative of an existing linear programme or series. One-off specials (approximately 20-30 minutes) or feature films (long form) are eligible for this category)
10. **PR 29 - Best Short Form Video Series / Programme (Factual)**
A video or programme series depicting facts and information, typically about political, social or historical issues. Content in this category are typically produced for internet or digital audiences through proprietary platforms or Youtube.
11. **PR 30 - Best Entertainment Program (one-off/ annual)**
A one-off or major annual televised entertainment or variety show, usually an anniversary commemoration or to celebrate a special event like New Year or Xmas.
12. **PR 31 - Best General Entertainment Programme**
A TV programme containing a variety of entertainment elements including comedy

13. **PR 32 - Best Original Entertainment Programme (OTT)**
Content containing a variety of entertainment elements and must premiere on an OTT platform. May be standalone or a series. Content must be original and adaptations are not allowed.
14. **PR 33 - Best Short Form Video Series / Programme (Entertainment)**
Short form comedies, impersonations, skits, game shows, talk shows and videos which generally provide entertainment. Content in this category are typically produced for internet or digital audiences through proprietary platforms or Youtube
15. **PR 34 - Best Game or Quiz Programme**
Defined as a television programme in which people compete for money, prizes, recognition or contracts.
16. **PR 35 - Best Lifestyle Programme**
A non-fiction programme focussing on lifestyle topics such as food, travel, health, beauty, fashion, interior design, parenting, leisure pursuits or interests.
17. **PR 36 - Best Music Video**
Content that integrates song with imagery, and is produced for promotional, commercial or artistic purposes. Music and songs may be original, licensed or royalty free.
18. **PR 37 - Best Music Programme**
A programme featuring live, televised or pre-recorded music performances.
(NB: Biographies of musicians/ artistes are allowed, but these should contain a substantial amount of actual musical performances)
19. **PR 38 - Best Reality Show**
Programmes in which the premise, circumstances or situations are manipulated for the purpose of creating the programme, unscripted reality, and docu-soaps. This includes all game shows or any program that gives a prize or is itself a contest and/or competition. (NB: Documentaries are not eligible for this category)
20. **PR 39 - Best Adaptation of an Existing Format**
Programme must be an Asian production, but format can have originated elsewhere.
21. **PR 40 - Best Branded Content**
Content that is funded or outright produced by an advertiser, designed to build awareness for a brand by associating with the content that shares its values. Advertisements and sales pitches are not eligible. Content must not be less than 1 min in duration.

22. **PR 41 - Best Children's Programme**
A programme produced specifically for children or youth/teens
23. **PR 42 - Best Preschool Programme**
A programme or series produced specifically for preschool viewers.
24. **PR 43 - Best 2D Animated Programme**
A fictional or non-fiction programme that is predominantly 2D, either via computer or hand-made (2D animation must constitute at least 75 percent of the programme). (NB: The submitted episode should fit the duration of a televised half-hour time slot. Several episodes of the same series may be submitted as a single entry totalling approximately 20-30 minutes. One-off 2D specials (approximately 20-30 minutes) or animated 2D feature films (long form) are eligible for this category.
25. **PR 44 - Best 3D Animated Programme**
A fictional or non-fictional programme that is predominantly CGI 3D (3D animation must constitute at least 75 percent of the programme). This category does not include Stop Motion, Clay animation, and Puppetry. (NB: The submitted episode should fit the duration of a televised half-hour time slot. Several episodes of the same series may be submitted as a single entry totalling approximately 20-30 minutes. One-off 3D specials (approximately 20-30 minutes) or animated 3D feature films (long form) are eligible for this category.
26. **PR 45 - Best Live Sports Coverage**
Live sports coverage is defined as a TV broadcast of any sporting event as it is happening
27. **PR 46 - Best Sports Programme**
A programme focussing on sports related topic(s), including esports and e-gaming. Usually presented in a magazine-style. (NB: Live Sports shows are not eligible for this category).
28. **PR 47 - Best Drama Series**
Drama is defined as a TV programme portraying a fictional subject matter of a serious nature. Series is defined as a set of regularly broadcast consecutive programmes, with plot continuity from episode to episode. Two (2) episodes each of minimum 20 mins must be submitted. Both submitted episodes must have been broadcasted between the eligibility dates.
29. **PR 48 - Best Single Drama or Telemovie**
A single, self-contained, TV programme or made-for-TV movie; fictional in nature
30. **PR 49 - Best Drama Series (OTT)**
A fictional programme or series created specifically for streaming audiences. The storytelling must be standalone, and may not be derivative of an existing linear

programme or series. It is required the show must premiere on an OTT platform either exclusively or jointly with a terrestrial platform.

31. **PR 50 - Best Original Drama Series (OTT)**
A minimum of two episodes with a combined duration in excess of 40 mins. Each episode should be no less than 20 mins. There is no upper limit to the total duration. Drama Series must be a set of consecutive episodes with plot continuity from episode to episode. Plot must be original and not an adaptation from any published content whether it is film, book, comic or video.
32. **PR 51 - Best News Presenter or Anchor**
33. **PR 52 - Best Current Affairs Presenter or Talk Show Host**
34. **PR 53 - Best Entertainment Presenter or Game Show Host**
35. **PR 54 - Best Sports Presenter or Commentator**
36. **PR 55 - Best Actor in a Leading Role**
37. **PR 56 - Best Actress in a Leading Role**
38. **PR 57 - Best Actor in a Supporting Role**
39. **PR 58 - Best Actress in a Supporting Role**

Section II: Category Definitions – Micro Drama & Livestream

Content submitted must first premiere on mobile on platforms like Facebook, Instagram, Youtube, Twitch, Snapchat, Tik Tok, Douyin, iQiyi, Tencent, Weibo, Kuaishou or Xiaohongshu (list not exhaustive). Video submission formats must be in 9:16 format. All videos per episode must be more than 1 min and less than 5 mins (except for livestream categories). Trailers, promotional videos and advertisements are not allowed.

- **Micro dramas are drama series with episodic duration of under 2 mins. Either a minimum of 10 consecutive episodes must be submitted or a total video duration of 10 consecutive mins must be provided. Videos are not allowed to be composited.**
 - **Nomination to the Livestream Categories may not be submitted and are through elimination rounds and fan support**
1. **DG 60 - Best Micro Drama Series**
 2. **DG 61 – Best Original Micro Drama Series**

3. **DG 62 – Best Adaptation (Micro Drama)**
4. **DG 63 – Best AI Generated Content (Micro Drama)**
5. **DG 64 – Best Direction (Micro Drama)**
6. **DG 65 – Best Actor (Micro Drama)**
7. **DG 66 – Best Actress (Micro Drama)**
8. **DG 67 – Best Music Livestream (Solo Male)**
9. **DG 68 – Best Music Livestream (Solo Female)**
10. **DG 69 – Best Music Livestream (Group Male)**
11. **DG 70 – Best Music Livestream (Group Female)**

Section III : Category Definitions – Technical & AI

Other than the AI categories, all content submitted here should confirm to broadcast and OTT standards.

For content submitted under AI categories, AI must have played a "material role" in the specific craft being entered. Simple "one-click" filters or basic upscaling are ineligible for these technical categories. All submissions to AI categories must include an AI Manifest of either a 1-page document or a 2 min "making of" video detailing:

- **The Tool Stack:** A list of primary AI models used (e.g., *Sora 2 for b-roll, Midjourney v7 for textures, ElevenLabs for narration*).
- **The "Creative Pivot":** Describe one specific instance where the AI produced an output that you had to manually correct or steer to meet your vision. (This proves human creative agency).

1. TC 80 - Best Direction (Documentary)

The supervision of the actual making and filming of a television programme.
(NB: please provide full details of Production Company or crew)

2. TC 81 - Best Editing (Documentary)

The preparation of the final version of a programme, determining length and order

of shots and scenes for inclusion.

(NB: please provide full details of Production Company or crew)

3. TC 82 - Best Direction (Drama)

The supervision of the actual making and filming of a television programme.

(NB: please provide full details of Production Company or crew)

4. TC 83 - Best Editing (Drama)

The preparation of the final version of a programme, determining length and order of shots and scenes for inclusion.

(NB: please provide full details of Production Company or crew)

5. TC 84 - Best Cinematography (Drama)

The art or technique of photographing and lighting moving images.

(NB: please provide full details of Production Company or crew)

6. TC 85 - Best Production Design (Drama)

The designing of sets to create the visualisation of the content for effects, authenticity, accuracy and consistency.

(NB: please provide full details of Production Company or crew)

7. TC 86 - Best Original Screenplay

The development and writing of an original fictional screenplay for a drama, comedy, sitcom, or sci-fi programme (one-off) or series.

(NB: please provide full details of Production Company or crew)

8. TC 87 - Best Scriptwriting

The development and writing of a fictional or non-fictional programme or series.

Adaptations are accepted.

(NB: please provide full details of Production Company or crew)

9. TC 88 - Best Theme Song

A theme song written specifically or commissioned for a drama or telemovie

(NB: please provide full details of Production Company or crew)

10. TC 89 – Best AI Application (Synthetic Cinematography)

These are projects that make use of Artificial Intelligence to create AI-driven lighting, virtual camera movement, and digital composition. The AI Manifest is a requirement for submission.

11. TC 90 – Best AI Application (Environment or Character)

Shows which uses creation of highly believable and emotionally expressive digital humans or non-human entities while maintaining character and physics stability across AI-generated sequences. The AI Manifest is a requirement for submission.

12. TC 91 – Best AI Application (Audio)

Shows which use AI-generated vocal performance that achieves human-level emotional depth and nuance, or excellence in AI dubbing and lip-syncing that preserves the original actor’s performance across multiple languages, or musical scores that adapt dynamically to narrative shifts.

Section IV : Category Definitions – ASEAN

ASEAN refers to the definition of the Association of Southeast Asian Countries. Content submitted must fulfil the following requirements:

- **first premiered on a platform (could be terrestrial, digital or cable) available in ASEAN**
- **commissioned and produced by ASEAN entities. Where there are co-productions, all co-production partners should be ASEAN entities**
- **content submitted must be original, adaptations are not allowed**

1. AS90 - Best Southeast Asian Drama Series

Series is defined as a set of regularly broadcast consecutive programmes, with plot continuity from episode to episode. Two (2) episodes must be submitted. Both submitted episodes must have been broadcasted between the eligibility dates.

2. AS91 - Best Southeast Asian Drama (Direction)

The supervision of the actual making and filming of a television programme.
(NB: please provide full details of Production Company or crew)

3. AS92 - Best Southeast Asian Drama (Screenplay)

The development and writing of a fictional screenplay for a drama (one-off) or series.
(NB: please provide full details of Production Company or crew)

4. AS93 - Best Southeast Asian Drama (Cinematography)

The art or technique of photographing and lighting moving images.
(NB: please provide full details of Production Company or crew)

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