



Indielab Innovation Awards 2025 – Entry Criteria

Entries are now open for the 2025 Indielab Innovation Awards.

These awards celebrate the most groundbreaking, bold, diverse, and impactful content and talent across the UK TV, digital-first, and multiplatform landscape.

Entry Deadline: 22 August 2025

Shortlist revealed: September 2025 (tbc)

Winners Announced: 13 November 2025, on the evening of [GrowthLab London](#)

All shortlisted candidates will receive two tickets to attend the live ceremony, including drinks and canapés, in Canary Wharf, London, on 13 November 2025. Extra tickets are subject to availability and at an additional cost.

What We're Looking For

For Indielab's 10-year anniversary, we're recognising UK TV indies, creators and projects that push the boundaries of storytelling, technology and inclusion across every screen and revenue stream – from traditional TV to YouTube and FAST. Each category focuses on innovation, impact, and creative excellence.

You may enter more than one category if eligible. All submissions must have been first released or broadcast between 1 June 2024 and 30 June 2025.



Indielab INNOVATION Awards

Entry fees:

Single Entry: £95 (+VAT)

Bundle of 3 Entries: £85 each (+VAT)

Bundle of 6 Entries: £75 each (+VAT)

- Bundle entry rates will require a discount code, please contact abigail@weareindielab.co.uk to receive this before making payment and submitting your entries.
- Entries will not be accepted without payment. Please ensure payment is made by 22 August 2025 - no refunds will be permitted. If you have any further questions about payment, please contact abigail@weareindielab.co.uk
- Please ensure you also read through the entries carefully before submission.

Entry Requirements

- Submit via [AwardStage](#): You will need to register to submit your entry. Entries can be saved in draft and completed at a later stage.
- Deadline: 22 August 2025
- Eligibility: Entries are welcome from Distributors, Producers, Indies, Broadcasters, Streamers, Content Creators and PR or Marketing Agencies submitting on behalf of their clients. Eligible content must be broadcast or live between 1 June 2024 and 30 June 2025
- Materials: Up to 200 words summary, and then a longer, detailed description explaining why your entry should win. Include video links, pictures, logo, audience stats, and testimonials and any further supporting documents.
- Video specs: No more than 30 seconds, size: 16:9 landscape, 1080 MP4, 4GB Max. Please also supply programme episode links only, separately.
- Picture specs: Any size PNGs

Judging Process

- All entries will be judged by a panel of [industry experts](#), matched by category expertise.
- Each judge will score entries through our streamlined online platform.
- Judges will provide qualitative feedback for high-scoring entries.
- The shortlist will be announced ahead of the live ceremony in November.



Award Categories & Entry Criteria

Best Drama

Outstanding drama programme which has seen significant success and redefined the genre.

Eligibility includes:

- Must be a programme predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025
- Can be a drama series, mini-series, or a returning drama series

Factual Entertainment

Trailblazing programme that combines factual storytelling with engaging entertainment formats.

Eligibility includes:

- Must be a programme predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Can be a standalone episode, series or mini-series.

Best Documentary

Groundbreaking documentary programme that has transformed the genre and reimagined its scope.

Eligibility includes:

- Must be a programme predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Can be a standalone episode, series or mini-series.



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Breakthrough Reality Series

A reality TV programme that has broken new ground within the genre and taken the industry by storm.

Eligibility includes:

- Must be a programme predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Can be a series or mini-series.

Outstanding Multi-Screen Content

Content which has succeeded in delighting audiences across screens, potentially including TV, streamer, podcast, social, digital-first and events.

Eligibility includes:

- Must be a programme or digital content predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Must demonstrate audience delight across screens and platforms.

Creator of the Year

Influential creator in digital-first who has succeeded in building and delighting audiences.

Eligibility includes:

- Creator making significant contributions to UK audiences.



Branded Entertainment

Outstanding original programme on TV or digital-first, funded by a brand that resonates with audiences.

Eligibility includes:

- Must be a programme or digital content predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Can be a standalone episode, series or mini-series.

Innovation in Tech-Enhanced Storytelling

Original programme which has broken new ground with the use of technology like Artificial Intelligence (AI) or other interactivity within storytelling.

Entry requirements:

- Must be a programme predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Can be a standalone episode, series or mini-series.

YouTube Channel of the Year

An exceptional channel that consistently innovates and captivates with viral-worthy moments.

Eligibility includes:

- Must be a channel making significant contributions to UK audiences.



FAST Channel of the Year

Outstanding Free Ad-Supported Streaming Television (FAST) Channel delivering breakthrough content and building devoted audiences.

Eligibility includes:

- Must be a channel making significant contributions to UK audiences.

Diversity & Inclusion Award

Exemplifies commitment to the representation and inclusion of diverse individuals both on screen and behind the camera.

Eligibility includes:

- Must be a programme or digital content predominantly produced by a UK-based production company and aired (on any broadcaster, streamer, digital channel or platform) between 1 June 2024 and 30 June 2025.
- Can be a standalone episode, series or mini-series.

Outstanding Indie of the Year

Celebrating an indie routinely at the cutting edge of content creation and inspiring audiences.

Eligibility includes:

- Indie must have its headquarters in the UK.

Questions?

Contact the Awards Team at abigail@weareindielab.co.uk

Want to sponsor? Reach out also for sponsorship packages and benefits.