

Campus 18 launches with Digistars - War of the videos

Winners to make India's first Digital Serial

Mumbai, Maharashtra, IND, 2007-12-14 11:54:20 (IndiaPRwire.com)

Getting famous ain't an easy job! The nationwide hunt for the India's 'Best Video Talent' for film making, acting, editing and story writing has just begun. **Campus18 launches by** giving its users a chance to become famous by winning the Title of '**Digistars -War of the Videos**' for the best 3-minute original video. The winners will get to be part of a team that will create India's first internet serial.

Targeted at the young group (16-24yrs) the initiative will bring many Indians to towering heights of sheer frenzy, propelling them to live their dreams. So all the aspiring young talented boys and girls can create a 3-minute original video on any chosen medium and upload on www.campus18.com by becoming a member of the website.

Award Categories

Best Video: Best overall video in the competition.

Best Performance: Most versatile performer in the competition.

Best Standup Act: Funniest one-take stand-up comedy or mimicry performance (based on original or copied material) by an individual performer.

Best Funniest Video: Funniest film, video or spoof in competition.

Best Mash up Video: Most original video created by mixing footage from two or more different visual and/or audio sources.

Best Social Message Video: Video that most effectively communicates or creates awareness about an issue of social importance.

Best Story: Film which most skillfully executes an original & creative story.

Best Music Video: Video that most skillfully visualizes an original song or previously recorded music.

Break through Concept: Video or film with the most stunning and out-of-the-box creative idea

The winner for the Best Video will get a contract to make 10 short films on Campus18 and a Cash Prize of Rs. 25,000. While the winner of Best Performance will get a contract to make his/her own stand up show on campus18 & Cash Prize Rs.25000/-. The winners of other categories will get a chance to create India's first online interactive serial which will be showcased on Campus18 and will be promoted extensively. The winners will be selected by a nationwide poll with a jury vote having equal weightage.

Speaking about the initiative, **Puneet Johar MD & Founder of Tangerine** said, 'Campus18 is a

space that offers its users a chance to express themselves through their talent in any field. Digistars is our first such attempt to identify and reward the talented story tellers; be it via acting, editing, writing, music or direction'

- END -

About Campus 18

Campus18 is a space for the young and creative. It allows users to express their talent [via uploading content i.e. blogs, pictures, music, videos], network with users of similar talents & interests and, offers recognition and opportunities for the most talented users.

Campus18 is one of the brand entities of Tangerine Digital Entertainment Pvt. Ltd. and the site aims to showcase and promote the talents of the youth.

About Tangerine Digital Entertainment

Tangerine Digital Entertainment is a pioneering media services company based out of India.

It works with many international and Indian clients to enable and create content for digital media. Media process outsourcing services, television and film production. Its client list includes Star, Mobile ESPN, National Geographic Channels International, and Network 18 amongst others.

For any further information, log on to: www.tangerinedigital.com

For more information, Please contact:

Kalpana Swamy

Senior Consultant - Hanmer & Partners

You can also visit www.hanmerpr.com for more information.