



2021
Canadian Country Music Association Awards®
(CCMA® Awards)
Rules and Regulations

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CCMA AWARDS SUMMARY:

Each year, the Canadian Country Music Association® (CCMA®) honours its members who have excelled during the past year with a CCMA Award (award) in 41 various categories (39 categories for 2021), which are broken down into four (4) classifications: *Artist Awards* (15 awards), *Musician Awards* (7 awards), *Radio Awards* (5 awards) and *Industry Awards* (14 awards – 12 awards for 2021).

The following outlines the official criteria, eligibility and selection processes used by the CCMA to determine its annual award winners. The criteria and voting procedures are set forth by the CCMA Board of Directors' (Board) appointed Awards and Balloting Committee (Committee), and approved by the Board. The CCMA recognizes that criteria will continuously evolve with the innovation of new methods to introduce and promote artists and their music; therefore, criteria may be amended from time to time as the Committee and Board deem appropriate, in the best interest of the CCMA Awards Program. Any disputes shall be resolved by the Board.

CCMA VOTING PROCESS:

Unless otherwise indicated, the majority of CCMA Award categories comply with a combination of a three (3) ballot voting process. All balloting and auditing services for the CCMA Awards Program are powered by *DMDS/YANGAROO and MNP LLP*. Eligible CCMA Members will vote online, unless it is communicated in advance with the CCMA that the member would like to vote via standard mail.

FIRST BALLOT (July 7 – July 21, 2021)

In the first round, each eligible CCMA Member may submit one (1) contender in each of the 27 award categories found on the First Ballot (click [here](#) to see the CCMA Award categories found on the First Ballot).

The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee [eligibility criteria can be found under each award's overview, starting on page eleven (11)]. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot.

SECOND BALLOT (August 18 – September 1, 2021)

In the second round, from the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving in each of the 26 award categories found on the Second Ballot (click [here](#) to see the CCMA Award categories found on the Second Ballot).

The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee [eligibility criteria can be found under each award’s overview, starting on page eleven (11)]. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.

THIRD BALLOT (September 22 – October 6, 2021)

In the third and final round, from the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving in each of the 35 award categories found on the Third Ballot (click [here](#) to see CCMA Award categories found on the Third Ballot).

The one (1) nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) nominee will be announced as the winner.

FREQUENTLY ASKED QUESTIONS (FAQ):

1. WHAT IS THE ELIGIBILITY PERIOD OF THE 2021 CCMA AWARDS?

The current eligibility period for the 2021 CCMA Awards Program is March 1, 2020 through to April 30, 2021, with the exception of *Single of the Year*, *Top Selling Album of the Year*, *Top Selling Canadian Album of the Year* and *Top Selling Canadian Single of the Year*, whose current eligibility periods are increased to January 1, 2020 through to April 30, 2021.

2. WHO IS ELIGIBLE TO VOTE FOR THE CCMA AWARDS?

A CCMA Member, who has purchased and has a valid membership as of May 1, 2021 at 12:01 a.m. ET is considered to be in good standing and is entitled to one (1) voting right for all applicable CCMA Award categories. Only eligible CCMA Members whose primary membership category is a Musician, Artist, Producer or Songwriter are eligible to vote in the seven (7) Musician Award categories. (Click [here](#) to see the complete list of CCMA Award categories determined by the balloting process).

3. DO YOU NEED TO BE CANADIAN TO BE ELIGIBLE FOR A CCMA AWARD?

All contenders/nominees must be Canadian citizens, or have landed immigrant status. Within a group/duo, or in the case of collaborative work(s), at least 50% of the contributing members must be Canadian citizens, or landed immigrants. If the group/duo or collaborative team is made up of three (3) individuals, only one (1) person is required to be a Canadian citizen, or landed immigrant.

Exception: Eligibility for the Top Selling Album of the Year extends to all recording artists, including non-Canadians.

4. DO YOU NEED TO BE A MEMBER OF THE CCMA TO BE ELIGIBLE FOR AN AWARD?

All final contenders in the Second Ballot are required to be members of the CCMA, in good standing, prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET). Within a group/duo, or in the case of collaborative work(s), at least 50% of the contributing members must be members of the CCMA, prior to the end of the Second Ballot. If the group/duo or collaborative team is made up of three (3) individuals, only one (1) person is required to be a member of the CCMA. (Click [here](#) to find out more information about becoming a CCMA Member).

Exception: Eligibility for *Top Selling Album of the Year*, *Top Selling Canadian Album of the Year* and *Top Selling Canadian Single of the Year* extends to non-CCMA Members.

5. DO THE RULES AND REGULATIONS CHANGE?

The CCMA Awards Rules and Regulations are subject to change at the discretion of the CCMA Awards and Balloting Committee and Board of Directors. Any and all changes will be communicated to CCMA Members via email in advance, as well as reflected on ccma.org.

6. WHEN MUST I RELEASE CONTENT IN ORDER TO BE ELIGIBLE FOR A CCMA AWARD?

In order to be eligible for a CCMA Award in the current year, all content must be released within the current eligibility period (March 1, 2020 through to April 30, 2021).

Exception: The eligibility period, in which content must be released, for the *Single of the Year*, *Top Selling Album of the Year*, *Top Selling Canadian Album of the Year* and *Top Selling Canadian Single of the Year* is increased to January 1, 2020 through to April 30, 2021.

For CCMA Award purposes, unless otherwise noted, a release date is defined as:

- An album is considered released on the first available date that the material is available for mass consumption via a purchase in its entirety, and/or streamed legally in its entirety by a royalty-generating service. The primary source used to determine this information is iTunes;
- A single is considered released on the day the track is released to Canadian country radio as a single. The primary source used to determine this information is DMDS;
- A music video is considered released on the first available date that the material can be viewed for public consumption within the current eligibility period. The primary source used to determine this information is YouTube;
- If an album/single is released for presale within the eligibility period, the content will NOT be eligible. The content must be available for mass public consumption within the current eligibility period (March 1, 2020 through to April 30, 2021).

7. WHAT DOES THE CCMA CONSIDER TO BE A PRODUCT-BASED AWARD?

The CCMA has a total of eight (8) awards which are considered to be based on a product. These products can either be an album (CD, EP or vinyl), single (digital) or music video.

The following awards are product-based awards: *Album of the Year*, *Alternative Country Album of the Year*, *Single of the Year*, *Songwriter(s) of the Year*, *Top Selling Album of the Year*, *Top Selling*

Canadian Album of the Year, Top Selling Canadian Single of the Year and Video of the Year. Please note that for product-based awards, nominees from the previous year are not eligible in the current year for the same product.

8. WHAT DOES THE CCMA CONSIDER TO BE A SALES-BASED AWARD?

The CCMA has a total of three (3) awards which are considered to be solely based on sales in Canada (physical, digital and streamed). These awards are: *Top Selling Album of the Year, Top Selling Canadian Album of the Year and Top Selling Canadian Single of the Year.*

The CCMA has a total of eight (8) awards where the top fifteen (15) contenders and the final five (5) nominees are partially based on sales. These awards are: *Entertainer of the Year, Fans' Choice, Female Artist of the Year, Group or Duo of the Year, Male Artist of the Year, Rising Star, Single of the Year and Video of the Year.*

The CCMA works closely with *MRC Data* to capture sales information within the award eligibility periods. Physical and digital album sales figures are calculated based on scanned units. Digital track sales are converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Audio Streaming will be captured from both On Demand (Premium and Ad Supported) and Programmed streaming providers and calculated using the following formulas: On Demand (Premium) 1,250 streams = one (1) album and/or 125 streams = one (1) digital track; On Demand (Ad Supported) and Programmed 3,750 streams = one (1) album and/or 375 streams = one (1) digital track. Video streaming will be captured from On Demand (Premium and Ad Supported) and will use the following formulas: On Demand (Premium) 1,250 views = one (1) album and/or 125 views = one (1) digital track; On Demand (Ad Supported) 3,750 views = one (1) album and/or 375 views = one (1) digital track.

Only official music videos and official lyric videos will be considered.

*The following awards are considered both product-based AND sales-based: *Single of the Year, Top Selling Album of the Year, Top Selling Canadian Album of the Year, Top Selling Canadian Single of the Year and Video of the Year.*

9. HOW DO I SUBMIT FOR A SUBMISSION-BASED AWARD?

For the two (2) submission-based CCMA Award categories: *Interactive Artist or Group of the Year and Creative Director(s) of the Year*, individuals are invited to submit a package detailing their activities within the current eligibility period, to be presented to a professional panel of unbiased, selected industry jurors. CCMA Members will be notified, via email, when submissions open for each of the above mentioned award categories and will be provided with a direct link to the submission page(s).

10. HOW ARE JURORS SELECTED?

For multiple CCMA Award categories including *Album of the Year, Interactive Artist or Group of the Year, Video of the Year and Creative Director(s) of the Year*, the top ten (10) contenders, or completed submissions, will be presented to a panel of industry jurors who will ultimately decide on the top five (5) nominees, or final winner in that category. For the *Entertainer of the Year* category, a panel of industry jurors will judge the fifteen (15) contenders to determine the final five (5) nominees.

All jurors are specifically selected by the CCMA to ensure there are no conflicts of interest or biases. Chosen jurors will sit on carefully constructed panels of knowledgeable industry professionals and will review submissions for the aforementioned opportunities.

11. HOW DO I BECOME A JUROR?

At the beginning of each calendar year, the CCMA invites all CCMA Members in good standing, as well as knowledgeable industry professionals who wish to volunteer their time and expertise, to submit an application to act as a juror for select CCMA Award categories (*Album of the Year, Interactive Artist or Group of the Year, Video of the Year and Creative Director(s) of the Year*) and showcase opportunities. Members will be asked to submit an application for consideration, and chosen jurors will sit on carefully constructed panels of knowledgeable industry professionals and will review submissions for the aforementioned opportunities.

12. AM I ABLE TO CHANGE INFORMATION THAT APPEARS ON (ANY OF) THE BALLOT(S)?

It is the responsibility of the contender to notify the CCMA, in writing, of any personal changes to ballot information prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET). Only clarifications (e.g. name change) or errors may be revised on ballot information. Information as it appears on the Third (and final) Ballot is final.

Any company that undergoes rebranding, including a name change, must notify the CCMA. The company must have possessed the new branding by October 31 of the current eligibility period in order to have the change reflected in the current balloting period.

13. CAN I CHOOSE TO WITHDRAW MY NAME FROM THE SELECTION PROCESS?

CCMA Members have the right, should they so desire, to have their name removed from any particular award category before the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET). Please contact Karina Davison in writing at kdavison@ccma.org by the closing of the Second Ballot to remove your name, if desired; otherwise, the name will proceed to the Third (and final) Ballot.

14. HOW WILL CCMA MEMBERS KNOW WHEN AND HOW TO VOTE?

With the opening of each ballot, each eligible CCMA Member will receive an email from DMDS/YANGAROO, on behalf of the CCMA, containing their unique login username and password. By sending this announcement to the last email address provided to the association by the member, the CCMA then considers the member to have received their login information. Should you not have a valid email account or have not received an email from YANGAROO after 24 hours of each ballot opening, please contact Yangaroo/DMDS by phone at 1-866-992-9902 or by email at ccmaawards@yangaroo.com to receive all voting documents by mail and/or to have the email resent. In addition, each eligible CCMA Member will receive email notification from the CCMA office, reminding them of the opening and closing of each ballot. It is the responsibility of each CCMA member to ensure their profile information is up-to-date.

15. WHAT IS THE MINIMUM NUMBER OF VOTES NEEDED IN THE FIRST BALLOT IN ORDER TO MOVE FORWARD AS A CONTENDER ON THE SECOND BALLOT?

Each contender must receive a minimum of five (5) votes in any one category on the First Ballot in order to be eligible to appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee.

16. IN CATEGORIES WHERE SALES ARE MEASURED TO DETERMINE CONTENDERS/NOMINEES, HOW ARE THESE SALES FIGURES DETERMINED?

The CCMA works closely with *MRC Data* to capture sales information within the current eligibility period (March 1, 2020 through to April 30, 2021). Physical and digital album sales figures are calculated based on scanned units. Digital track sales will be converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Streaming will be captured from both On Demand (Premium and Ad Supported) and Programmed streaming providers and calculated using the following formulas: On Demand (Premium) 1,250 streams = one (1) album and/or 125 streams = one (1) digital track; On Demand (Ad Supported) and Programmed 3,750 streams = one (1) album and/or 375 streams = one (1) digital track. Video streaming will be captured from On Demand (Premium and Ad Supported) and will use the following formulas: On Demand (Premium) 1,250 views = one (1) album and/or 125 views = one (1) digital track; On Demand (Ad Supported) 3,750 views = one (1) album and/or 375 views = one (1) digital track.

Only official music videos and official lyric videos will be considered.

In the case of a track that features another artist, the streaming credit will go to the main artist appearing on the track. In the case of a duet that is equally split and marketed, each artist or group appearing on the track will receive full credit.

MRC Data captures audio streaming from both On Demand (Premium and Ad Supported) and Programmed streaming providers. The following is a list of streaming providers *MRC Data* uses to collect streaming data:

Spotify, Apple Music, Amazon Music, Google, Tidal, Soundcloud Pro, Slacker and Napster.

MRC Data captures video streaming from On Demand (Premium and As Supported) video streaming providers: Apple Music, Tidal and YouTube.

The top fifteen (15) contenders for the *Entertainer of the Year* Award are determined by the following formulas:

- CAN Spins: 18% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- CAN Spins: 18% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
- CAN Sales: 38% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- CAN Sales: 18% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).
- US Spins and Sales: 8% combination of sales and spins determined by the following formula:
 - US Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - US Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - US Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - US Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

The final five (5) nominees for *Female Artist of the Year*, *Group or Duo of the Year* and *Male Artist of the Year*, as well as the final ten (10) nominees for *Fans' Choice* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
- Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

The top ten (10) contenders for *Rising Star* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2020);
- Sales: 50% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Sales: 10% content, released prior to the current eligibility period (March 1, 2020).

** If a single, from an album that was released within the current eligibility period, was released before the current eligibility period (March 1, 2019), the single will be considered released within the current eligibility period.*

Exception: Top Selling Album of the Year, Top Selling Canadian Album of the Year, and Top Selling Single of the Year are based upon record sales in Canada (physical, digital and streamed) within the current eligibility period. The album/single with the greatest unit sales will be declared the winner providing it meets the eligibility requirements, as determined by the CCMA Awards Verification Committee.

17. IN CATEGORIES WHERE SPINS ARE MEASURED TO DETERMINE CONTENDERS/NOMINEES, HOW ARE THESE SPINS CALCULATED?

The CCMA works closely with *MRC Data*, which provides all relevant accounts of radio airplay for single tracks (spins) for Canadian country artists. Spins within the current eligibility period are measured from the country radio stations in Canada that are monitored by *MRC Data*.

The top fifteen (15) contenders for the *Entertainer of the Year* Award are determined by the following formulas:

- CAN Spins: 18% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- CAN Spins: 18% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
- CAN Sales: 38% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);

- CAN Sales: 18% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).
- US Spins and Sales: 8% combination of sales and spins determined by the following formula:
 - US Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - US Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - US Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - US Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

The final five (5) nominees for *Female Artist of the Year*, *Group or Duo of the Year* and *Male Artist of the Year*, as well as the final ten (10) nominees for *Fans' Choice* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
- Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

The top ten (10) contenders for *Rising Star* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2020);
- Sales: 50% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
- Sales: 10% content, released prior to the current eligibility period (March 1, 2020).

** If a single, from an album that was released within the current eligibility period, was released before the current eligibility period (March 1, 2020), the single will be considered released within the current eligibility period.*

18. WHAT IS CONSIDERED A LARGE AND MEDIUM OR SMALL MARKET?

The CCMA presents awards to *Radio Station of the Year* and *Music Director of the Year* in both large and medium or small markets. A large market is defined as a city with a population over 150,000. According to Statistics Canada 2016 census figures, cities with a population over 150,000 (in order of population) are: Toronto, Montreal, Calgary, Ottawa, Edmonton, Mississauga, Winnipeg, Vancouver, Brampton, Hamilton, Quebec City, Surrey, Laval, Halifax, London, Markham, Vaughan, Gatineau, Saskatoon, Longueuil, Kitchener, Burnaby, Windsor, Regina, Richmond, Richmond Hill, Oakville, Burlington, Greater Sudbury, Sherbrooke and Oshawa. A Medium or Small Market is defined as a city under the population of 150,000 and is not listed above. For verification purposes, the CCMA will use the CRTC and Numeris as reference points to determine where a station broadcasts from when

reviewing the *Radio Station of the Year* and *Music Director of the Year* Award categories. For city population information, please visit the Census Canada website [here](#).

19. IS THERE ANY TIME WHEN AN AWARD WILL NOT BE GIVEN OUT?

There must be a minimum of three (3) contenders after the First Ballot, in any applicable award category, in order for that award to be presented in the current year. If there are less than three (3) contenders, the category will be placed on hiatus for the current year only. Categories with three (3) to five (5) contenders after the First Ballot will move directly to the Third (and final) Ballot as nominees for a membership vote.

20. HOW ARE AWARD CATEGORIES ADDED?

Throughout the year, CCMA Members are able to propose new award categories for consideration by completing and submitting a CCMA Award Category Submission Form found [here](#). Submissions must be received by the first Monday of each October by 5:00 p.m. ET in order to be considered for the coming year's program.

21. HOW ARE AWARD CATEGORIES REMOVED?

If a current CCMA Award category is comprised of five (5) or less contenders for two (2) consecutive years, the top ten (10) contenders from the previous five (5) years will be contacted, informing them that their award category is in jeopardy, and unless ten (10) contenders are produced by the following year, the specific award category will be reviewed by the Board for possible retirement.

22. WHAT HAPPENS IF A FINAL CONTENDER OR NOMINEE IS DEEMED INELIGIBLE BEFORE THE OPENING OF THE SECOND OR THIRD BALLOT?

The CCMA's policy is to replace the contender or nominee with the next eligible contender or nominee on the list.

23. HOW DO WINNERS GET THEIR PHYSICAL CCMA AWARD?

All award winners will be contacted by the CCMA to confirm shipping details. An engraved award will be sent to each CCMA Award winner, courtesy of the CCMA. [Details on how many awards are presented per category are outlined under each award's overview, starting on page eleven (11)].

24. CAN WINNERS PURCHASE ADDITIONAL CCMA AWARD(S)?

CCMA Award winners for the current year will be contacted by the CCMA regarding their physical CCMA Award order. Should the winner(s) wish to purchase additional CCMA Awards at said time, they may do so. Should past CCMA Award winners wish to order additional or replacement CCMA Awards, they can do so by contacting the CCMA office. When ordering additional or past CCMA Awards, the physical award will remain in the original state in which it was presented. No changes or customization will be made. The CCMA reserves the right to limit the number of additional CCMA Awards purchased. For further details please contact Karina Davison by phone at 416-947-1331 ext. 218 or by email at kdavison@ccma.org.

AWARD OVERVIEW

ARTIST AWARDS (15 AWARDS)

These awards are presented to an act (solo, duo or group) for their excellence during the current eligibility period.

ENTERTAINER OF THE YEAR – AWARD #1

This award is presented to the Canadian act (solo, duo or group) displaying the greatest achievements in all facets of the entertainment field in North America, within the current eligibility period. The award is for the act displaying all aspects including but not limited to sales, spins, creative ways on how to continue to entertain during the pandemic (backyard concerts, drive-in shows, online charity shows, and Instagram live streams), vocal performance, success in digital media, social media presence, fan engagement, public acceptance, leadership and overall impact to the Canadian country music industry.

The CCMA voting members should give consideration to success at radio, vocal performance, success in digital media, social media presence, fan engagement, leadership and overall impact to the Canadian country music industry.

A professional panel of jurors will review all aspects listed above, in addition to, creative entertainment during the pandemic and social media statistics.

From the five (5) nominees, the winner will be determined by the following breakdown:

- o 50% based on statistics (sales, spins);*
- o 25% based on jury vote;*
- o 25% based on membership vote.*

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- All final nominees are required to be members of the CCMA, in good standing by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET).

SELECTION PROCESS

The *Entertainer of the Year* Award follows a four (4) step selection process:

- STEP ONE – The top fifteen (15) contenders for the *Entertainer of the Year* Award will be determined by the following formulas:
 - o CAN Spins: 18% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - o CAN Spins: 18% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - o CAN Sales: 38% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);

- o CAN Sales: 18% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).
- o US Spins and Sales: 8% combination of sales and spins determined by the following formula:
 - US Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - US Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - US Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - US Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

These results will be compiled by *MRC Data*;

- STEP TWO - A professional panel of jurors, whose members are approved by the CCMA, will judge the fifteen (15) contenders to determine the final five (5) nominees, who will appear on the Third (and final) Ballot. In this step, jurors will review creative ways used to entertain during the pandemic and social media statistics in addition to the aforementioned sales and spins statistics;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving;
- STEP FOUR – From the five (5) nominees, the winner will be determined by the following breakdown:
 - o 50% based on statistics (sales, spins);
 - o 25% based on jury vote;
 - o 25% based on membership vote.
- One winner will be announced. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

ALBUM OF THE YEAR – AWARD #2

This award is presented to the act (solo, duo or group) for a Canadian country album, which was released for mass public consumption in its entirety, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a special project or commemorative package. Voters and jury members should give consideration to all aspects, including but not limited to, market impact (e.g. sales, spins, YouTube views), artistic performance, production, design, art layout and liner notes. This award is for an album as a whole unit.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- An album is considered released on the first available date that the material can be possessed, by mass consumers, via a purchase in its entirety and/or streamed legally in

its entirety by a royalty-generating service. The primary source used to determine this information is iTunes;

- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees in the Third (and final) Ballot;
- The album must contain a minimum of six (6) tracks;
- 50% of the tracks must have been released during the current eligibility period, having never appeared on a previous album;
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Album of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will proceed to STEP TWO, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will proceed to STEP TWO;
- STEP TWO – A professional panel of jurors, whose members are approved by the CCMA, will judge the contenders to determine the final five (5) nominees, which will appear on the Third (and final) Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

FANS' CHOICE – AWARD #3

The top ten (10) Fans' Choice nominees (solo, duo or group) will be determined by the highest achievement in sales and spins within the current eligibility period. Fans will have the opportunity to cast their vote for their favourite nominee via an online ballot to determine the winner.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- All final nominees are required to be members of the CCMA, in good standing by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET).

SELECTION PROCESS

The *Fans' Choice* Award follows a two (2) step selection process:

- STEP ONE – The final ten (10) nominees for the *Fans' Choice Award* will be determined by the following formula:
 - Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

These results will be compiled by *MRC Data*;

- STEP TWO – Fans will have the opportunity to vote for their favourite nominee, through an online ballot. Votes will be tallied and verified by DMDS/Yangaroo and the auditing firm of the CCMA; *MNP LLP*. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

** Further details on how the public can vote will be released prior to voting opening.*

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

FEMALE ARTIST OF THE YEAR – AWARD #4

This award is presented to an individual female artist in the Canadian country music industry displaying the greatest achievements within the current eligibility period. Voters should give consideration to all aspects, including but not limited to success at radio, sales of pre-recorded music and vocal performances.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The female artist must be a Canadian citizen or landed immigrant;
- All final nominees are required to be members of the CCMA, in good standing by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET).

SELECTION PROCESS

The *Female Artist of the Year Award* follows a two (2) step selection process:

- STEP ONE – The final five (5) nominees for the *Female Artist of the Year Award* will be determined by the following formula:
 - Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);

- Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

These results will be compiled by *MRC Data*;

- STEP TWO (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the artist, courtesy of the CCMA.

GROUP OR DUO OF THE YEAR – AWARD #5

This award is presented to a group/duo (defined as an act comprised of two (2) or more people, all of whom perform together as a collective group) in the Canadian country music industry, displaying the greatest achievements within the current eligibility period. The act may include an individual who has, or currently does, perform as a solo artist under a name different than that of the group/duo. This award is based on the performance of the group/duo as a unit, either on record or in person. Voters should give consideration to all aspects, including but not limited to success at radio, pre-recorded music and vocal performances.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- At least 50% of the group/duo must be Canadian citizens or landed immigrants;
- At least 50% of the contributing members must be members of the CCMA in good standing prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- Any group/duo that capitalizes in whole, or in part, by incorporating the name of a solo artist in the name of the group/duo is not permitted to stand for nomination in this category;
- Special collaborations between two solo artists/acts do not qualify.

SELECTION PROCESS

The *Group or Duo of the Year* Award follows a two (2) step selection process:

- STEP ONE – The final five (5) nominees for the *Group or Duo of the Year* Award will be determined by the following formula:
 - Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

These results will be compiled by *MRC Data*;

- STEP TWO (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to each core member of the group/duo, courtesy of the CCMA.

INTERACTIVE ARTIST OR GROUP OF THE YEAR – AWARD #6

This award is presented to an act (solo, duo or group) in the Canadian country music industry who participates in meaningful digital interaction with fans within the current eligibility period. Voters and jury members should give consideration to all aspects of an act’s interaction with fans – including, but not limited to, quantity and quality – via social media platforms (Facebook, Twitter, Instagram, TikTok YouTube, etc.) and website (content, graphic design, layout, etc.). Consideration will be given to campaigns/initiatives/focuses that showcase an act’s innovative, original and engaging thinking.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The act must be a Canadian citizen or landed immigrant. In the case of a group/duo, at least 50% of the group/duo must be Canadian citizens or landed immigrants;
- Only eligible CCMA Members are entitled to submit in this category;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees in the Third (and final) Ballot. Within a group/duo, 50% of the contributing members must be members of the CCMA.

SELECTION PROCESS

The *Interactive Artist or Group of the Year Award* follows a three (3) step selection process:

- STEP ONE – Acts are invited to submit a package, detailing number of social media followers, frequency of interaction and details of any social campaigns executed within the current eligibility period by the act;
 - If there are less than three (3) submissions, the award will not be given out in the current year;
- STEP TWO – A professional panel of industry jurors, whose members are approved by the CCMA, will judge the submissions to determine the final five (5) nominees, which will appear on the Third (and final) Ballot, providing they meet the eligibility requirements as determined by the CCMA Awards Verification Committee. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

MALE ARTIST OF THE YEAR – AWARD #7

This award is presented to an individual male artist in the Canadian country music industry displaying the greatest achievements within the current eligibility period. Voters should give consideration to all aspects, including but not limited to success at radio, pre-recorded music and vocal performances.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The male artist must be a Canadian citizen or landed immigrant;
- All final nominees are required to be members of the CCMA, in good standing by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET).

SELECTION PROCESS

The *Male Artist of the Year* Award follows a two (2) step selection process:

- STEP ONE – The final five (5) nominees for the *Male Artist of the Year* Award will be determined by the following formula:
 - Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Spins: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020);
 - Sales: 40% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Sales: 20% content, released within a twelve month period prior to the current eligibility period (March 1, 2019 through to February 29, 2020).

These results will be compiled by *MRC Data*;

- STEP TWO (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the artist, courtesy of the CCMA.

RISING STAR – AWARD #8

This award is presented to an act (solo, duo or group) who had significant success during the current eligibility period, and who has not been previously nominated in several specific CCMA Artist Award categories (detailed below).

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- Within a group/duo, at least 50% of the contributing members must be members of the CCMA;
- This category is open ONLY to those acts who have never before won the *Rising Star* Award, and who have never before been nominated for *Entertainer of the Year*, *Album of the Year*, *Fans' Choice*, *Female Artist of the Year*, *Group or Duo of the Year*, *Male Artist of the Year*, *Roots Artist or Group of the Year*, *Roots Album of the Year*, *Single of the Year* and/or *Video of the Year*;
- Nominees in this category are eligible in other categories in the current year;
- An individual performing artist, who has been previously nominated within a group/duo and now performs as a solo artist, or has changed his/her name does NOT qualify;
- A group/duo who has a group member previously nominated as an individual performing artist does NOT qualify;
- No act shall be nominated for the *Rising Star* Award more than twice.

SELECTION PROCESS

The *Rising Star* Award follows a three (3) step selection process:

- STEP ONE – The top ten (10) contenders for the *Rising Star* Award who meet the above criteria will be determined by the following formula:
 - Spins: 20% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Spins: 20% content, released prior to the current eligibility period (March 1, 2020);
 - Sales: 50% new content, released within the current eligibility period (March 1, 2020 through to April 30, 2021);
 - Sales: 10% content, released prior to the current eligibility period (March 1, 2020).

These results will be compiled by *MRC Data*;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

ALTERNATIVE COUNTRY ALBUM OF THE YEAR – AWARD #9

This award is presented to the act (solo, duo or group) for a Canadian Alternative Country album which was released for mass public consumption in its entirety, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a special project or commemorative package. Alternative Country music incorporates influences from a multitude of musical styles, including but not limited to Americana, Bluegrass, Blues, Celtic, Country-Blues, Folk, Gospel, Hillbilly, Honky Tonk, Country Punk/Rock, Roots, Rockabilly, Singer/Songwriter and Western Swing. Voters should give consideration to all aspects of the album, including but not limited to, artistic performance, production, design, art layout and liner notes. This award is for an Alternative Country album as a whole unit.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- An album is considered released on the first available date that the material can be possessed, by mass consumers, via a purchase in its entirety and/or streamed legally in its entirety by a royalty-generating service. The primary source used to determine this information is iTunes;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a group/duo, 50% of the contributing members must be members of the CCMA;
- The album must contain a minimum of six (6) tracks;
- 50% of the tracks must have been released during the current eligibility period, having never appeared on a previous album;
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Alternative Country Album of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;

- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

SINGLE OF THE YEAR – AWARD #10

This award is presented to the act (solo, duo or group) for a Canadian country music track, which was released as a single to Canadian country radio within the current eligibility period as defined below. The top 5 singles will be a combination of the highest spinning singles and the highest sales (includes streaming) within the current eligibility period. Voters should give consideration to the impact of the single on consumers and the Canadian country music industry.

ELIGIBILITY

- For the purpose of the *Single of the Year* Award, the current eligibility period for when the single must have been released is increased to January 1, 2020 through to April 30, 2021;
- Statistics will be captured from March 1, 2020 through to April 30, 2021 and provided by *MRC Data*;
- A single is considered released on the day the track was made available to Canadian country radio as a single. The primary source used to determine this information is DMDS/Yangaroo;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- All final nominees are required to be members of the CCMA, in good standing by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- A list of top 200 spinning singles and a list of the top 200 consumed (sales and streams) singles will be provided to the CCMA directly from *MRC Data*. Each list will be given scores based on a ranking system given an equal weight of 50/50. Ranks will be combined to determine the final five (5) nominees. The two lists of qualifying singles will be provided to the CCMA directly from *MRC Data*;
- If the final five (5) nominees contain the same artist more than once, the CCMA will reach out to artist management to ask if they would like to remove one of the singles from the Top 5 nominees.
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Single of the Year* Award follows a two (2) step selection process:

STEP ONE – A list of top 200 spinning singles and a list of the top 200 consumed (sales and streams) singles will be provided to the CCMA directly from *MRC Data/Nielsen*

Music. Each list will be given scores based on a ranking system given an equal weight of 50/50. Ranks will be combined to determine the final five (5) nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;

- STEP TWO (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

SONGWRITER(S) OF THE YEAR – AWARD #11

This award is presented to the songwriter(s) of an individual country music song released for public consumption within the current eligibility period. This award is based on an individual song and not on the songwriter(s)' body of work. Voters should give consideration to all aspects of the given song, if applicable, including but not limited to lyrics, music, success at radio, record sales, success in digital media and impact of the song on consumers and the Canadian country music industry, with emphasis on the creative integrity of the song.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The songwriter(s) must be Canadian citizen(s) or landed immigrant(s). On collaborations, at least one (1) of the songwriters must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a collaboration, at least one (1) of the contributing members must be a member of the CCMA in good standing prior to the end of the Second Ballot;
- A song from a Greatest Hits album does not qualify unless it is a new recording of previously released material;
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Songwriter(s) of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as

nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;

- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to (each of) the songwriter(s), courtesy of the CCMA.

TOP SELLING ALBUM OF THE YEAR – AWARD #12

This award is presented to the act (solo, duo or group) of a country music album, based upon record sales in Canada, including physical, digital and streamed, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a new recording of previously released material.

ELIGIBILITY

- For the purpose of the *Top Selling Album of the Year*, the current eligibility period in which the product must have been released is increased to January 1, 2020 through to April 30, 2021;
- This award is based on sales within the current eligibility period (March 1, 2020 through to April 30, 2021);
- The album must contain no less than six (6) tracks;
- Eligibility for this award extends to all country recording artists (including non-Canadians);
- Eligibility for this award extends to non-CCMA Members;
- The album can be a new recording of previously released material;
- Greatest hits and compilation albums compiled of previously released recordings do not qualify;
- 50% of the tracks must have been released during the current eligibility period, having never appeared on a previous album, unless it is a new recording of previously released material.

SELECTION PROCESS

- Individual digital track sales will be converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Audio streaming will be captured from both On Demand (Premium and Ad Supported) and Programmed streaming providers and calculated using the following formulas: On Demand (Premium) 1,250 streams = one (1) album and/or 125 streams = one (1) digital track; On Demand (Ad Supported) and Programmed 3,750 streams = one (1) album and/or 375 streams = one (1) digital track. Video streaming will be captured from On Demand (Premium and Ad Supported) and will use the following formulas: On Demand (Premium) 1,250 views = one (1) album and/or

125 views = one (1) digital track; On Demand (Ad Supported) 3,750 views = one (1) album and/or 375 views = one (1) digital track.

The results will be provided by MRC Data;

- Sales figures supplied may be audited by the accounting firm of the CCMA, *MNP LLP*;
- The album with the greatest unit sales will be declared the winner;
- There are no nominees in this category;
- There is no voting in this category.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

TOP SELLING CANADIAN ALBUM OF THE YEAR – AWARD #13

This award is presented to the act (solo, duo or group) of a Canadian country music album, based upon record sales in Canada, including physical, digital and streamed, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a new recording of previously released material.

ELIGIBILITY

- For the purpose of the *Top Selling Canadian Album of the Year*, the current eligibility period in which the product must have been released is increased to January 1, 2020 through to April 30, 2021;
- This award is based on sales within the current eligibility period (March 1, 2020 through to April 30, 2021);
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- The album must contain no less than six (6) tracks;
- Eligibility for this award extends to all Canadian country recording artists;
- Eligibility for this award extends to non-CCMA Members;
- The album can be a new recording of previously released material;
- Greatest hits and compilation albums compiled of previously released recordings do not qualify;
- 50% of the tracks must have been released during the current eligibility period, having never appeared on a previous album, unless it is a new recording of previously released material.

SELECTION PROCESS

- Individual digital track sales will be converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Audio streaming will be captured from both On Demand (Premium and Ad Supported) and Programmed streaming providers and calculated using the following formulas: On Demand (Premium) 1,250 streams = one (1)

album and/or 125 streams = one (1) digital track; On Demand (Ad Supported) and Programmed 3,750 streams = one (1) album and/or 375 streams = one (1) digital track. Video streaming will be captured from On Demand (Premium and Ad Supported) and will use the following formulas: On Demand (Premium) 1,250 views = one (1) album and/or 125 views = one (1) digital track; On Demand (Ad Supported) 3,750 views = one (1) album and/or 375 views = one (1) digital track.

The results will be provided by *MRC Data*;

- Sales figures supplied may be audited by the accounting firm of the CCMA, *MNP LLP*;
- The album with the greatest unit sales will be declared the winner;
- There are no nominees in this category;
- There is no voting in this category.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

TOP SELLING CANADIAN SINGLE OF THE YEAR – AWARD #14

This award is presented to the act (solo, duo or group) of a Canadian country music single, based upon sales in Canada, both digital and streamed, within the current eligibility period.

ELIGIBILITY

- For the purpose of the *Top Selling Canadian Single of the Year*, the current eligibility period in which the product must have been released is increased to January 1, 2020 through to April 30, 2021;
- This award is based on sales within the current eligibility period (March 1, 2020 through to April 30, 2021);
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Eligibility for this award extends to all Canadian country recording artists;
- Eligibility for this award extends to non-CCMA Members.

SELECTION PROCESS

- Individual track sales will be captured;
- Audio streamed track sales will be converted to digital track sales using the following formulas: On Demand (Premium) 125 streams = one (1) digital track sold; On Demand (Ad Supported) and Programmed 375 streams = one (1) digital track sold; Video streaming will be captured from On Demand (Premium and Ad Supported) and will use the following formulas: On Demand (Premium) 125 views = one (1) digital track; On Demand (Ad Supported) 375 views = one (1) digital track; Only official music videos and official lyric videos will be considered.

The results will be provided by *MRC Data*;

- Sales figures supplied may be audited by the accounting firm of the CCMA, *MNP LLP*;
- The single with the greatest unit sales will be declared the winner;

- There are no nominees in this category;
- There is no voting in this category.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

VIDEO OF THE YEAR – AWARD #15

This award is presented to the act (solo, duo or group) for a Canadian country music video, released for consumption within the current eligibility period. This award is for an original music video. Voters and jury members should give consideration to all aspects of the given video, including but not limited to creativity, production, visual appeal and impact on consumers and the Canadian country music industry.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- A music video is considered released on the first available date that the material can be viewed for public consumption. The primary source used to determine this information is YouTube;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees on the Third (and final) Ballot; Within a group/duo, 50% of the contributing members must be members of the CCMA in order to move on to the Third (and final) Ballot;
- The award is for an original music video, not more than ten (10) minutes in length, featuring the performance of not more than one (1) song;
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Video of the Year* Award follows a four (4) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will proceed to STEP TWO, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will proceed to STEP TWO;
- STEP TWO - A professional panel of industry jurors, whose members are approved by the CCMA, will judge the ten (10) contenders;
- STEP THREE – Scores given by the jury to the top 10 contenders will be given a ranking. Video streaming statistics will also be collected for each of the top ten (10) contenders and also be given a score based on a ranking system. The two sets of ranks will be combined for an equal 50/50 weight to determine the final five (5) nominees which will appear on the Third (and final) Ballot. Video streaming statistics will be provided to the CCMA directly from *MRC Data*;

- In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- **STEP FOUR** (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group or duo, one (1) award will be presented to each core member of the group/duo.

MUSICIAN AWARDS (7 AWARDS)

These awards recognize individual instrumentalists on record or stage, who are known primarily as instrumental performers. Only eligible CCMA Members, listed as a Musician, Artist, Producer or Songwriter as their primary membership category, are eligible to vote on the seven (7) Musician Award categories. A musician is only eligible to win five (5) times, within the same Musician Award category, before being added to the CCMA Musician Hall of Honour, making them no longer eligible in that category.

BASS PLAYER OF THE YEAR – AWARD #16

DRUMMER OF THE YEAR – AWARD #17

FIDDLE PLAYER OF THE YEAR – AWARD #18

GUITAR PLAYER OF THE YEAR – AWARD #19

KEYBOARD PLAYER OF THE YEAR – AWARD #20

SPECIALTY INSTRUMENT PLAYER OF THE YEAR – AWARD #21

STEEL GUITAR PLAYER OF THE YEAR – AWARD #22

ELIGIBILITY

- The current eligibility period for the seven (7) above mentioned Musician Awards is March 1, 2020 through to April 30, 2021;
- Only eligible CCMA Members, listed as a Musician, Artist, Producer or Songwriter as their primary membership category, are eligible to vote on the seven (7) Musician Award categories;
- The musician for each of the above Musician Awards must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- A musician is only eligible to win five (5) times, within the same Musician Award category, before being added to the CCMA Musician Hall of Honour, making them no longer eligible in that category;

SELECTION PROCESS

The seven (7) Musician Awards follow a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the musician in each of the seven (7) Musician Award categories, courtesy of the CCMA.

RADIO AWARDS (5 AWARDS)

The CCMA will present awards to Radio Station of the Year and Music Director of the Year in both Large and Medium or Small Markets. The Country Personality(ies) of the Year award is a national award, presented across all markets. A Large Market is defined as a city with a population over 150,000. According to Statistics Canada 2016 census figures, cities with a population over 150,000 (in order of population) are: Toronto, Montreal, Calgary, Ottawa, Edmonton, Mississauga, Winnipeg, Vancouver, Brampton, Hamilton, Quebec City, Surrey, Laval, Halifax, London, Markham, Vaughan, Gatineau, Saskatoon, Longueuil, Kitchener, Burnaby, Windsor, Regina, Richmond, Richmond Hill, Oakville, Burlington, Greater Sudbury, Sherbrooke and Oshawa. A Medium or Small Market is defined as a city under the population of 150,000 and is not listed above.

MUSIC DIRECTOR OF THE YEAR (LARGE MARKET) – AWARD #23

MUSIC DIRECTOR OF THE YEAR (MEDIUM OR SMALL MARKET) – AWARD #24

These awards are presented to Canadian country music radio Music Directors who exemplify the development and airplay of Canadian country talent through their radio station within the current eligibility period.

ELIGIBILITY

- The current eligibility period for both of the above mentioned awards is March 1, 2020 through to April 30, 2021;
- The recipients must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- The individuals must hold the title of Music Director for a Canadian radio station; if there is no full-time Music Director, a Program Director will be eligible;

- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.

SELECTION PROCESS

The *Music Director of the Year (Large Market)* Award, and the *Music Director of the Year (Medium or Small Market)* Award follow a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the Music Director in each market, courtesy of the CCMA.

COUNTRY PERSONALITY(IES) OF THE YEAR - AWARD #25

This award is presented to a Canadian country music broadcast personality(ies) who champions the development of Canadian country talent through his/her/their on-air presentation for a Canadian country radio station or nationally syndicated broadcast within the current eligibility period. Voters should give consideration to all aspects, including but not limited to the personality(ies)'s on-air presentation, market share/ratings information, community service, industry involvement and charitable contributions.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- A minimum of one (1) person from the radio station or syndicated broadcast must be a member of the CCMA in good standing prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.
- In the case of multiple personalities, the core personality(ies) must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.

SELECTION PROCESS

The *Country Personality(ies) of the Year* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to each core member of the personality(ies), courtesy of the CCMA.

RADIO STATION OF THE YEAR (LARGE MARKET) – AWARD #26

RADIO STATION OF THE YEAR (MEDIUM OR SMALL MARKET) – AWARD #27

These awards are presented to Canadian country music radio stations, who exemplify the development of Canadian country talent through a presentation of the music on their station, within the current eligibility period. Eligible terrestrial country radio stations must be licensed by the CRTC. Voters should give consideration to all aspects, including but not limited to community involvement, promotions, leadership and recognition.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- Eligible terrestrial country radio stations must be licensed by the CRTC;
- A minimum of one (1) person from the radio station must be a member of the CCMA in good standing, prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET).

SELECTION PROCESS

The *Radio Station of the Year (Large Market) Award*, and the *Radio Station of the Year (Medium or Small Market) Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the radio station in each market, courtesy of the CCMA.

INDUSTRY AWARDS (12 AWARDS)

These awards honour individuals and organizations that have made a significant contribution to Canadian country music within the current eligibility period.

BOOKING AGENCY OF THE YEAR – AWARD #28

This award is presented to a booking agency that procures employment for a Canadian country act(s) within the current eligibility period.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The booking agency must have a full-time employee under the umbrella of the company who is a Canadian citizen or landed immigrant or the company must have an operating office in Canada;
- A minimum of one (1) person from the booking agency must be a member of the CCMA in good standing, prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The booking agency must procure employment for a Canadian country act(s) within the current eligibility period.

SELECTION PROCESS

The *Booking Agency of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as

nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.

- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the company, courtesy of the CCMA.

COUNTRY CLUB OF THE YEAR – AWARD #29

This award is presented to a Canadian establishment, which regularly features performances by Canadian country artists, within the current eligibility period.

** Due to the COVID-19 pandemic, this award is on pause for 2021. This will be revisited in 2022.*

COUNTRY FESTIVAL, FAIR OR EXHIBITION OF THE YEAR – AWARD #30

This award is presented to a Canadian festival, fair or exhibition, which utilizes Canadian country artists as an element of the event and presents country music in a positive manner while attracting a large and diverse audience, and has displayed professional organization, management and production within the current eligibility period.

** Due to the COVID-19 pandemic, this award is on pause for 2021. This will be revisited in 2022.*

COUNTRY MUSIC PROGRAM OR SPECIAL OF THE YEAR – AWARD #31

This award is presented to the production company of an original Canadian-produced country music program or special whose original airing on television or radio (including network or cable) was within the current eligibility period. A special is considered to be a one-time production and a program is a collection of individual episodes. Therefore, individual episodes of a program are not eligible.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The production company must have an operating office located in Canada;
- A minimum of one (1) person from the production company is required to be a member of the CCMA in good standing, prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The program or special must be a minimum of 30 minutes in duration;
- In the event of a co-production, the co-producer team would stand collectively for the co-production;
- For Program Specials, final nominees from the previous year are not eligible in the current year for the same special. (This does not apply to continuous country music programs, however, it applies only to one-off country music specials).

SELECTION PROCESS

The *Country Music Program or Special of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the production company, courtesy of the CCMA. In the event of a co-production, one (1) award is presented to (each of) the production teams courtesy of the CCMA.

MANAGEMENT COMPANY OF THE YEAR – AWARD #32

This award is presented to a management company that oversees the career of a Canadian country act(s) within the current eligibility period.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The management company must have a full-time employee under the umbrella of the company who is a Canadian citizen or landed immigrant, or the company must have an operating office in Canada;
- A minimum of one (1) person from the management company is required to be a member of the CCMA, in good standing, prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The management company must oversee the careers of Canadian country act(s) within the current eligibility period.

SELECTION PROCESS

The *Management Company of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five

(5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;

- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the management company, courtesy of the CCMA.

MUSIC PUBLISHING COMPANY OF THE YEAR – AWARD #33

This award is presented to a publishing firm which published original country works by Canadian writers, within the current eligibility period.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The music publishing company must have a full-time employee under the umbrella of the company who is a Canadian citizen or landed immigrant or the company must have an operating office in Canada;
- A minimum of one (1) person from the music publishing company is required to be a member of the CCMA in good standing, prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The music publishing firm must have published original country works by Canadian writers, within the current eligibility period.

SELECTION PROCESS

The *Music Publishing Company of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the music publishing company, courtesy of the CCMA.

RECORD COMPANY OF THE YEAR – AWARD #34

This award is presented to a record company which has released a Canadian country product for sale within the current eligibility period. A record company is defined as a company or label that makes and sells musical recordings independently, in partnership with, and/or operates with full services as a division of a multinational company.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The record company must have an operating office located in Canada;
- A minimum of one (1) person from the record company is required to be a member of the CCMA in good standing prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The record company must have released a Canadian country product for sale within the current eligibility period.

SELECTION PROCESS

The *Record Company of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the record company, courtesy of the CCMA.

INDUSTRY PERSON OF THE YEAR – AWARD #35

This award is presented to one individual displaying excellence in supporting, expanding and building the Canadian country music industry and genre during the current eligibility period. Potential contenders can work in the following categories (including but not limited to): artists and repertoire (A&R), artist management, marketing, media (radio, television, streaming), music associations, promotions, public relations, publishing, studios, touring and venues.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The recipient must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot;
- This award is presented to one (1) individual. Any votes containing more than one (1) name on the First Ballot will be considered INVALID;
- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.

SELECTION PROCESS

The *Industry Person of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the industry person, courtesy of the CCMA.

CREATIVE DIRECTOR(S) OF THE YEAR – AWARD #36

This award is presented to the creative director/creative design team who has worked on a campaign or who has created a physical album (CD, EP and/or vinyl) or single (digital), featuring original artwork, released within the current eligibility period. Submitted design packages can include but are not limited to a physical album (CD, EP and/or vinyl) or single (digital), social media content, crowdfunding campaigns, websites, corporate partner activations, posters and merchandise. Voters and jury members should give consideration to all aspects of the given creative design and body of work including but not limited to the strength and cohesiveness of the design concept of the whole package (including the disc), typography, materials used, marketing potential and connectedness to the music and/or recording artist. Potential contenders may submit a design package solely consisting of an album or digital single, OR may include a physical album or digital single to be considered along with other elements from their design campaign.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- At least 50% of the design team must be Canadian citizens or landed immigrants;
- Only eligible CCMA Members are entitled to submit in this category;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees in the Third (and final) Ballot; within a collaboration, at least 50% of the contributing members must be members of the CCMA;
- Packaging and campaign design released prior to the current eligibility period (March 1, 2020) does not qualify; however, design elements of previously released CD, EP, vinyl and/or single (digital) packaging qualifies when the design elements are incorporated into a new design (e.g. greatest hits packaging);
- A maximum of eight (8) individual elements can be included per submission;
- A maximum of four (4) individuals can be listed as a creative design team;
- For those submitting, only those listed as the creative directors, on the completed submission form, and verified by the CCMA Awards Verification Committee, will be considered members of the creative design team. Once submitted, the names CANNOT BE CHANGED;
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Creative Director(s) of The Year Award* follows a three (3) step selection process:

- STEP ONE – Members of a design team are invited to submit a package, including their artwork, detailing the creative thought process behind the artwork, the connectedness to the music/art, and marketability of the art;
 - If there are less than three (3) submissions, the award will not be given out in the current year;
- STEP TWO – A professional panel of industry jurors, whose members are approved by the CCMA, will judge the submissions to determine the final five (5) nominees, which will appear on the Third (and final) Ballot, providing they meet the eligibility requirements as determined by the CCMA Awards Verification Committee. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- A maximum of four (4) awards will be presented to the design team, courtesy of the CCMA.

RECORDING STUDIO OF THE YEAR – AWARD #37

This award is presented to a Canadian recording establishment that facilitates the production of a Canadian country music product released within the current eligibility period.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The recording studio must have an operating office located in Canada;
- A minimum of one (1) person from the recording studio is required to be a member of the CCMA, in good standing prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The recording studio must have facilitated the production of a country music product first available for public consumption within the current eligibility period.

SELECTION PROCESS

The *Recording Studio of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the recording studio, courtesy of the CCMA.

RECORD PRODUCER(S) OF THE YEAR – AWARD #38

This award is presented to a producer(s), primarily involved in the recording and/or mixing process for selected project(s) released within the current eligibility period. Voters should give consideration to all aspects, including but not limited to a commercially released single, album or EP crediting the producer, as well as chart status.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The producer(s) must be a Canadian citizen or landed immigrant. On collaborations, at least one (1) of the producers must be a Canadian citizen or landed immigrant;

- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a collaboration, at least 50% of the contributing members must be members of the CCMA;
- In the event of co-production, the co-producer team would stand collectively for the co-production;
- In the event of multiple products by the same producer(s), products will be listed collectively on the ballot;
- Final nominees from the previous year are not eligible in the current year for the same product;
- If an album was a final nominee from the previous year, a single from the same album is eligible only if the producers listed on the single are different.

SELECTION PROCESS

The *Record Producer(s) of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to (each of) the producer(s), courtesy of the CCMA.

RETAILER OF THE YEAR – AWARD #39

This award is presented to a music retailer; either a digital or a physical store, displaying outstanding support of Canadian country music within the current eligibility period. A music retailer is defined as a company which actively sells Canadian country music, either through a store location, online purchase of digital downloads, online purchase of a manufactured CD or an interactive subscription-based streaming service. Voters should give consideration to all aspects, including but not limited to the retailer's sales service, promotions and support of Canadian country talent.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;

- A minimum of one (1) person from the retailer is required to be a member of the CCMA in good standing prior to the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET);
- The retailer must actively sell Canadian country music either through a store location, online purchase of digital downloads, online purchase of a manufactured CD or interactive subscription-based streaming services within the current eligibility period.

SELECTION PROCESS

The *Retailer of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the retailer, courtesy of the CCMA.

RON SAKAMOTO TALENT BUYER OR PROMOTER OF THE YEAR – AWARD #40

This award is presented to one (1) individual talent buyer or promoter, who presents and promotes Canadian country acts within the current eligibility period.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The talent buyer or promoter must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot;
- This award is presented to one (1) individual. Any votes containing more than one (1) name on the First Ballot will be considered INVALID;
- The talent buyer or promoter must have bought or promoted at least one (1) Canadian country acts, events or a combination of both, with Canadian content, within the eligibility period;
- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period;

- After receiving the CCMA ‘Talent Buyer or Promoter of the Year’ Award for 17 consecutive years the award was re-named in Ron Sakamoto’s honour making him no longer eligible for this award.

SELECTION PROCESS

The *Ron Sakamoto Talent Buyer or Promoter of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to the talent buyer/promoter, courtesy of the CCMA.

VIDEO DIRECTOR OF THE YEAR – AWARD #41

This award is presented to a video director, displaying excellence in the area of Canadian country music video direction for selected project(s) released within the current eligibility period.

ELIGIBILITY

- The current eligibility period is March 1, 2020 through to April 30, 2021;
- The video director must be a Canadian citizen or landed immigrant. With a co-production, at least one (1) of the directors must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (September 1, 2021 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot;
- In the event of a co-production, the co-director team would stand collectively for the co-production;
- In the event of multiple products by the same director(s), products will be listed collectively on the ballot;
- Final nominees from the previous year are not eligible in the current year for the same product.

SELECTION PROCESS

The *Video Director of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner. In the case of a tie, more than one (1) winner will be announced.

CCMA AWARD

- One (1) award is presented to (each of) the video director(s), courtesy of the CCMA.

For any questions related to the CCMA Awards and Balloting Program, please contact Karina Davison by phone at 416-947-1331 ext. 218 or by email at kdavison@ccma.org.