



THE WORLD MEDIA FESTIVALS ENTRY GUIDE





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WELCOME

This Entry Guide is designed to support you in preparing your submission for the WorldMediaFestivals. It outlines the key information you will need, including eligibility criteria, submission procedures, judging principles, awards, technical specifications, fees, and legal provisions. We encourage you to refer to the official

WorldMediaFestivals website for the most up-to-date information. In the event of any updates, clarifications, or discrepancies, the information published on the website shall apply.

Further details, including the full Rules & Regulations and category-specific provisions, are available at: www.worldmediafestival.org

1. FESTIVAL OVERVIEW

The WorldMediaFestivals is an international awards competition recognising excellence in television and corporate communication. It honours outstanding creative, technical, and communicative achievements presented across film and video, online and digital media, print, and campaign-based communication.



2 . E L I G I B I L I T Y

Entries must have been produced after 1 January 2023 and before the official submission deadline.

Entries submitted to previous editions of the WorldMediaFestivals are not eligible and may not be re-entered.

Submissions are welcome from production companies, agencies, broadcasters, corporations, institutions, and individual creators. Student entries are permitted and will compete in the same categories as professional entries.

3 . L A N G U A G E R E Q U I R E M E N T S

The festival language is English. Entries may be submitted in any language.

Non-English entries must include:

- Film / Video:

English subtitles or English voice-over

- Print:

At least two translated articles or sections uploaded as PDF files



4. CATEGORIES & AWARD TAGS

Entries may be submitted to one or more categories and subcategories. Each submission requires a separate entry and fee.

Award Tags are selected by the entrant during submission. They indicate the focus or intention of the work and do not influence the judging process. If an entry receives an award, one selected Award Tag will accompany the recognition on certificates, winner listings, and publications.



The full list of categories and Award Tags is provided in the Appendices document.



5. JUDGING PROCESS & JURY DECISION

Entries are evaluated by an international jury of media professionals from diverse professional backgrounds.

Each entry is first assessed against a fixed standard of excellence. Where this standard is met, entries may be compared within their respective categories and, where applicable, across categories for overall awards, including Best of Festival.

A category or subcategory may have multiple award winners or no award winners. All decisions of the jury are final. Jury evaluations, deliberations, and award decisions are not subject to appeal or contestation.





6. AWARDS & RECOGNITION

- Gold and Silver Awards – awarded to the best entries in each subcategory
- Grand Awards – *best of Category*
- Grand Prix – *best of Festival*

Each award-winning entry receives one intermedia-globe Award, an official certificate, and digital award badges. Personalised Award Stands and certificates may be purchased.

Industry Awards

- Broadcaster of the Year
- Agency of the Year
- Production Company of the Year
- Organisation of the Year

Special Awards

- Best Script
- Best Music
- Best Camera
- Impact Award
- Corazon Award

Industry and Special Awards are determined exclusively by the jury and cannot be applied for.



7. FEES & PAYMENTS

The entry fee is EUR 435 per entry, payable upon registration and non-refundable, including in cases of withdrawal or disqualification.

Payments must be made in EUR by credit card (via Stripe) or, upon request and subject to prior approval, by bank transfer; all bank charges must be prepaid by the entrant.

Entrants from EU countries other than Germany must provide a valid VAT identification number; otherwise, VAT will be applied in accordance with applicable regulations. German entrants are subject to German VAT.

A fee of EUR 50 applies to each requested change after submission. Judging results may be withheld until all fees have been paid in full.

8. MULTIPLE ENTRIES AND INDUSTRY AWARDS

Submitting multiple entries and entering work in more than one category may increase overall visibility within the competition.

Eligibility for Industry Awards is determined by overall performance across multiple entries and categories. Entrants or associated entities seeking consideration for such awards are therefore encouraged to submit multiple projects where appropriate.



9. SUBMISSION PROCESS - GENERAL STEPS

All submissions are handled exclusively via the online platform.
Account creation is mandatory.

WorldMediaFestival Platform: my.worldmediafestival.org

The submission process follows these steps:

1. Account registration
2. Account verification
3. Completion of profile information
4. Start new Entry
5. Selection of category and subcategory
6. Selection of Award Tags
7. Entrant information
(where applicable: client, production company, agency, layout and design)
8. Entry information
9. Upload of film, links, or PDF files, depending on category requirements
10. Confirmation
11. Submission of the entry or creation of an additional entry

Screenshots in the Appendices



10. UPLOADS, SINGLE ENTRIES & SERIES

Depending on the selected category, additional questions and upload fields may appear. These category-specific requirements are documented in the Appendices and illustrated with dedicated screenshots.

Upload vs. Link Submissions:

Direct file upload is the preferred method of submission.

Where a link is submitted, entrants must ensure that:

- the file is downloadable;
- the content is accessible without an account or log in;
- the content is free of advertising; and
- the content remains accessible until 8 May 2026.

The submission of links that do not meet these requirements may result in incomplete evaluation.

Single Entry Definition:

Unless an entry is submitted in a dedicated Series/Episodic or Campaign category, each submission must consist of one single, standalone work only.



11. SUBMISSION CHECKLIST

Before finalising your submission, please ensure that:

- the correct category has been selected and the entry complies with all category-specific requirements;
- series entries are submitted only in the designated Series/Episodic categories;
- any submitted links remain fully accessible until 8 May 2026;
- the full work is uploaded wherever possible, with links used only where upload is not feasible;
- all submitted information is complete and accurate, as it forms the basis for jury listings, official festival records, certificates, and award documentation, and has been reviewed carefully before final confirmation to avoid post-submission changes and additional fees; and
- entrants based in the European Union have verified their VAT identification number using an official VAT validation service and ensured that the registered company name and address exactly match the invoice details provided at the time of submission



12. TECHNICAL REQUIREMENTS

All entries must be submitted online.

Film / Video Specifications:

- Resolution: 1280 × 720 (preferred) or 1920 × 1080
- Aspect ratio: 16:9
- Frame rate: 25 fps
- Video codec: H.264
- Audio codec: AAC

Not permitted: watermarks, timecodes, advertisements, or additional inserts.





13. RIGHTS, WARRANTIES & LEGAL PROVISIONS

By submitting an entry, the entrant warrants that all necessary rights have been secured. The entrant grants the festival non-exclusive worldwide rights to present and promote the entry within the context of the WorldMediaFestivals.

Entrants may opt out of public presentation during registration. The festival may use photo, video, and audio recordings created at festival events for promotional purposes.

The festival reserves the right to reclassify or exclude entries and is indemnified against claims arising from rights violations or false or incomplete information.

14. RESULTS & PUBLICATION

All entrants will be notified of the outcome via the my.worldmediafestival.org platform and the registered email address.

Winners are informed in advance but not of the specific award level. Results are announced at the Gala and published afterward on the website and via social media.



15. TECHNICAL SUPPORT

If you experience technical difficulties during registration, submission, payment, or upload, please contact the WorldMediaFestivals team as soon as possible. Early notification allows effective assistance and helps avoid incomplete submissions.

16. CONTACT

www.WorldMediaFestival.org

Email: communication@worldmediafestival.org

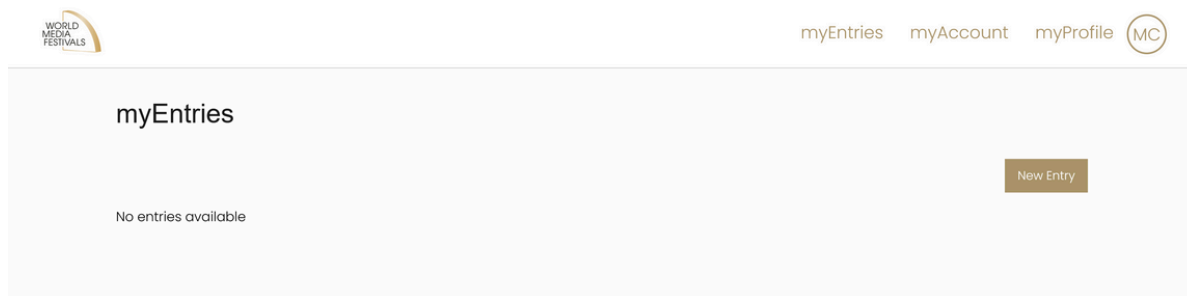
Submission platform: my.worldmediafestival.org

THANK YOU

for your interest in the WorldMediaFestivals and wish all submitters every success in the competition.

Your WorldMediaFestivals Team

1 .



WORLD MEDIA FESTIVALS

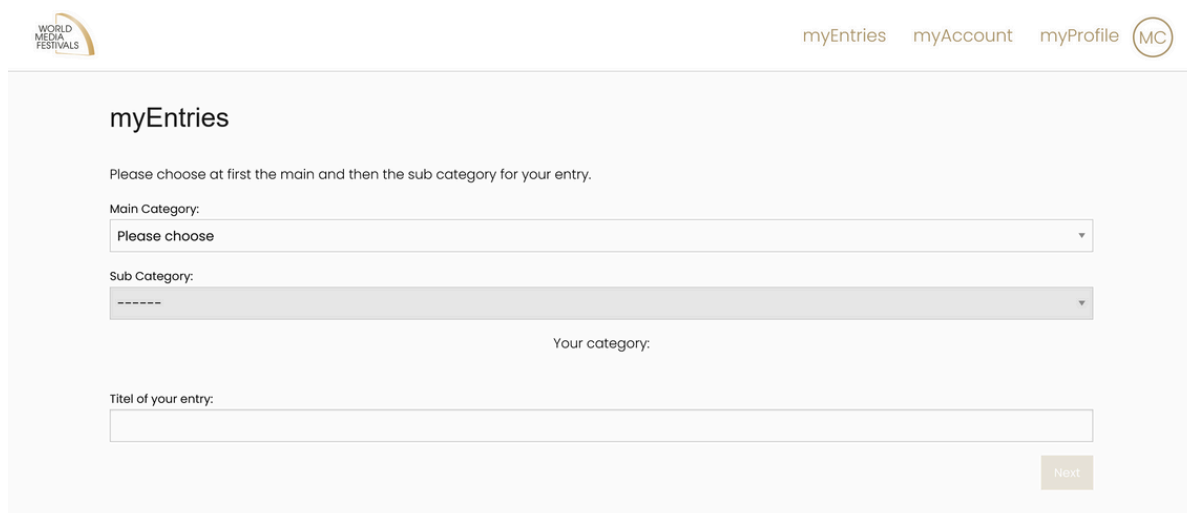
myEntries myAccount myProfile MC

myEntries

No entries available

New Entry

2 .



WORLD MEDIA FESTIVALS

myEntries myAccount myProfile MC

myEntries

Please choose at first the main and then the sub category for your entry.

Main Category:
Please choose


Sub Category:

Your category:

Titel of your entry:

Next

3 .



myEntriesmyAccountmyProfileMC

myEntries

Title

The way

Main Category:

Advertising

Sub Category:

TV & Cinema Commercials

Award Tags

Entrant

Client

Production

Agency

Entry

Uploads / Media

Confirmation

Award Tags

Select the Award Tags (2) that best reflect the focus or intention of your project. These Tags help describe how your work is recognised. If your entry receives an award, one of the Tags you select will appear on the certificate and in all winners' listings.

Communication Approach

Brand Intent

Advertising Role

Audience & Market Focus

Innovation & Technology

☐ Emotional Narrative

☐ Brand Awareness

☐ Brand Positioning

☐ B2B

☐ AI Storytelling

☐ Bold Idea

☐ Engagement

☐ Brand Storytelling

☐ Youth

☐ AI Visuals

☐ Humorous Approach

☐ Purpose-Driven

☐ Lifestyle Association

☐ Families

☐ Creative Innovation

☐ Cinematic Expression

☐ Behaviour Change

☐ Product Demonstration

☐ Mature Audiences

☐ Performance-Led

☐ Customer Loyalty

☐ Launch Communication

☐ Local Audience

☐ Visual Craft

☐ Product Education

☐ Seasonal Messaging

☐ Global Audience

☐ Music-Driven

☐ Market Differentiation

☐ Multicultural Audience

☐ Authenticity

☐ Conversion Focus

☐ Luxury Audience

☐ Animation

☐ Female Audience

☐ Male Audience


Universal Values & Cultural Themes

Macro Sectors

Full list of Award Tags in Appendix B

COMPLETE AWARD TAGS LIST AVAILABLE IN APPENDIX B

4 .



[myEntries](#)
[myAccount](#)
[myProfile](#)
MC

myEntries

Title

The way

Main Category:

Advertising

Sub Category:

TV & Cinema Commercials

Award Tags

Entrant

Client

Production

Agency

Entry

Uploads / Media

Confirmation

Entrant

First name

Family name

Company name

Address

Country

Email address

Phone number

Job title

Social Media Handle (optional)

Platform

Handle

Add more Social Media

Industry Award - Please specify your field

Save

Save + Next

Submit

Exit

5 .

The screenshot shows the 'myEntries' form for a submission titled 'The way'. The form is part of the World Media Festivals website, with navigation links for myEntries, myAccount, myProfile, and a user icon labeled MC. The form includes a title field with 'The way', a main category dropdown set to 'Advertising', and a sub category dropdown set to 'TV & Cinema Commercials'. Below these fields is a horizontal tab bar with the following tabs: Award Tags, Entrant, Client, Production, Agency, Entry, Uploads / Media, and Confirmation. The 'Client' tab is currently selected and highlighted in yellow.


If applicable Client, Production and Agency follow the same set of information

- First Name
- Family Name
- Company Name
- Country
- Email
- Social Media handle (Optional)
- Job Title

Print Category requests information about Publisher and Layout/Design if applicable.

The screenshot shows the 'myEntries' form for a submission titled 'My way'. The form is part of the World Media Festivals website, with navigation links for myEntries, myAccount, myProfile, and a user icon labeled MC. The form includes a title field with 'My way', a main category dropdown set to 'Print', and a sub category dropdown set to 'Corporate'. Below these fields is a horizontal tab bar with the following tabs: Award Tags, Entrant, Client, Production, Agency, Publisher, Layout/Design, Entry, Uploads / Media, and Confirmation. The 'Publisher' tab is currently selected and highlighted in yellow.

6.



[myEntries](#)
[myAccount](#)
[myProfile](#)
MC

myEntries

Title

The way

Main Category:

Advertising

Sub Category:

TV & Cinema Commercials

Award Tags

Entrant

Client

Production

Agency

Entry

Uploads / Media

Confirmation

Entry

Synopsis (600/600 characters)

Audience/Target group the entry has been made for (600/600 characters)

Please specify in detail the methods used to reach the target audiences (600/600 characters)

Objectives - What is the entry supposed to achieve? (600/600 characters)

Language version(s) provided

Year of Production

Length of the entry (hh:mm:ss)

Specially composed music?

☐ No

Has the entry been produced for TV?

☐ No


Save

Save + Next

Submit

Exit

7 .



[myEntries](#)
[myAccount](#)
[myProfile](#)
MC

myEntries

Title

The way

Main Category:

Advertising

Sub Category:

TV & Cinema Commercials

Award Tags

Entrant

Client

Production

Agency

Entry

Uploads / Media

Confirmation

Uploads / Media

Please upload your video with the following specifications:
 Codec: mp4, Aspect ratio 16:9, Resolution: **1280 x720 (preferred)** or 1920x1080
 Optional Codecs: .mpg, .mpeg, .mpeg4, .mov
 Maximal file size: 15GB

Drag & Drop your files or [Browse](#)

Ensure all file names include the title, the submitting company and no special characters

Preview

Instead of uploading a file, you may provide a link. Please ensure that all provided links are accessible without requiring users to create an account on the hosting platform, are free from advertisements and remain accessible for an extended period.

URL

Additional information like username/password etc.?

Please add one still/image to your entry. This will be used to represent your entry in the Hall of Fame or galleries.

Drag & Drop your files or [Browse](#)

Ensure all file names include the title, the submitting company and no special characters

Preview

Optional:
 Providing significant stills, images, or logos from your entries for use by the festival in promotional activities would be greatly appreciated. If you have additional materials to upload for promotional purposes, such as a trailer or more images/stills, please upload them here. Please do not upload any additional written materials, as these will not be considered by the judges. Ensure all details are provided solely in the tab entries.

Accepted file formats: JPEG or PDF. Maximum file size: 10MB per file. You may upload up to five pieces with your entry.

Ensure all file names include the title, the submitting company, and exclude any special characters

Drag & Drop your files or [Browse](#)

Please use this field to add URLs and additional details, such as usernames and passwords

Save

Save + Next

Submit

Exit

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