

Brauner: Start of the Submission Period for the Third Content Award Vienna Attractive prizes for games, shorts, characters, mobile apps and visuals

Vienna (OTS) The “Content Award Vienna” will be granted this year for the third time by the ZIT Center for Innovation and Technology, the technology promotion agency of the City of Vienna. Thus the City of Vienna is providing added impetus to strengthen the local media landscape and creative scene. Media professionals can once again submit their entries in the period from June 9, 2011 to September 13, 2011 in order to win one of the coveted prizes in the categories games, animated shorts, mobile applications, animated characters, visuals or the audience award/open category within the context of the Content Awards Vienna 2011. All in all, ZIT will be granted a total of EUR 40,000 in prize money. In addition, numerous cooperation partners will also be donating further attractive prizes.

“Digitalisation and convergence have fundamentally transformed the media business. Innovative contents, production and commercialization strategies are more in demand than ever before. The Content Award Vienna has proven to be an important motor driving the expansion and professionalization of the content offering in Vienna and for the global market“, says Renate Brauner, Vienna’s Vice Mayor and City Councilwoman for Financial and Economic Affairs, who has served as the patron of the Content Award Vienna since its inception.

The Content Award Vienna targets producers of media contents who aim to commercially exploit their formats and deal with convergent distribution possibilities in the digital age.

As the technology agency of the City of Vienna and subsidiary of the Vienna Business Agency, ZIT grants this award in order to support the innovative producer scene in Vienna. “In the past years the Content Award has provided exciting insights into the spectrum of high quality and innovative audio-visual contents which have already been produced“, says ZIT Managing Director Claus Hofer. “The award has become an important platform for innovative media contents. On this basis Vienna is positioning itself in the international animation and games market.”

A total of eight monetary prizes of EUR 5,000 each will be bestowed in the categories games, animated shorts, visuals, mobile apps, as well as in the open category (audience prize), animated characters Award, FemPower Discretionary Award, and the Open Data Award. Additionally, the cooperation partners Wien Holding, Mingo, WSE Wiener Stadtentwicklung m.b.H. and the Wiener Stadtwerke are also sponsoring additional monetary prizes of EUR 5,000 each. Infoscreen will put EUR 100,000 worth of broadcasting time throughout Austria at the disposal of three of the winners.

Entries can be submitted starting on June 9, 2011 at www.contentaward.at. The entries will be evaluated and awards granted by an international jury of experts.

Similar to last year’s procedure, the audience award will be determined on the basis of audience voting on the Website. The voting will take place from the middle of September until the middle of October.

Individual producers or companies based in Vienna are eligible to participate. Productions are also accepted which have been primarily developed or produced in Vienna, or which show contents of relevance to Vienna.

The prizes will be bestowed upon the award winners at an Award Night to be held in the Media Quarter Marx on November 24, 2011. In addition to the gala award ceremony, the accompanying Content Award Conference promises to offer exciting presentations and findings. Prominent international speakers are expected to attend.

As the technology agency of the City of Vienna, ZIT supports Viennese companies in the entire innovation process: with consulting services, monetary grants, technology-specific real estate as well as communications focusing on the innovations of Viennese companies. Established in the year 2000 as a subsidiary of the Vienna Business Agency, just the calls alone coordinated by ZIT have provided support of more than EUR 40 million to about 250 projects. In turn, this has stimulated total investments of approximately EUR 130 million and created or secured more than 1,600 high quality jobs.

Web tips: contentaward.at, zit.co.at

Service for applicants: Jutta Scheibelberger from ZIT is available to respond to your questions concerning the Content Award Vienna. Please call +43 1 4000 86 586 or email at scheibelberger@zit.co.at.

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