

R100k up for grabs in Telkom's new competition for gaming content creators

Telkom has recently launched the #OpenUpTheGames competition. It is calling on avid gamers, creators, producers and commentators alike to create a lifestyle programme focused on gaming. Competitors stand a chance to win one of three prizes of a R100,000 cash injection to produce full season that will be hosted on TelkomONE 's gaming prime channel slot.



Photo by Igor Karimov on Unsplash

The competition is currently open until 30 April 2021 for [submissions](#) of a minimum of one and a maximum of three lifestyle content pieces relating to gaming and no longer than five to ten minutes each.

“Following the success of the #OpenUpTheIndustry content creation competition, we wanted to open up another industry of interest to our customers – gaming, in addition to other future segments to be disclosed in due time that is in line with our content strategy,” said Wanda Mkhize, Telkom's executive smart home and content.



PRODUCTION

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29 Jan 2021

“This time we are looking for unique and compelling content that appeals to gamers and focuses on the drama around either following the lives of gamers, covers gaming technology and or profiles top players. I really open and up to the creators of the content and what they deem important to show us. We do not only want them to impress us, but also to surprise us pleasantly with their interesting and stand-out content and ideas,” said Mkhize.

#OpenUpTheGames is targeting TelkomONE's youth market that is between 16-34 years old. Entry submissions will follow the same process as #OpenUpTheIndustry with a form to be completed, artwork and MP4 files required for consideration.

Summary of entry requirements:

- Minimum of one and maximum of three gaming lifestyle clips no longer than between 5-10 minutes each
- Entrants must be 18 years old and older to enter Submit artwork [here](#)
- Acceptance of the full Terms and Conditions (viewable [here](#)) of the competition is required.

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