

Canon Media Awards 2017

Criteria - digital

Website of the Year

Sponsored by Google

Entry criteria

- This award is open to New Zealand-based websites.
- Entrants must submit ONE URL only.
- The site will be judged live during March 2017. The dates will not be announced but they will be common to all entries.
- Entrants may include a statement of support of up to 600 words, which should include details on audience engagement, audience growth, use of social media and any other relevant information.

Judging criteria

- Content - 60%

Website should have a predominance of locally generated editorial content which may include news, current affairs, data journalism, commentary and opinion, illustrations – including still photography, video, graphics and cartoons – features, entertainment, lifestyle, sport and business. Original content will have a value premium over aggregated or syndicated content.

- Design - 20%

Website should be easy to navigate, accessible to all potential readers and encourage audience engagement.

- Innovation and digital presence - 20%

Entrants should display innovative approaches to social media and multimedia storytelling. Sites will be assessed on their full digital presence, including mobile and desktop.

Best News Website or App

Sponsored by ASB

Entry criteria

- This award is open to New Zealand-based websites.
- Entrants must submit ONE URL only.
- The site will be judged live during March 2017. The dates will not be announced but it will be common to all entries.
- Entrants may include a statement of support of up to 600 words, which should include details on audience engagement, audience growth, use of social media and any other relevant information.

Judging criteria

- Dominance of the news space - 60%

Consistent and speedy delivery of breaking news, original news stories, updates and follow-ups. The site's own content will have a value premium over aggregated or syndicated content.

- Design - 20%

Website should be easy to navigate, accessible to all potential readers and encourage audience engagement.

- Innovation and digital presence - 20%

Best Blog Site

Entry criteria

- This award is open to New Zealand-based websites.
- Entrants must submit ONE URL only.
- The site will be judged live during March 2017. The dates will not be announced but will be common to all entries.
- Entrants may include a statement of support of up to 200 words, which should include details of audience engagement, audience growth, use of social media and any other relevant information.

Judging criteria

- Originality, including information and news, views and analysis, and innovative treatment of issues - 40%
- Writing /ability to inform/entertain/connect with reader - 25%
- Multimedia presentation (eg video, quizzes, comments forums) - 20%
- Influence - does the content inspire or bring about change? - 15%

Last updated Thursday, February 9, 2017 at 9am