



## 2018 NEW MEDIA FINALISTS

CATEGORY	ORGANISATION/ ENTRY TITLE	SYNOPSIS/REMARK
DIGITAL CONTENT AWARDS	<p><b>Japan Broadcasting Corporation</b>  <b>NHK - Japan</b>  <i>"A Day Of... ALS"</i></p>	<p>A former advertising planner was diagnosed with has Amyotrophic Lateral Sclerosis (ALS), an incurable disease that weakens the muscles throughout the body, at the age of 30. He had launched a series of successful ad campaign. Six years have passed, and he has gradually been robbed of his physical freedom. Now he can only move his eyes and spends his days at home with care assistants. He communicates using eye movements to ‘type’ letters on a computer screen. But that strenuous process prevents him from accurately conveying his thoughts. Even small talk with former coworkers has become difficult. For the interview, we asked him to take his time and type out his feelings about various daily situations he faces. Through his eyes, the viewer experiences the pain of slowly losing one’s ability to do everyday things, and the frustration of being able to think clearly but not communicate freely.</p>
	<p><b>China National Radio</b>  <b>CNR - China</b>  <i>"24 Solar Terms in Farmers' Proverbs"</i></p>	<p>As a HTML5 product in the form of a series, this program, adopting a lively new form of media expression, describes the general conditions of solar terms, climate characteristics, agricultural activities, and matters that need attention. The outstanding feature of this program is its innovative form of media intergration shown in a number of ways. The first is the use of hosts from the Voice of China’s countryside. These hosts will be incorporated into the HTML5 product, in addition to the visuals. Therefore, internet users can listen to the audio while surfing the website. The audio and visual effects are excellent, and add to the hosts’ delivery. The second is the stunning visual images. Adopting Chinese ink as its main format, the website is stylish and the atmosphere is very much in line with the theme of the farmers’ proverbs. Third, the content is poetic. Solar terms are combined with farming proverbs and ancient poems to present poetic farming images. The fourth is the constant innovation explored in the HTML5 presentation. In Grain Buds, Grain in Ear and others, the HTML5 product adopts a parallax sliding effect, allowing users to feel as though they themselves are in the countryside. The farmland and ancient poetry are vividly on the screen, lending freshness and fashion to it; while in Cold Dews and others, games and audio are part of the interaction, enhancing information transmission and integrating</p>

		knowledge, fun and science.
	<p><b>Derana TV - Sri Lanka</b>  <i>"Mihintale VR Project"</i></p>	<p>The Mihintale VR project was an ambitious first of its kind project in Sri Lanka. The VR experience lets devotees wear a VR headset and witness the historical story of King Dewanampiyatissa who was at Mihintale at the point where Buddhism was brought to Sri Lanka from India. This is a deeply spiritual experience for Buddhists who were able to see with the help of VR the story that they've revered since childhood. Over 200,000 people came to the VR booth at Mihintale to experience the VR project. And this is one of the most successful VR activations in Sri Lanka to-date.</p>
	<p><b>RT Channel  RT - Russia</b>  <i>"First Time in the Universe-  Spacewalk360"</i></p>	<p>RT is the world's first broadcaster to release a 360-degree documentary made on board the International Space Station (ISS) as part of the network's special project, Space 360. A series of videos shot using cutting-edge, immersive video technology will take the viewer on a tour of the station, with Russian cosmonaut Andrey Borisenko as host and tour guide. As part of RT's Space 360 project, Andrey Borisenko regularly produced immersive videos shot in the space station's various modules, while explaining their specific purpose and history. The documentary featurettes will also offer insight into the process of astronaut training, spaceship production, and flight control.</p>