

73.º Premios Ondas
Radio Barcelona
SER

Ondas Awards 2026

Rules

ONDAS

OBJECT

The Ondas Awards were created in 1954 and are held annually by Promotora de Informaciones S.A. (PRISA) through Cadena SER's Radio Barcelona station to award both the quality and popularity of productions, as well as professional careers in the fields of radio, podcasting, advertising, television and music, both nationally and internationally.

There are six sections in the Ondas Awards: **National Radio, National Advertising, National podcast, National Television, National Music, International Audio and Video**. The following rules apply to all of the categories.

Since its very beginning, the intention was to adapt the awards' objectives to the new scenarios arising from the constant evolution taking place in the world of communication.

The awards' main objectives are:

- To showcase new trends in the most widely consumed content across all genres and formats.
- To promote and recognise excellence in the production and creation of audio, radio, podcast, advertising, music and television content, both nationally and internationally, across all genres and formats.
- To encourage productions that introduce innovative elements, enhance and enrich audience experiences, and foster audience engagement through the combined or alternative use of analogue and digital distribution platforms.



AWARDS

Each entry may be submitted to as many categories as deemed appropriate. The categories for this edition are as follows:

NATIONAL

Radio

A total of 5 Ondas Radio Awards will be given for the following categories:

- **Best programme or programme section:** *Best programme or section within a programme.*
- **Best local or regional programme:** *Best local or regional programme.*
- **Best special programming:** *Best coverage or special broadcast of the year.*
- **Best radio idea:** *The most innovative radio proposal.*
- **Career or best professional achievement:** *Outstanding career or contribution in the field of radio.*



Podcast

A total of 5 Ondas Podcast Awards will be given for the following categories:

- **Best narrative podcast:** *Best non-fiction podcast developed with narrative resources, evaluating script and sound design*
- **Best videopodcast:** *Best podcast in audiovisual format, either conversational or narrative, in which the story benefits from visual storytelling*
- **Best fiction podcast:** *Best fictional audio production, one or more episodes, evaluating actor direction, sound design, and script*
- **Best host:** *Best hosting of a podcast or videopodcast*
- **Best sound design:** *Best work in ambiance, editing, and audio production*

*The Podcast categories are reserved for original podcasts. Programmes or content previously broadcast on conventional radio or television shall not be eligible, even if they have subsequently been distributed or made available to the public in podcast format.

Advertising

A total of 3 Ondas Advertising Awards will be given for the following categories:

- **Best audio advertising campaign:** *Campaign that stands out for creative use of audio in advertising, in all its forms, highlighting its ability to connect with the audience*
- **Best creative audio advertising agency:** *Agency or production company that has demonstrated the most creativity and excellence in sound use, highlighting its ability to create memorable campaigns*

*Examples for both categories:

- Spots or ads broadcast on traditional radio, streaming, digital platforms, or podcasts.
 - Sound design of advertising content (spot, video, podcast, branded content), including jingles, soundtrack, or sound space.
 - Audio branded content: (segment, program, podcast, contest).
 - Multi-platform sound projects: combinations of radio, podcast, and digital audio.
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- **Most innovative campaign of the year:** *Most groundbreaking campaign of the year, in any format, medium, or channel – radio, press, digital, social media, audiovisual, content creators, experiential, or branded content – rewarding proposals that surprise, create impact, and redefine how to connect with audiences*

Television

A total of 7 Ondas Television Awards will be given for the following categories:



- **Best entertainment programme:** *Most outstanding entertainment programme of the year*
- **Best news or coverage programme:** *Best news programme or coverage*
- **Best local or regional content:** *Best local or regional programme*
- **Best communicator or presenter:** *Most outstanding work in TV presentation or narration*
- **Best documentary or documentary series:** *Best documentary production*
- **Best fiction series:** *Most outstanding fiction series of the year*
- **Best performance:** *Most outstanding performance by an actor or actress on television*

Music

A total of 3 Ondas Music Awards will be given for the following categories:

- **Career achievement:** *Professional career of an artist or group for their contribution to music and influence in the field*
- **Musical sensation of the year:** *Artist, group, or project with exceptional impact on music and audiences during the year*
- **Best show, concert tour or festival:** *Most outstanding live music production of the year*

INTERNATIONAL

Audio

A total of 1 International Audio Ondas Award will be given:

- **Best audio content:** Most outstanding international programme, podcast, or audio production of the year

Video

A total of 1 International Video Ondas Award will be given:

- **Best video content:** *Most outstanding international program, video podcast, or audiovisual production of the year*



ENTRIES

All work produced or co-produced in any country and broadcast internationally between **1st October 2025 and 30th September 2026** is eligible for entry to these awards. Professionals are also eligible for entry for achievements attested to over the same period.

The Ondas Awards are open to:

- All independent radio and television organisations and companies that, duly authorised under the applicable legislation, operate a radio broadcasting or television service in accordance with national and international law.
- Digital platforms for the distribution and dissemination of audio and audiovisual content, legally established and authorised to carry out their activities.
- Independent podcast creators.
- Professionals of recognised prestige.
- Independent music entities and production companies, as well as advertising agencies and production companies, legally established and authorised to carry out their respective activities.



Each participating organization or company may submit as many entries as they wish in each of the international categories.

Programmes may be presented individually or jointly when they are co-produced by two or more organizations or companies. In those cases, only one entry per programme or work could be submitted. If more than one organization or company submits the same entry, the organization will, by default, accept the first one received.

ENTRY PERIOD

Entries for the Ondas Awards may be submitted **from 25th June 2026**, the opening date for submissions, **until 30th September 2026**, when the submission period will officially close.

APPLICATION FORM

All entries are to be processed through the webpage of the Ondas.

We have provided instructions below on the steps to follow in order to submit an entry:

- Open the section “**Register**” in the webpage of the Ondas Awards, www.premiosondas.com, and register as a user.
- Click on the “**Access**” section using the username and password.
- **Submit an entry** and fill in the online entry form. You will be asked to attach the following information:
 - **One file containing the audio or video entry** in the original language in which it was broadcast. **Video programmes must be subtitled in English or Spanish.** (The only format accepted for video is .MP4 and for audio .MP3)



In order that your video complies with necessary specifications, you should take the following into account:

- Quality HD 16:9 720p (1280 x 720) / Format: MPEG4
- Recommended duration: 1h
- Codec compaction: H264
- Maximum size 2G (If the file is over this limit, we suggest splitting the content into two files and uploading them separately)
- **One representative photograph** of the programme and/or its creators, advertising piece, professional or artist being submitted, which must be provided in two versions: one vertical and one horizontal. (Only valid format: .JPG, minimum resolution 300 dpi)
- **Logo** of the radio or television organisation, or platform, broadcasting the submitted content. (Only valid format: .JPG – minimum resolution 300 dpi)
- **Only in the Audio category**, when an entry is produced in a language other than Spanish or English, an English translation must be provided. This may be submitted either as a written transcript (script) with time codes or as an audiovisual version with synchronised English subtitles, consisting solely of a black screen with English subtitles and the original audio. If a subtitled audiovisual version is submitted, the file must be uploaded under the section “Audio or Audiovisual Material of the Submitted Entry”. If a written transcript is submitted, it must be uploaded under this translation section. In both cases, the text in the original language

must also be included. An example of the required script format can be found in the entry submission forms, available from 25th June on the Awards website.

- All supplementary information considered relevant may also be provided: Report, CVs, audience research, press dossier, etc.

Any graphical material sent shall be assigned free of charge for use solely in Ondas Awards 2026 publications (press, printed materials, internet).

The Ondas Awards organization is responsible for checking that all of the programmes entered are in accordance with these rules. Programmes that do not comply with the above rules cannot be entered for this year's Ondas Awards.

REGISTRATION FEE



No entry fee is required to submit an entry for the Ondas Awards.

ACCEPTANCE OF THE RULES

Submission of entries for the Ondas Awards implies unreserved acceptance of these rules.

These rules are published in Spanish, English and Catalan. In addition to Spanish, the official language of the Ondas Awards is English.

MODIFICATIONS TO RULES

Some elements of the current rules may be altered during the period entries are received; however, participants will be notified of any changes as soon as possible.

JURIES

Different juries will be formed, each with **four members**: Radio, Podcast, Advertising, Television, Music and International Audio and Video. The Chair of the Jury shall ensure compliance with the rules of the internal regulations approved by the organisation of the Ondas Awards.

All the juries will be made up of representatives of different sectors: radio, television and podcast organisations, communication experts, critics and professionals.

Decisions will be taken by majority vote. The Chairperson will have the deciding vote on any matter in the event of a tie. During discussions the Chairperson may propose any type of measure to help ensure the fairest application and interpretation of these rules.

In addition to the awards, the jury may grant special mentions to candidates who stand out in their respective categories. Likewise, the jury has the authority to award ex-aequo prizes in the event of a tie between two or more candidates, thereby recognizing shared excellence.

By way of exception and with due justification, the juries may propose for recognition individuals, programmes, productions or initiatives that have not been formally submitted as entries, where they consider that exceptional circumstances or merits exist that warrant their consideration.

The juries' decisions are final and cannot be appealed.

The juries' meetings will be held behind closed doors and their discussions shall remain secret.

THE JURY'S DECISION

The juries' decisions regarding the winners of the Ondas Awards will be made public at a press conference once the work sessions have ended. The decision will be communicated to the individuals and entities responsible for the submitted entries.



AWARDS CEREMONY

The awards ceremony will take place in Barcelona in the month of November, on a date to be announced on the day the juries' decisions are made public.

Each Ondas Award consists of an exclusive trophy representing a winged horse, together with a diploma of honour. Special mentions will be distinguished by a personalised plaque and a diploma of honour.

INTELLECTUAL PROPERTY RIGHTS OF THE TROPHY AND ITS REPLICAS

This statement wishes to inform whoever it may concern that Radio Barcelona is the exclusive owner of the rights of use of Intellectual Property of the original trophy, in all its forms, versions and replicas – and as such, this is to hereby declare its rights thereupon, not limited in scope to its right of reproduction, distribution, public communication, and modifications or transformations thereof – by any media or support, tangible or intangible, currently known or to be developed at any future time, whether totally, partially, jointly or solely and in any format, medium, modality, system, device and/or technology and for the duration thereby established in current Intellectual Property Laws worldwide.

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It is herein understood that all rights are reserved to Radio Barcelona:

© Ràdio Barcelona – Cadena SER, 2026, Spain.



DATA PROTECTION

- **CONTROLLER OF THE PROCESSING**

Personal data gathered for the development of the Ondas Awards will be processed by Sociedad Española de Radiodifusión, S.L.U., with registered office at 6 Caspe, 08010 Barcelona (hereinafter, Radio Barcelona).

- **PURPOSES AND LAWFUL BASIS FOR PROCESSING OF DATA**

The purpose of this processing is to manage the Ondas Awards and the applications presented in accordance with the provisions of this Regulation and to publicly inform about said awards in any media available to Radio Barcelona, including press, television, radio, websites and social networks.

The image of attendees at events related to the Ondas Awards may be captured and published for informational and promotional purposes.

The lawful basis that legitimizes this processing is the legitimate interest of Radio Barcelona in publicly reporting on the Ondas Awards.

Likewise, if you do not object by checking the corresponding box provided in the registration form or you do not subsequently object to the processing, your contact information, including email, will be used to send you information about the Ondas Awards, call for entries, new editions, etc. all related to the radio sector. When this information is sent to you by email, these emails will include links and tiny, transparent images that will be associated with your email address. In this way, when one of these images is downloaded or the links contained in the email are accessed, Radio Barcelona can know for statistical purposes whether the email has been opened or if a link has been accessed from said email. You can prevent these uses by configuring your email manager or program to prevent the automated download of images, as well as by not accessing the links included in the emails you receive.

The lawful basis that legitimizes this processing is the legitimate interest of Radio Barcelona in sending marketing communications related to the Ondas Awards by electronic means to subjects with whom it maintains a relationship.

In the event that you provide data from third parties such as, for example, those accompanying the Awards, you guarantee that you have their consent for the communication of their data to Radio Barcelona and that you have informed them about the processing of their data in accordance with this privacy policy, leaving Radio Barcelona harmless from any liability arising from non-compliance with the above provisions.



- **SPECIFIC INFORMATION FOR:**

- **CANDIDATES**

The purpose of this processing is to manage your registration and allow the applications for the Ondas Awards. The lawful basis that legitimizes this processing is your express consent, expressed at the time you send us your registration.

The image of the candidates for the Awards may be captured and published for informational and promotional purposes.

- **ATTENDEES**

The purpose of this processing is to manage your attendance at the Ondas Awards. The lawful basis that legitimizes this processing is the express consent expressed at the time your record is sent to us, by you or by a third party. For this purpose, your data will be processed until the event takes place.

- **WINNERS**

The purpose of this processing is to manage your attendance at the Ondas Awards, including the reservation of accommodation, means of transportation and other events. The lawful basis that legitimizes this processing is your express consent.

The personal data of the winners may be communicated to the entities necessary for the management, delivery and enjoyment of the prize. The lawful basis that legitimizes these processing is the need to comply with the Regulations and current legislation.

Likewise, the personal data of the winners may be publicly communicated in any medium available to Radio Barcelona, including web pages and official pages on social networks, to guarantee the transparency of the Awards.

The winners' data will be kept for the period necessary for the delivery and enjoyment of the prize and, subsequently, for a maximum period of 5 years in case any incident arises during said period. Subsequently, the data will be canceled or destroyed. However, the publication of the winners' data will continue indefinitely until they request the deletion of their data.

- **RETENTION PERIOD**

The data will be processed as indicated, indefinitely until the interested parties exercise their rights regarding data protection, except for those processing's for which otherwise has been indicated in this Regulation.



- **DATA SUBJECTS RIGHTS**

Data subjects may exercise their rights of access, rectification, erasure, objection, restriction, portability or revoke their consent by postal mail to the indicated address, identifying themselves as a candidate, assistant or winner of the Ondas Awards.

If you consider your right to data protection has been infringed, you may file a claim with the Spanish Data Protection Supervisory Authority (www.aepd.es) or with the Data Protection Delegate of the Prisa Group to which Radio Barcelona belongs (dpo@prisa.com).

HEADQUARTERS

The Ondas Awards headquarters are at:



Radio Barcelona
Caspé 6
08010 Barcelona
T.: +34 93 344 14 00
F.: +34 93 301 55 23
E.: secretaria@premiosondas.com

The competition board is assisted by Radio Barcelona, which is responsible for the entire organisation and is run by the General Secretary of the ONDAS AWARDS.

Further information: www.premiosondas.com