



Media Release

For immediate release

AACTA announces three new Television Awards

Television entries now open

The Australian Academy of Cinema and Television Arts (AACTA) today announced three new Awards for television categories: **Best Factual Entertainment**, **Best Sports Entertainment** and **Best Sports Coverage**.

Introduced following industry consultation, the three new awards not only reflect the interests and viewing habits of Australian television audiences, but also recognises those working in two of the most substantial production sectors of the Australian screen industry. Australian factual entertainment and sports programs not only consistently bring massive audiences to Australian television, but also provide significant platforms for the promotion of other productions to new and broader audiences.

The **AACTA Award for Best Factual Entertainment** will recognise the achievements of non-fiction programs that are squarely aimed at entertainment, inspiring ongoing cultural conversations, and inciting passionate audience engagement. The Best Factual Entertainment category is open to programs that explore the real world, and the real people within it, in a captivating and entertaining way.

While factual entertainment continues to evolve on our screens, live sport coverage remains a staple of the Australian cultural identity. Major sports broadcasts have consistently united vast numbers of Australian's to share in special events such as State of Origin games, and the AFL and NRL Grand Finals – each of which exceeded 3 million viewers in 2018 (per Sydney Morning Herald).

The **AACTA Award for Best Sports Entertainment** will recognise the best of the wealth of sports discussion and analysis programs on our screens, while the **AACTA Award for Best Sports Coverage** will acknowledge excellence in the craft of broadcasting live sport and the people who bring these large scale events to our screens. Developed in partnership with Foxtel, these two new categories replace the AACTA Subscription Television Award for Best Sports Presentation (introduced in 2018) and will include coverage and programs on free-to-air and subscription networks.

“The past 20 years have seen a shift in the Australian television landscape, with factual entertainment programs such as **GOGGLEBOX** and **MARRIED AT FIRST SIGHT**, alongside sports broadcasting, regularly creating major spikes in television viewing patterns,” said **AFI | AACTA CEO Damian Trewhella**. “We are proud to introduce these awards to recognise the talent, skill and creativity of the practitioners working in these important sectors. In addition to our recently announced Short Documentary category and reduced entry fees for low-budget productions, these new awards continue AACTA's mission to be inclusive of all the diverse areas critical to our screen industry and culture.”

AACTA also today opened entries across all television categories for the 2019 AACTA Awards presented by Foxtel. Further information can be found at www.aacta.org/aacta-awards/entries/.

– ENDS –

The AACTA Awards are proudly supported by the New South Wales Government through its tourism and major events agency, Destination NSW.

NEW TELEVISION AACTA AWARD DETAILS

The nominees and winners for each category (Best Factual Entertainment, Best Sports Entertainment and Best Sports Coverage), will be determined by the respective AACTA Television Branches.

The nominees for all three categories will be announced alongside all other nominees in late October 2019.

Please note, the AACTA Awards for Best Reality Program and Best Lifestyle Program remain unchanged.

- Reality Program means a substantially non-scripted program which involves participants being placed in an environment or format in which the premise, circumstances or situations they encounter are structured and manipulated in an ongoing manner for the purposes of creating the program, and can contain an element of competition and prizes.
- Lifestyle Program means a program that relates to contemporary recreational and domestic pursuits such as food and wine, home and garden, real estate and home improvements, health and wellbeing, travel and leisure, beauty and shopping.

CALL FOR ENTRIES

Entries across all television categories open at 9am Tuesday 28 May 2019.

Entry eligibility and closing dates vary. All dates and information regarding how to enter the 2019 AACTA Awards can be found at <https://www.aacta.org/aacta-awards/entries/>.

Key Entry Dates:

- Feature Film, 1 May-1 July 2019
- Feature Documentary, 1 May-27 May 2019
- Short Documentary, 1 May-27 May 2019
- Television, 28 May-22 July
- Visual Effects and Animation, 18 June-30 August 2019

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For further information about AFI | AACTA visit: www.aacta.org

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