



WEB COMPETITION EXPLANATORY NOTE

COMPETITION

Web sites and apps for smartphones and tablets may take part in the web competition which highlight mobile browsing of radio and/or television content connected to member organisations' offer. The jury will assess the most innovative projects in the competition, adopting the criteria listed below and also taking into account the user experience and therefore the reactions and perceptions deriving from them as a whole:

Content features

Accessibility

Ease of use

Design

Interactivity

STANDARD

The submitted projects should be experienced with the most widely-used mobile web browsers and/or with specific apps for the major mobile operative systems (iOS, Android, Windows Phone). Optimisation aimed at lower system requirements and resource usage, thus making the experience available to as many users and devices as possible, will be taken into account. Contestants should specify on which platforms their projects are available. It is the competitors' responsibility to ensure that Jurors have full access to their projects. This could involve releasing temporary accounts to fee-based services, etc. Similarly, if the project were to be shortlisted it is the competitors' responsibility to ensure the project is completely available for public presentations during the Prix Italia Festival. Should an English version of an Internet entry not be available, competitors must provide presentations,

synopses, walkthroughs, annotated screenshots, transcripts, and/or any other suitable material in English to enable the Jury to understand the project
