

# Inaugural DStv Content Creator Awards celebrate local content creators

The inaugural DStv Content Creator Awards are here, finally giving all the brilliant personalities behind the thumb-stopping, double-tapping, stitch-worthy, meme-making, share-crazy, keeps-us-coming-back-for-more content the recognition that they deserve.



Supplied. The inaugural DStv Content Creator Awards will recognise the people, influencers, brands and agencies that make us feel good

Over the last couple of years, we've all consumed more content than ever before, and the quality of content that's out there is next level. There are more social media platforms, more content creators, and more fans to enjoy it.

But there's nothing out there that celebrates them. Until now... The awards will shine a light on the people, influencers, brands and agencies that make us feel good.

## Industry support

Founded by marketing agency, One-eyed Jack, and supported by DStv, the awards have already garnered huge industry support.

Thabisa Mkhwanazi, executive head of Marketing, MultiChoice South Africa, comments: "We saw this partnership as the perfect platform to align with, as it supports our ethos of pioneering new paths for content creation and uplifting our

exceptional local talent.

“As the biggest funder of local content and sport in Africa, we’re looking forward to fantastic ways to leverage this collaboration with maximum impact for the creators, our channels and the South African public.”

For many people, creating content has become a career and legitimate source of income, so the awards will bring them the applause of the adoring masses, and bestow upon them a (not-too-heavy-but-still-significant) specially designed trophy.

“As a platform that continuously looks to inspire authentic creativity and amazing content, this for us forms part of the many ways in which we recognise and celebrate our local talent,” says Saul Moross, TikTok’s Creator Operations Lead for sub-Saharan Africa.

“Our community can look forward to fun hashtag challenges and informative creator workshop Live streams,” adds Moross.

## **Who can enter?**

These awards are the Reel deal. These highly-regarded accolades are exclusively awarded to creators of exemplary content, whether you’re a professional content creator, or if you’re just a regular person 18 years and older who has created something so great that it’s gone viral. You just need to enter your best work to stand the chance to win.

For the launch year, the awards are open to South Africans who live in South Africa for most of the year, with plans to expand into Africa soon.

## **Categories**

Creators will be able to submit their content pieces for recognition in 22 categories.

### **Captivating Content:**

- Best Content Creator Award
- Best Influencer Award
- Content of the Year Award, Presented by DStv
- Social Commentary Award
- Cause Award
- "How I Shot It" Award
- Thumb-Stopping Award
- Kasi Content Creator Award
- Best Stitch Award
- Performance Award (Music/Dance)
- Comedy Award

### **Special Interest:**

- Fitness Award
- Beauty Award
- Fashion & Style Award
- Foodie Award
- Automotive Award

### **Creative and Design:**

- Pop Culture Art Award

- Film/Festival/Event Art Award

## Long Format:

- Alter-ego Award
- Podcast of the Year Award
- Brand-owned Platform Award
- Best Game/App Award

## Free to enter

The bulk of the categories celebrate the people behind the content so, for this year, they're free to enter. There are, however, categories that celebrate the agencies and brands – which include a nominal entry fee.

Visit the website for all the details, the nitty-gritty on each category, entry criteria and FAQs.

Entries open on 19 April 2022 and close on 12 June 2022. The main event will be held in Johannesburg in August with a date to be confirmed closer to the time.

To enter, you'll need to register [here](#)

For more, visit: <https://www.bizcommunity.com>