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Big opportunity for game developers – The ATOM awards

by Mike Bantick

Monday, 11 May 2009

Awards look good, either referenced on a website or sitting on the mantle. The Australian Teachers of Media (ATOM) award is an industry recognised achievement that has launched many a media career. Increasingly so, this can also include game developers, including larger development studios.

The 2008 ATOM awards debuted a number of categories in the field of interactive entertainment, or video games.

Entrants came from a broad range of education levels and experience. Whilst the quality was great, organisers of this year's event are hoping for even more input from Australia's burgeoning video game industry.

"The ATOM Awards are all about recognising and celebrating excellence in productions that are created for the screen – be it the movie, television, PC, games console or even mobile phone screen. Last year we introduced categories to recognise excellence in interactive video games and were thrilled with the response from game developers and students alike," commented Amber Nelson, ATOM Awards Spokesperson.

"Games have become such a fantastic part of the creative outlet that we call 'media', that we really wanted to celebrate games technology as part of the ATOM Awards program."

"So, we're putting out the call to all those fabulous games developers we have out there to enter their productions in the 2009 EnhanceTV ATOM Awards. After all, you've got to be in it, to win it," she added.

There are two key interactive video games categories in the ATOM Awards program – 'Best Interactive Video Game', which is open to both game developers and students and 'Best Tertiary Interactive Video Game', which is only open to tertiary student created works.

"The ATOM Awards program is designed to acknowledge the work that our current and future talent is contributing to the big screen, across a wide range of media and we are looking forward to another mind-blowing display of creativity again this year," Ms Nelson concluded.

Entries for the 2009 EnhanceTV ATOM Awards will close at 12pm on Monday 15 June, 2009.

Awards will be presented to the most outstanding entrants at the 2009 EnhanceTV ATOM Awards Gala Presentation, held in the Plaza Ballroom at the Regent Theatre on Friday 23 October, 2009.

The judging panels for the 2009 Enhance TV ATOM Awards will include a number of film and multimedia industry specialists as well as a number of judges representing a 'sample' of the target audience in certain sections – for example teachers and children in the Best Children's Television Series and Primary School categories.

For more information or to enter the 2009 Enhance TV ATOM Awards please visit

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