

29th Annual Telly Awards

FACT SHEET

The below fact sheet contains background and history information for the 29th 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, as well as the finest video and film productions. The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. The Telly Awards is a widely known and highly respected national and international competition and receives over 14,000 entries annually from all 50 states and many foreign countries.

Frequently Asked Questions:

How are the Telly Awards judged? The judges rate each entry on a 10-point scale. Generally, entries with a score from our judges of 9.0 or higher are awarded a “Silver Telly” statuette, our highest honor. Entries with an average score of 7.0 to 8.9 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. Each year, the judges consist of a group of highly qualified advertising, production and other creative professionals. All judges have previously won a Silver Telly Award, and are invested in upholding the historical standard of excellence the Telly represents. Judges are from all regions of the United States, representing large and small firms including advertising agencies, TV stations, production houses and corporate video departments.

How many entries are received? The Telly Awards receives in excess of 14,000 entries each year.

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 entrants are chosen as Silver Telly Award winners. Historically, Bronze Telly Award Winners typically have represented about 18 to 25% of entrants. It is important to note that some categories may have multiple winners, and some may not have any. 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. Currently, final details for the 29th Annual Telly Awards are being compiled as late entries are still being judged. Full details of the competition will be posted on our website (www.tellyawards.com) once complete.

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 28th Annual Awards, the full list is on our website:

COMMERCIALS: AETN International, Alaska Channel, Andy Mirokovich Productions, Animal Planet/Discovery Communications, BrabenderCox, Brain Zoo, Campbell Ewald, Children’s Miracle Network, Comcast Spotlight, Dave Syferd & Partners, DGWB, Digital Kitchen, Dixon Davis Media Group, Esparza Advertising, Fry Hammond Barr, GSD&M Advertising, JJ Sedelmaier Productions, Inc., Kolar Advertising & Marketing, MGM Mirage Advertising, Inc., Modium Creative Group, Ogilvy, RDW Group, Solid Films, Strategic Perception, The Loomis Agency, The Zimmerman Agency, Universal Images, Venables Bell & Partners, Warner Bros., Yaffe Deutser.

FILM/VIDEO: 1K Studios, Badami Productions, BBDO, Blue Telescope, Booz Allen Hamilton, Cabela’s Inc., Comcast Spotlight HQ-NY, Con Edison, Current TV, Digital Juice, Dream Balloon Productions, Eagles Television Network, Films Media Group, Grilled Cheese Productions, Inc., High Five Entertainment, InSite Interactive, Kaleidoscope Pictures, L.E.G. Productions, Lockheed Martin, Martz Agency, McCann Erickson, Miami Dolphins Ltd., National CineMedia, PGA TOUR Productions, PixelFish, Inc., Rutherford Media Group, Sam Hurwitz Productions, SCI FI Channel, The Disneyland Resort, Warner Bros., Zonk! Productions Inc.