

30th Annual Telly Awards

FACT SHEET

The below fact sheet contains background and history information for the 30th Annual Telly Awards, and should help you in publicizing your achievement. If you would like additional information please visit our website at www.tellyawards.com or give us a call at (212) 675-3555.

Summary of the Awards (useful for press releases):

Founded in 1978, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online film and video. The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, interactive agencies, and corporate video departments in the world. The Telly Awards receives over 13,000 entries annually from all 50 states and countries around the world.

Frequently Asked Questions:

How are the Telly Awards judged? The judges rate each entry on a 100-point scale. Generally, entries with a score from our judges of 90 or higher are awarded a “Silver Telly” statuette, our highest honor. Entries with an average score of 70 to 89 from our judges are awarded a “Bronze Telly” statuette for outstanding achievement. Entries do not compete against each other. Rather, they compete against a high standard of excellence. The Silver Council, our judging and oversight body, is comprised of top advertising and video production professionals that are past winners of a Silver Telly, our highest honor, and have been chosen for membership based on their professional accomplishments.

How many entries are chosen as Silver Telly Award Winners or Bronze Telly Award Winners? When you consider that entrants submit only their very best work as well as the extremely high number of entrants, earning a Telly Award is a significant creative achievement. Based on the ratio of winners over the past several years, approximately 7 to 10% of entries are chosen as Silver Telly Award winners. Other outstanding work is awarded the Bronze Telly Award. Remember, the Telly Award is given based on the merit of each entry – entries do not compete with one another – so annual competitions will vary in the number of Silver and Bronze Telly Awards given.

How does the Telly Awards compare to other competitions? The best way to answer that is to look at the firms who enter the competition, consider the volume of entries, and see whose work sets standards of excellence. We are very proud of our distinguished winners - here is a sample of Silver Telly winners from the 29th Annual Awards, the full list is on our website:

COMMERCIALS: AMC, Ayzenberg, BBDO New York, Clear Channel Creative Services Group, Comcast Spotlight, Daystar Television Network, Discovery Communications, Global/Works Group LLC, Harpo Studios, Insight Creative Group, JWT Team Detroit, Land Elsewhere Productions, M&C Saatchi, Momentum Worldwide, NBC Skycastle, Northlich, PHP Communications, Rainbow Media, Roadrunner Productions, The WOW Factor, Inc., TWC, Zehnder Communications.

FILM/VIDEO: BET News, Busch Entertainment Corporation, Chicago Tribune, Comcast Entertainment Group, Cox Media Services, Eagles Television Network, ESPN, Gaiam, General Motors – Spring Hill Manufacturing, Golf Channel, Kohl’s Department Stores, NASA, NBA Entertainment, NYC TV, Outdoor Channel, PBS, Penn State University, PGA Tour Productions, SCI FI Channel, Sports Illustrated, The Boeing Company, The Weather Channel, Time Life, Warner Bros.

ONLINE VIDEO/COMMERCIAL: Cinemasters Independent Productions, Clear Channel Creative Services Group, DDB, Disney Destinations, LLC, Forest City, I AM 8-BIT Productions, Italian American Network, Los Angeles Times Media Group, NBC Universal, PlattForm Advertising, Shillelagh Films, Small Guy Music, Syrup, The Inspiration Networks, V! Studios, WebMD.