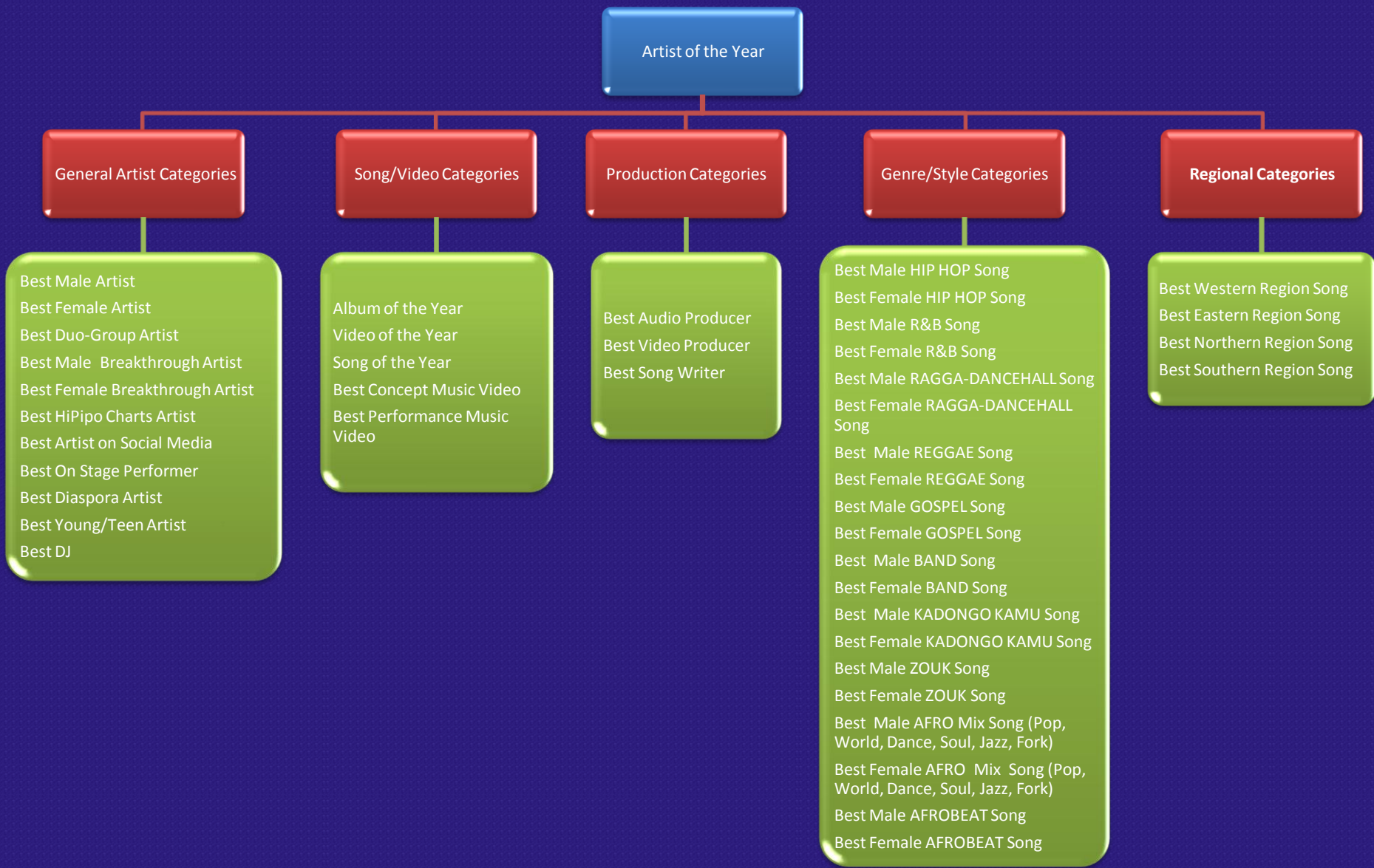




The Fans Decide!

# Nominations Guidelines October 2013





*Stakeholders: includes and is not limited to Artists, Performing Musicians, Audio/Video Producers, Sound Engineers, Artist Managers, Events Promoters and Managers, Entertainment Media, General Public Music Consumers and Fans*

## **1 Artist of the Year**

1. Artist should be proposed for nomination by the music industry stakeholders And
2. Artist should have been nominated in “Best Male/Female/Duo-Group/Breakthrough” category and
3. Artist should have at least 4 Music videos for the considered duration and/or
4. Artist should have at least 6 Songs for the considered duration and/or
5. At least 3 of the songs/videos should have had a top 10 position on different Radio, TV, Print and Online Music Charts during the considered duration and/or
6. One of the songs/videos should be a contender for Song of the Year or Video of the Year and/or
7. Released an album during the considered duration

## **2 Best Male/Female/Duo-Group Artist**

1. Artist should be proposed for nomination by the music industry Stakeholders And
2. Artists should have at least 3 Music videos for the considered duration and/or
3. Artist should have at least 5 Songs for the considered duration and/or
4. At least 2 of the songs/videos should have had a top 10 position on different Radio, TV, Print and Online Music Charts during the considered duration.

## **3 Best Male/Female Breakthrough Artist**

1. Artist should be proposed for nomination by the music industry Stakeholders And
2. Artists should have at least 1 Music video for the considered duration and/or
3. Artist should have at least 3 Songs for the considered duration and/or
4. At least 2 of the songs/videos should have had a position on different Radio, TV, Print and Online Music Charts during the considered duration and/or
5. Artist should have had their breakthrough to the mass audience during the considered period and/or
6. Artist should not have more than five (5) music albums or more than 30 songs as at the time of the nominations opening and
7. Previous winners and nominees of best breakthrough artist category do not qualify for this category.

#### **4 Best Diaspora Artist**

1. Artist with songs produced during the considered period should be proposed for nomination by the music industry Stakeholders And
2. Artist based in Diaspora during the considered duration and
3. Artist's songs should have a position on different Radio, TV, Print and Online Music Charts

#### **5 Best Young/Teen Artist**

1. Young Artist with songs released during the considered period should be proposed by the music industry stakeholders And
2. Artist should be in the Young 8<>12<>16 years of age.

#### **6 Best on Stage Performer:**

1. Artist should be proposed for nomination by the music industry Stakeholders And
2. Artist should have performed at different major music (and/or corporate) events during the considered period.

#### **7 Best Artist on Social Media**

3. Artist should have active social media presences of Facebook, Twitter, Google+ and YouTube and/or
4. Artist should have an updated website and/or
5. Artist should have had a musical related marketing campaign using social media during the considered duration

#### **8 Video of the Year, Best Concept/Performance Music Video**

1. Video should be proposed by the music industry Stakeholders and
2. Video should have strong
  - a. Video Production/Direction
  - b. Video Concept
  - c. Editing
  - d. Different Media Presence plus Internet Presence (YouTube, Facebook, HiPipo.com)

#### **9 Song of the Year**

1. Song should be proposed by the music industry Stakeholders and

2. Strong original production and lyrics (Songwriting/Production) from any genre
3. Media Presence
  - a. Radio Charts and/or Online Music Charts (Internet/Print/Radio)
  - b. Digital Download Services
  - c. Local/Regional Radio Airplay, Broadcast and Online

## 10 Album of the Year

1. Album should be proposed by the music industry Stakeholders and
2. Should have 6 or more tracks
3. At least five (5) new songs or original renditions released in the considered period
4. Very good album concept
5. Very good overall songwriting/production

## 11 Production Categories: Best Audio/Video Producer and Song Writer

1. Nomination to be based on the quality and quantity of the works of the producer/writer that have been nominated in different HIPIPO MUSIC AWARDS categories

## 12 Best Music Genre/Styles Specific Song Categories

E.G. Best Male HIP HOP Song, Best Female R&B Song

1. Song should be proposed by the music industry Stakeholders and
2. Song (Audio/Video) should have had strong presence across majority of the different Media platforms.

## 13 Regional Categories

1. Song should be proposed by the music industry Stakeholders in the region and
2. At least 70% of the song should be in one of the local languages of the eligible region
3. Song should be seconded and submitted for nomination by radio stations in the region

*Stakeholders: includes and is not limited to Artists, Performing Musicians, Audio/Video Producers, Sound Engineers, Artist Managers, Events Promoters and Managers, Entertainment Media, General Public Music Consumers and Fans*



## Contact us

HiPipo (U) Limited  
P.O Box 22857, Kampala, Uganda  
Plot 371, Block III, Seeta, Mukono

## Emails and Phone

[awards@hipipo.com](mailto:awards@hipipo.com), [socialweb@hipipo.com](mailto:socialweb@hipipo.com), [advertise@hipipo.com](mailto:advertise@hipipo.com)  
HMA Chairperson: [mark@hipipo.com](mailto:mark@hipipo.com)  
HMA CMO: [innocent@hipipo.com](mailto:innocent@hipipo.com), +256779343331, +256712343331  
HMA Spokesperson: [medkimbugwe@hipipo.com](mailto:medkimbugwe@hipipo.com)

## Web Channels

Event Information and Voting Platform: <http://www.hipipo.com/hma>  
Mobile Web: <http://mobile.hipipo.com/>  
Facebook: <http://www.facebook.com/HiPipolive>  
Twitter: <https://twitter.com/hipipo>  
YouTube: <http://www.youtube.com/HiPipolive>



HMA: <http://www.hipipo.com/hma/2014/>  
Mobile: <http://mobile.hipipo.com/>  
Facebook: <http://www.facebook.com/HiPipolive>  
Twitter: <https://twitter.com/hipipo>  
YouTube: <http://www.youtube.com/HiPipolive>