



October 2002

## EMMA BACKGROUNDER



### Awarding the Digital Leaders – Worldwide

The International EMMAs (Electronic Multimedia Awards) are celebrating 11 years of recognizing excellence in digital media content creation through the acknowledgement of best practices and ongoing educational programs. Produced by the EMMA Foundation, the awards are widely acknowledged as the most prestigious interactive media awards.

This European-based international awards program attracts entries from over 40 countries and has the widest reach of any digital awards event worldwide. Competition is fierce, with over 600 entries each year from around the world vying to become the 'best of the best' of interactive media.

The jury process involves more than 40 judges from five continents representing different areas of digital content and interactive media.

The International EMMAs are respected for their independence and impartiality. The awards are organized in conjunction with an international steering committee comprising experts from all sectors of the industry. The sole objective of the competition is to reward excellence. In line with this policy, a single award is presented in each category, but only where the high standards that have become synonymous with the EMMA name have been achieved.

For the 2002 season, the International EMMA Jury Event will be held in Toronto from October 15-20. This is the first time in the history of the EMMAs that the Awards will be judged in North America.

In addition to the awards program, the EMMA Foundation also fosters a networking community for the digital media industry, funds educational programs, activities and scholarships, and provides resources for International digital content creators.

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