

**Press Release**

**Awards Categories - Digital Impact Awards Africa**

Maximising the Digital Dividend

**Kampala, May 30, 2014:** Following the launch of Digital Impact Awards Africa, #DIAA, with the theme Maximizing the Digital Dividend, HiPipo.com and Cyberplc Limited have today released the official Awards categories. There are 10 Awards categories for Uganda the project host country and 3 Awards Categories for Africa. The awards categories as listed below cover the domains of web, mobile, social, cybersecurity and digital financial services.

Uganda	Africa
1. Digital Brand of the Year	1. Best Mobile APP- Africa
2. Digital SME Brand of the Year	2. Best Digital Financial Service Innovation - Africa
3. Best Corporate Brand on Social Media	3. Top 10 Corporate Brands on Social Media - Africa
4. Best Corporate Cybersecurity Practice	
5. Best Corporate Digital Marketing Campaign	
6. Best Corporate Website	
7. Best Digital Financial Service Innovation	
8. Best E-Service Website	
9. Best Mobile App	
10. People's Choice Video Commercial of the Year on YouTube	

The nominees for any awards category will have to meet the nomination criterion that is defined for the category. Entry for potential nomination can be submitted through the project website.

The winners of each category will be decided by The Awards Jury and Research Panel that comprise jurors with extensive knowledge and experience in ICT roles such as entrepreneurs, innovators, academic, consultants, policy makers and thought-leaders. One Awards category "People's Choice Video Commercial of the Year on YouTube" will be decided entirely by public vote.

We look forward to the different digital stakeholders actively participating in the DIAA project and maximizing the different opportunities availed through the project.

---END---

## **About Cyberplc Limited**

We regard cybersecurity not as an end unto itself. We instead see the cybersecurity controls deployed to protect information, people and physical assets as means to an end. The end of the technical, procedural, personnel and physical security controls is to help ensure that critical information infrastructure works reliably and continues to support business processes even under attack.

We are routinely commissioned to engineer and validate security controls around systems handling vast volumes of sensitive, "Classified" or "Protectively Marked" data. Thus, we help Governments, citizens, consumers, regulators and enterprises operating critical information infrastructure (CII) to gain confidence around the adequacy of controls in place to mitigate cyber threats and risks.

We understand the benefits and limits of technical tools because our core expertise lies in the technical Internet security domain. Therefore, to help you protect against threats to core business processes, we combine technical solutions with procedural, personnel and physical security controls. Our balanced approach helps you select the security controls that match the risks, needs and circumstances of your specific organisation.

## **About HiPipo (U) Limited**

### **Digital Consulting, Research and Advisory**

Our Consulting, Research and Advisory focus on Business and Technology that spans web, mobile and social. We provide proprietary research, consumer and business data, custom consulting, events and online communities with advisory to guide leaders in Business, IT, marketing and strategy. We are responsible for the strategy, design and development of some of the most influential digital experiences. We work with big and small companies to build ongoing, continuous relationships with consumers through effective use of social media and mobile platforms. We host, design and develop web and mobile applications.

### **Digital Media**

HiPipo.com is Uganda's No.1 social entertainment services provider. HiPipo.com makes discovery and consumption of the latest and the best entertainment just a click away for any Ugandan using the Internet both on desktop and mobile platforms such as phones and tablets through <http://mobile.HiPipo.com>. HiPipo.com reaches out to the biggest and fastest growing internet market of youthful Ugandan social entertainment consumers. 70% of the content that we provide to our users is multimedia content such as audios, videos and photos that prompt high data usage. HiPipo 5Star is our media arm of high quality and great value content that focuses on strong branches of society development namely Business, Tech (technology), Money and Power, Lifestyle among others

### **Music and Events**

HiPipo.com organizes top notch corporate and social events such as the annual HiPipo Music Awards and Digital Impact Awards Africa