



## 37th Annual Telly Awards

### FACT SHEET

The below fact sheet contains background and history information for the 37th 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](http://www.tellyawards.com) or give us a call at (212)675- 3555.

Summary of the Awards (useful for press releases):

Founded in 1979, 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, and web commercials, videos and films. 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 received over 12,000 entries from all 50 states and 5 continents.

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. People's Telly Awards entries are posted to the Telly Awards voting site for a period of four weeks. During that time, the online community views and rates videos to help decide People's Telly Award Winners.

#### How many entries are chosen as Silver and 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 represent 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.

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 37<sup>th</sup> Annual Awards, the full list can be found on our website at [tellyawards.com](http://tellyawards.com):

AOL Studios, BET Networks, Bloomberg, CBS Interactive, Comcast, Conde Nast, DigiDojo, Discovery Communications, ESPN, FleishmanHillard, Fox, HBO, Hearst, HOBO, HuffPost, Indigo Films, IW Group, Microsoft, MLB, NBC, SapientNitro, Story House, Team Coco Digital, The Guardian, The History Channel, Time Warner, Tiny Hero, Trailer Park, Viacom, VML, And WSJ