

## PopVox Fact Sheet

### What is PopVox?

Launched in 2007, PopVox (from *vox populi* – L. voice of the people) is a world-class people's choice awards event for the digital media industry. PopVox offers digital content creators the opportunity to showcase their work, review peer submissions and get inspired by some of the top-notch content creation in digital media.

The PopVox Awards are hosted by VIDFEST, the Vancouver International Digital Festival, and recognize all major sectors of the digital media industry and celebrate its creativity, talent, and achievements.

### Who submits content for the awards?

Content creators from across the digital media sectors including games, web 2.0, interactive design, animation and mobile can submit their content for consideration.

2007 nominees included: Sxipper by Sxip Identity (Best Web 2.0 Application), Elven Chronicles by Big Blue Bubble (Best Mobile Game), Duelity by Macos Cerabolo and Ryan Uhrick (Best Digital Animation Short), *Sanctuary* by Stage 3 Media (Best Digital SFX), Sherwood Dungeon MMORPG (Best Game, Best Homegrown), Mario Strikers Charged by Next Level Games (Best Music Score).

### How and when are submissions nominated?

Creators nominate their own work and submit it online at [www.popvoxawards.com](http://www.popvoxawards.com). The nomination period is open from April 1-30, 2008. Any music, images, or video submitted must be either royalty-free or submitted with necessary rights and permission. All submissions must be content published between January 2007 and April 30, 2008.

### How and when are nominations selected?

The winners of the PopVox Awards are selected by public voting from May 1-12, 2008. They are truly the "people's choice" awards. Ballots are cast online at [www.popvoxawards.com](http://www.popvoxawards.com).

### When and where are the PopVox Awards announced?

Winners of the 2008 PopVox Awards will be announced at the PopVox Awards ceremony and closing gala event for the 5<sup>th</sup> annual VIDFEST. The gala will be held at The Hangar, 577 Great Northern Way, Vancouver, BC.

### 2008 award categories include:

- Best Digital Animated Short
- Best Digital VFX
- Best Game (Console/PC)
- Best Game (Casual)
- Best Mobile (Game)
- Best Mobile (Application)
- Best Digital Campaign
- Best User Generated/Crowd-sourced Content Site
- Best Digital Score
- Best Do-Gooder site (Social Change Initiative)
- Homegrown Award (Best BC-based Venture)

**Who supports the PopVox awards?**

The PopVox Awards are presented by New Media BC and supported by Seven Group and Microsoft. New Media BC is a federally incorporated not-for-profit full service industry association that works to strategically promote and grow BC's digital media companies. New Media BC offers research, professional development, and marketing services to industry stakeholders and provides a voice and community for Vancouver's dynamic and thriving new media sector.

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