

could you re-design news video?

Video is a central part of many people's daily news experience.

But most online video is still stuck in a boring embedded box, like "TV on a web page," separated from the rest of the page content. What creative storytelling approaches does HTML5 video open up for news organizations?

- How might you tell a story by pulling in video, data and other material from across the web?
- How can semantic video help audiences dig deeper into other forms of context and content?
- How do we create compelling narrative experiences -- and avoid overwhelming viewers with too much information?

Submissions open April 25 - May 6

Your entry can take many forms:

- a concept brief or blog post explaining your idea.
- an embedded video or link to a slidecast
- an early software demo, proof of concept, prototype, or mock-ups
- sketches, wireframes or visual mock-ups

What can I win?

- Put your best ideas in front of a sterling [reviewer panel](#).
- Take your news technology idea from napkin sketch to specification to working prototype, with Mozilla's help.
- Spend a year evolving your ideas in the world's most prestigious newsrooms as a paid fellow.

<http://knightmozilla.org>

