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MONTHLY

The Soup's

## JOEL McHALE

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Off His Back

Jackie Earle Haley  
Takes The Rorschach Test

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Race To Witch Mountain  
Funnyman Jim Gaffigan

Artist Woman Yumiko Kayukawa

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# Get Streamy

A new awards show honors the best in web TV

// WORDS: JAMIE WETHERBE

As the entertainment industry goes online, more viewers are dropping the remote control and tuning into to their laptops. Who hasn't killed a few hours at work watching a webisode or two? And now you can vote for your favorite online series.

The Streamy Awards—co-hosted by several new media companies, including NewTeeVee, Tilzy.TV and Tubefilter—is the first awards program of its kind.

While other awards recognize online video, the Streamys, to be held March 28 in Los Angeles, is the first awards ceremony exclusively dedicated to honoring web series as a distinct entertainment medium.

"There has been a radical shift in the entertainment industry—audiences are demanding highly cultivated, niche material, and the traditional media model just can't deliver," says Brady Brim-DeForest, co-founder of Tubefilter and the Streamy Awards. "Web television shows are entertaining millions of viewers every day, in ways that traditional mediums never have. We wanted to celebrate both the shows and the people behind them."

The Streamys will honor the greatest achievements of the last year in 25 categories, including best directing, acting or writing in a comedy, drama or reality series, as well as best visual effects, animation or original music—in addition to the coveted audience choice award.

So far, the Streamys have been popular with those on both sides of the screen. "Total submissions are numbering in the tens of thousands," says Brim-DeForest. "Literally

hundreds of shows and thousands of individuals in both creative and technical categories have been nominated."

Instead of solely relying on panels of experts, the nomination and voting process is fan-focused. "Web television is an incredibly empowering medium, and we wanted the Streamy Awards to reflect that," says Brim-DeForest. "In online entertainment, fans play a very important role in whether a show succeeds or fails. We believe that they deserve the right to honor the creators and the talent they love. So far, the community has really stepped up to champion their favorite shows—some fans are even actively campaigning on their behalf."

The Streamys is seeing a variety of contenders. Fans have nominated everything from the big hits like *The Guild*, *Dr. Horrible, Horrible People* and *Epic-Fu*, to lesser-known web series like *Gold: The Series*, *Valley Peaks* and *Stickman Exodus*.

At the crossroads of TV and the internet, Brim-DeForest sees the online series coming into its own in the past year. "Major production studios, independent new media producers, and a swath of talent ranging from Hollywood celebrities to overnight Internet sensations contributed to the development of a distinctive and vibrant new medium," he says. "The truth is, all screens are created equal—it matters more to me what I watch than where I watch. That's the essence of what makes web television so relevant in today's world."

If you want to see the winners, check out the Streamy Awards ceremony online (where else?) and streaming live at Streamys.org.

"It's going to be the most supremely awesome show ever. OK really, this is the first year, and we're aiming for about 400 to 500 attendees," says Marc Hustvedt, co-founder of Tubefilter and the Streamy Awards. "But there will be plenty of web

**"All screens are created equal—it matters more to me what I watch than where I watch."**

series creators, stars and other insanely talented people."

"It's going to be great," adds Brim-DeForest. "Imagine the Emmys, but where all the nominees are your extended family. That's how community-driven this space really is. We all support each other."

And if you didn't have time to submit or vote in this year's Streamys, a sequel is in the works. "There are already some killer web series coming out in 2009, and they will all be eligible for next year's awards," says Hustvedt.

Stay tuned.

Streamy Awards nominee and frequent *Geek* special guest star Felicia Day prepares to meet her public.

**STREAMY AWARDS.**

tubefilter

