

# AWARDS SHOW MANAGEMENT HAS GONE DIGITAL

**When** you think of the awards show season you think red carpet, glamor, and gowns. The hype is typically surrounding who's wearing what, who's nominated, who's performing, hosting, and ultimately, who wins. The real question that most people don't often think about is, 'What went into the awards show so far to even get to that point?'

In the last decade alone, there's been a huge shift for the way that awards shows handle their submissions, nominations, and voting process. Let's take the GRAMMY Awards® for instance. The GRAMMY voters, comprised of recording industry executives, leaders, visionaries, labels, and artists, among others, vote on the best of the best in the recording industry. Together there are over 17,000 voters, who in the past, each received their slate of nominees to vote from on CD. Additionally, each submission had to be duplicated, packaged, and mailed to each and every voter which made for a very non-environmentally-friendly process. Furthermore, the amount of time and money spent on such tedious processes were inefficient and welcomed errors.

Since 1999, a publicly traded Canadian company called YANGAROO (TSX.V-YOO) has been successfully managing and distributing audio and video files to radio and television

destinations globally via their patented cloud-based platform. In 2009, Canada's JUNO Awards approached YANGAROO to see if there was a way to digitize their entire awards show operations. They wanted to move away from the antiquated, manual system they were using, which, just like the GRAMMYS involved physical CD submissions and the need to duplicate and mail thousands of them to Academy members for review. The labor-intensive process further entailed choosing nominees, distributing paper ballots by mail or fax and counting votes manually. It was very expensive, time consuming, subject to vote manipulation, and wasn't secure or eco-friendly.

## THE DIRTY TRUTH BEHIND OUTDATED AWARDS SYSTEMS

CDs and their packaging are made from many non-renewable materials that, when discarded, don't decompose. It's estimated that in North America alone 1 billion CDs weighing almost 20,000 tons are discarded – a conservative estimate which excludes discs with defects discarded by the manufacturer.

YANGAROO's technology team, led by Rich Klosa, CTO, forged ahead to design and build what has become the industry standard for the

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awards show business in North America. The YANGAROO Awards cloud-based platform

allows audio and video submissions to be uploaded and delivered digitally. Submissions can also be streamed and reviewed online, nominees chosen, and voting done efficiently and securely.

Utilizing cloud-based technology to automate and digitize the management of awards shows end-to-end saves a significant amount of time, as well as dollars. A number of awards shows using YANGAROO's Awards platform (and that charge for submissions) acknowledged that due to ease of use, submissions have increased 30-40%, which simultaneously increased their revenues.

Since joining forces with the JUNO Awards, YANGAROO has continued to attract new awards show customers each year, and has maintained a 100% renewal rate for the shows they manage. Awards shows capitalizing on YANGAROO's cloud-based technology include the GRAMMY Awards, the Emmy Awards® (Daytime, Sports, and News and Documentaries), MTV Movie Awards®, MTV Video Music Awards®, BET Awards®, Academy

of Country Music® Awards, and most recently the Golden Globe® Awards to name a few.

For the upcoming 73<sup>rd</sup> annual Golden Globe Awards, which will be held on January 10, 2016 in Beverly Hills, CA, YANGAROO Awards will provide the sole system for motion picture and television award entries in 25 categories, with content under consideration also being made available online for viewing by Hollywood Foreign Press Association (HFPA) members. Not only will entrants be able to process their entry form online, but the platform will allow for secure uploading of films, television shows, digital media productions, trailers, photos and more.

Moving away from physical processes and antiquated systems for awards show management is a game-changer. Awards show companies using the YANGAROO Awards platform are now afforded a more streamlined digital workflow that extends the following benefits: efficient, fast, secure, cost-effective and environmentally-friendly.



To learn more about YANGAROO, please [click here](#).

#### About YANGAROO

YANGAROO is dedicated to providing technology solutions for the music, awards show and advertising industries. The Company trades on the Toronto Venture Exchange (TSX-V) under the symbol YOO and in the U.S. under OTCBB: YOOIF. YANGAROO's patented cloud-based software allows audio and video files to be securely, rapidly and cost-effectively distributed, managed and monetized.