



## **The 5<sup>th</sup> China International New Media Short Film Festival Regulations (International)**

These Regulations apply to the 5<sup>th</sup> China International New Media Short Film Festival, KingBonn Award Competition, Exhibitions and Screenings, Forums, Workshops and Shorts Market.

### **I. China International New Media Short Film Festival Introduction**

China International New Media Short Film Festival (CSFF), with approval from the Central Publicity Department of the state, is hosted by General Administration of Press and Publication, Radio, Film and Television and Shenzhen Municipal People's Government, and organized by Shenzhen Municipal Bureau of Culture, Sports and Tourism and Shenzhen Media Group. The festival is comprised of five sections: KingBonn Award Competition, Shorts Exhibitions and Screenings, New Media Forum, Workshops, and Shorts Market.

CSFF is held annually in May during the China (Shenzhen) International Cultural Industries Fair. The festival is intended to encourage the production of outstanding new media shorts, discover and support new media talents, nurture and incubate innovative new media projects in order to boost international cultural communications and cooperation, establish an international platform for new media shorts and facilitate the healthy and sustainable development of new media industry.

#### **(I) KingBonn Award Competition**

The KingBonn Award is the only state-recognized international short film award in China. The Kingbonn Award welcomes high quality submissions from home and



abroad. International cinema professionals, scholars and noted directors will be on the panel to select the best ones to reward, with the view of encouraging the outstanding new media shorts production, discovering and supporting talents.

### **(II)Shorts Screenings**

To foster international cultural communication and show selected KingBonn shorts, the organizing committee will organize screenings at open-air plaza, cinemas and universities in collaboration with well-known international shorts festivals and film institutions. Screening activities will include International Shorts Screenings, Kingbonn Award Selected Shorts Screening, Grass International Shorts Carnival and Metro Shorts Week.

### **(III) The New Media Industry Forum**

The forum will theme on the latest trends, production and marketing in domestic and overseas new media industry. Noted directors, professionals, and scholars from the film and TV industry and government officials will be invited to speak at the forum.

### **(IV) Shorts Exhibition and Trading**

At the festival booth of China (Shenzhen) International Cultural Industries Fair, CSFF will establish viewing platforms to display KingBonn shorts and build an international shorts trading platform in joint efforts with domestic and international film production companies, film & TV distribution companies, Internet platforms and other institutions to boost shorts copyright trading.

### **(V) Workshop**

The 5<sup>th</sup> CSFF will organize a series of workshops, facilitated by a number of international noted directors, scriptwriters and industry professionals. The workshop comprises scripts writing training and scripts competition, which aims to encourage the creation of outstanding scripts, support the shorts directors to enter into the industry, and connect the investors and the new talents.

## **II. Schedule for the 5th China International New Media Short Film Festival**

**(I)** The 5<sup>th</sup> CSFF : May 9<sup>th</sup>—18<sup>th</sup>, 2014



## (II) Call for Entry

Deadline: 24:00 in Feb 28<sup>th</sup>, 2014.

## (III) Shorts Selection

First Round of Selection: January 13<sup>th</sup> – Mar 25<sup>th</sup>, 2014

Final Selection: April 10<sup>th</sup> — May 13<sup>th</sup>, 2014

## III. Awards and Qualifications

Short films meeting the following requirements are eligible to compete in the KingBonn Award and the winning shorts will be awarded a prize, a trophy and an honorary certificate. The prize is pre-taxed.

### (I) The 5th KingBonn Awards

Awards	Instructions	Prize
		(RMB)
<b>Main Competition Section</b>		
Kingbonn Best Short	1. Fiction, animation and documentary shorts are eligible. 2. Maximum running time: 20 minutes.	300,000
Best Fiction	Maximum running time: 20 minutes.	50,000
Best Documentary	Maximum running time: 20 minutes.	50,000
Best Animation	Maximum running time: 20 minutes.	50,000
Best Internet Serial Shorts	1. Fiction or animation series shorts of 3 or more episodes. 2. Maximum running time for each episode: 15 minutes.	50,000
Best Director	1. Chinese (including mainland, Hong Kong, Macau, and Taiwan) short film directors are eligible. 2. Applicants didn't direct any feature films before.	50,000



<b>Micro Shorts Section</b>		
Best Internet Short	<ol style="list-style-type: none"> <li>1. Recommended by the 5<sup>th</sup> KingBonn Internet Platform Partners.</li> <li>2. Fiction, animation and documentary shorts are eligible.</li> <li>3. Maximum running time: 10 minutes.</li> <li>4. Receive the most votes during the 5<sup>th</sup> KingBonn Award Internet screening.</li> </ol>	30,000
Best Handset Short	<ol style="list-style-type: none"> <li>1. Recommended by the 5<sup>th</sup> KingBonn Internet Platform Partners.</li> <li>2. Fiction and animation shorts are eligible.</li> <li>3. Maximum running time: 5 minutes.</li> <li>4. Receive the most votes during the 5<sup>th</sup> KingBonn Award Internet screening.</li> </ol>	30,000
Best Comedy	<ol style="list-style-type: none"> <li>1. Recommended by the 5<sup>th</sup> KingBonn Internet Platform Partners.</li> <li>2. Fiction and animation shorts are eligible.</li> <li>3. Maximum running time: 10 minutes.</li> <li>4. Receive the most votes during the 5<sup>th</sup> KingBonn Award Internet screening.</li> </ol>	30,000
Best Micro Film	<ol style="list-style-type: none"> <li>1. For new media and Internet dissemination</li> <li>2. running time: about 10 minutes.</li> <li>3. Fiction or animation short films preferably with product placement are eligible.</li> </ol>	30,000

**Jury President Special Award:** The award winner is decided by KingBonn Award International Jury Committee. The applicant doesn't need to apply for this award.

## **(II) Qualifications**

### **1. Categories**

Fiction, animation, documentary and Internet serial shorts

### **2. Date of production**



Short films completed after January 1<sup>st</sup>, 2012 and are not previously submitted to the Kingbonn Award.

### 3. Format

Mov. mpg., mp4. or avi. format is accepted. DVD disc is recommended. The resolution is no less than 720P. DVD shall be marked with the name, length, category and applicants' name.

4. The entry must have English subtitles. Chinese subtitles are recommended.

5. The entry submitted must not contain any content of pornography, violence and racial discrimination, and must not violate any laws, rules and regulations of the People's Republic of China.

### (III) Application Procedures

1. Applicant can register on the official website (<http://www.kingbonn.cc>) or to download the Application Form or log on [shortfilmdepot.com](http://shortfilmdepot.com) for submission. The completed Application Form shall be printed and signed by the applicant;

2. Prepare a **DVD disc** for digital information which should at least contain the following items:

- 1) A completed application form (electronic version);
- 2) A poster in high resolution JPG format or vector diagram ready for any publications;
- 3) A still photo of the entry short, which may be a screen shot from the shorts.
- 4) Two recent photos of the director and the main crew in high-resolution JPG format ready for any publication;
- 5) English dialogue text.

### 3. Mailing of the entry and relevant documents:

1) Please post the entry by express delivery and the mail shall be marked with "For the 5th KingBonn Award Competition" on the package;

2) The package shall include the following items:

- (1) A printed and signed application form;



(2) **A DVD disc** for digital information (Refer to (III).2 for the detailed requirements);

(3) DVD disc Entry.

**4. Submission Deadline shall be 24:00pm, Feb 28<sup>th</sup>, 2014.**

#### **5. Mailing address**

The 5th China International (KingBonn) New Media Short Film Festival Office  
Room B213, Shenzhen National Cartoon & Animation Industry Base, No.2008  
Yijing Road, Luohu District, Shenzhen, P.R China

Postal code: 518021

(Note: The Festival must be notified of film titles, date and way of delivery as well as the air way bill when the prints are sent.)

#### **6. Contact:**

Telephone: +86—755—25163030    +86—755—25163031

Attn: Ms. Sun Xia / April Pan

24 hours Hotline: +86 – 755 -- 33311111

Fax: +86—755—25163030

Email: newmedia@szmg.com.cn

#### **IV. International Jury Committee**

The 5th China International New Media Short Film Festival Organizing Committee will invite well-known international professionals, scholars, and new media industry pioneers to join the International Jury Committee for the selection of the winners at the main competition section.

#### **V. The Announcement of the Winners List, Prizes, Trophies and Honorary Certificates**

**(I)** The list of winners, announced by the international jury committee of China International New Media Short Film Festival, shall be taken as final. The official



announcement will be made via the KingBonn Award Ceremony and the official website ([www.kingbonn.cc](http://www.kingbonn.cc)).

(II) If the award is won by two short films, the prize will be shared by the two winners.

(III) If the winning entries have over two filmmakers, the prize will remain the same but one trophy and honorary certificate will be given to each.

## **VI. Entry Information Publishing**

The entry submission shall be deemed as the applicant authorizing the China International New Media Short Film Festival Organizing Committee to publish the entry introduction, still photo and pictures of the crew, etc, on media including but not limited to newspapers, TV, Internet, mobile phones, promotional publications, printings and the official website of CSFF ([www.kingbonn.cc](http://www.kingbonn.cc)). The information published by the Organizing Committee shall be based on the details given by the applicants in their application form. No information can be altered after it is published.

## **VII. Copyright of Entries**

The short films submitted shall be works of the applicant or co-producer of the applicant or the applicant was given the authorization to use the submitted short films copyright. The applicant shall represent that he/she possesses the full authorship and that any copyright or other right to the music or screenplay creation used in the entry has been duly obtained. The Organizing Committee shall not be held responsible for any legal liability arising from any disputes over such rights, which shall be solely the responsibility of the applicant. The Organizing Committee reserves the right to cancel the qualification of the disputed entry and recover any award and prize granted.

## **VIII. Promotion Approval**

The applicant shall authorize the Organizing Committee to make excerpts no more than 15% of the total length of the shorts and up to 3 minutes in total from the entries. Such excerpts will be used in the current or future promotion

programs of China International New Media Short Film Festival and KingBonn Award and shown in cinemas, TV channels, Internet, mobile phones and public places or used in the interviews or promotional video. The term of such authorization shall be 1 year.

#### **IX. Withdrawal of Entries**

Applicant(s) entering into the Competition is regarded as consent to these Regulations. No entry submitted may be withdrawn from the Competition after the review procedures begin.

#### **X. Entries for Screenings and Exhibitions**

Selected shorts will be screened in exhibitions, cinemas, universities and other public places during the 5<sup>th</sup> China International New Media Shorts Festival. The applicants shall provide high quality audio-video products to the Organizing Committee in the format of mp4, mov, avi or mpg of 1080P or 720p MOV in PAL standard. The Organizing Committee recommends HDCAM cassette in PAL standard. Upon the notice of the Organizing Committee, selected entries for screenings and exhibitions shall arrive at the KingBonn Award Office by express delivery before April 10<sup>th</sup>, 2014.

#### **XI. Exemption from Postal Liabilities**

The Organizing Committee will not bear any cost for the mailing and insurance of the entry or related materials, nor will it assume any liability for the loss of or damage to the entry in the course of mailing or the loss for any reason, including an event of force majeure. The entry submitted in the form of cassettes or DVD disk and related materials will not be returned. It is recommended that the applicants retain a copy of the entry.

#### **XII. Invitation to the Award Ceremony**

The Organizing Committee will invite directors or producers of the short-listed entries to attend KingBonn Award Ceremony in May, 2014 and other related events in Shenzhen and provide hotel accommodation and some transportation





for the invited directors or producers. The Organizing committee will be responsible for the cost for only one director or producer for each entry. Detailed offer will be indicated in the invitation separately.

This invitation is not transferable to a third person.

### **XIII. Unexpected Events and Dispute Settlement**

Any dispute shall be submitted to the Court of Shenzhen for judgment.

### **XIV. Other Issues**

The Organizing Committee reserves the right to modify these Regulations and rules and other stipulations related to this Regulation.

Participation in the Festival and KingBonn Award implies adherence to the regulations as here set out. It is the responsibility of producers, distributors, or other organizations submitting a film to ensure that they are legitimately entitled to enter a film in the Festival.

### **XV. Interpretation**

The final right of interpretation of these Regulations is reserved by Organizing Committee of the China International New Media Short Film Festival.

Organizing Committee of China International New Media Short Film Festival  
September 23<sup>rd</sup>, 2013