



Elevating Property.
Elevating South Africa.
1966 - 2026



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DIGITAL & BROADCAST MEDIA

Additional info on page-2

This category encompasses all digital and broadcast platforms, including vlogs, podcasts, blogs, dedicated radio shows and television segments. It recognises engaging and informative content that effectively communicates property-related issues to a broad audience across multimedia formats.

Submissions will be assessed based on the following criteria:

1. The extent to which the piece addresses significant property-related issues with accuracy, depth, and relevance to the intended audience.
2. The ability to present complex information in an accessible, engaging, and compelling format suitable for digital or broadcast platforms.
3. Innovative use of format, storytelling/interviewing/reporting, and production to convey information in a fresh and impactful way.
4. Technical quality, including audio/visual clarity, editing, and overall presentation.
5. Evidence of audience engagement, reach, or influence on public discourse or industry understanding.
6. Effective integration of various digital tools and platforms (where applicable) to enhance the storytelling and user experience.

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