

Appendix 1

Singapore Blog Awards 2010 Categories:

1. EASB Best Individual Blog (Sponsored by EASB)
This category is for individualistic blogs with free-wheeling content about daily lives and musings that cannot be categorised.
2. Best Lifestyle Blog (Sponsored by National Heritage Board)
This category is for blogs that shares information that will light up someone's mundane lifestyle.
3. Best Photography Blog
This category is for professional photographers to share their works with photography enthusiasts.
4. Best Modeling Blog
This category is for blogs with lots of self portraits and modeling photos.
5. Best Food Blog
This category is for blogs featuring food content.
6. Best What-The-Hell (WTH) Blog
Blogs which focus on the strange, the underground...topics that would make you go "WTH".
7. Most Insightful Blog
This category is for serious blogs with interesting and revealing insights, analytical reports, and commentaries on social issues.
8. Most Laugh-Out-Loud Blog
Blogs containing humorous content that cackles up readers.
9. Best e-commerce Blog
This category is for blogs which deal with online commercial activities.
10. The Y-Blogger 部落Y格斗 (<http://project.omy.sg/yblogger>) presented by iKnow.com.sg
This is a blogging challenge for any youth bloggers aged 25 years and below. Participation is open to individuals or a group of no more than five people sharing a blog.

Judging Criteria

To crown the award winner for each of the 10 categories, a score will be computed based on public votes (30%) and scores given by professional judges (70%).

Judging Criteria And Points

Inspiring/entertaining content - 40

Expression/presentation - 30

Judges Total - 70

Voting Total - 30

Fringe Awards

1. Best Overseas Celebrity Blog

This category is for celebrities' blogs written by celebrities in the entertainment and media industry, writers, sportsmen and others, excluding those from Singapore.

2. Best Local Celebrity Blog

This category is for celebrities' blogs written by Singapore celebrities in the entertainment and media industry, writers, sportsmen and others

3. Rednano Best Mobile Blog (To be launched on 15 April 2010)

This category welcomes public to register at mobile.rednano.sg via their mobile phone with their own Twitter ID and start tweeting about the latest mobile gadgets. Participants are required to append #rednano at the end of each tweet. More details will be announced on the official Singapore Blog Awards 2010 website on 15 April.