



Regulations for China International New Media Shorts Festival and KingBonn Award

These regulations apply to China International New Media-Movie-TV-Animation Festival, also known as **China International New Media Shorts Festival**, and KingBonn Award Competition, as well as screenings, forums, shorts market and project financing activities at China International New Media Shorts Festival.

I. Introduction of China International New Media Shorts Festival

China International New Media Shorts Festival is co-sponsored by the State Administration of Radio, Film and Television and Shenzhen Municipal Government and hosted by Shenzhen Municipal Bureau of Culture, Sports and Tourism and Shenzhen Media Group, with approval from the Propaganda Department of the Central Committee of the CPC. The festival is comprised of five sections: KingBonn Award Competition, screenings, the new media forum, shorts market and new media project investment and financing.

China International New Media Shorts Festival 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 communication and cooperation, establish an international platform for new media shorts and facilitate the healthy development of new media industry of China and promoting international cooperation and exchange.

(I) KingBonn Award Competition

The KingBonn Award, as the only state-recognized international short film award in China, attracts submissions from home and abroad. Domestic and international cinema experts, scholars and noted directors will be on the panel to review the candidate shorts and select the best ones to reward, with the view of encouraging production of



outstanding new media shorts, discovering and supporting talents and promoting the development of new media shorts industry.

(II) The Screenings

Outstanding KingBonn short films will be shown in designated cinemas, universities and festival booth of the 3rd China (Shenzhen) International Cultural Industries Fair. Meanwhile, the Organizing Committee will host an event of KingBonn Gala Night of International Short Films in association with other international film festivals and film institutions, aiming to display the top-notch short films and enhance the attraction of the festival.

(III) Forum

The forum will theme on latest trends of new media industry, the new media production and marketing of new media. Noted directors, experts and scholars from the cinema and TV industries, industry leaders and government officials will be invited to attend the forum.

(IV) Shorts Market

The Organizing Committee of China International New Media Shorts Festival will establish an international dedicated trading platform for copyrights of shorts in joint efforts with domestic and international film production companies, film & TV distribution companies and TV stations by means of China (Shenzhen) International Cultural Industries Fair and the Internet, with the view of communicating trading information of new media shorts, effectively and boosting short films trade.

(V) New Media Project Investment and Financing Fair

The Organizing Committee will seek to build a communication and cooperation platform between investors and film production teams, directors, original short films and animation projects, with the view of developing the potential capacity of production new media shorts, movies and TV series providing a platform for the growth of brilliant young directors and production teams and spurring the new media industry.

II. Schedule of the 3rd China International New Media Shorts Festival

The 3rd China International New Media Shorts Festival will be held from 17th to 21st May, 2012.

(I) Call for Submissions:

Candidate shorts shall be submitted between the 28th September, 2011 and the 10th March, 2012 (postmark date).

(II) Review Schedule

Preliminary review: 15th March – 15th April, 2012

Final review: 15th April – 16th May, 2012

(III) Award Ceremony

Time: Evening of May 17, 2012

Location: Shenzhen, China

The Organizing Committee will announce the result of the competition at KingBonn Award Ceremony.

(IV) Forum

Time: during the 3rd China International New Media Shorts Festival.

Venue: To be decided.

(V) Short Films Market and New Media Project Investment and Financing Fair

Time: 18th May – 21st May, 2012, during the 8th China (Shenzhen) International Cultural Industries Fair.

Venue: The 3rd Exhibition Hall, Shenzhen Exhibition Center

(VI) The Screening of the Shortlisted Shorts for 3rd KingBonn Award, and KingBonn Gala Night of International Short Films

The Screening of the Shortlisted Shorts for 3rd KingBonn Award

Time: 13th – 16th May, 2012

Venue: designated cinemas and universities in Shenzhen

KingBonn Gala Night of International Short Films

Time: 18th – 21st May, 2012



Venue: designated cinemas in Shenzhen

III. Awards and Qualifications

China International New Media Shorts Festival Organizing Committee will call for submissions and selection of short films for the Competition and screening programs. Short films meeting the following requirements are eligible for KingBonn Award and winning candidate shorts will be awarded a prize, a trophy and an honorary certificate.

(I) Awards (Prizes listed below are pre-tax sums)

Section	Categories	Description	Number	Prize (10,000 RMB yuan)
Main Competition Section	The Best Short	For the best drama, animation or documentary shorts.	1	30
	The Best Drama	For the best shorts in drama category.	1	5
	The Best Documentary	For the best shorts in documentary category.	1	5
	The Best Animation	For the best shorts in animation category.	1	5
	The Best Director	For the best director of drama, documentary and animation shorts.	1	5
Mini-shorts Section	The Best Handset Shorts	For the best mobile phone of drama, animation or documentary shorts of a length of no longer than 8 minutes.	1	1
	The Best Internet Shorts(Only	For the best received drama, animation, documentary or internet product placement	1	1

	For Chinese Submissions)	shorts of the best positive social influence shown on the Chinese (mainland) Internet.		
	The Best Video Blogger (Only For Chinese Submissions)	For the best reputed and most creative video blogger shown on the Chinese (mainland) Internet	1	1
	The Best Internet Serial Shorts (Only For Chinese Submissions)	For the best series of drama and animation shorts of 3 or more episodes, each of a length around 10 minutes shown on the Chinese (mainland) Internet.	1	5
	Special Audience Award (Only For Chinese Submissions)	For the most heat drama, animation and documentary shorts with the highest clicking rates and positive social influences and reputation shown on the Chinese (mainland) Internet.	1	5
	Special Jury Award	The outstanding shorts the jury considers as worth awarded in certain aspects.	1	1
	The Nomination Award	The shortlisted shorts are selected at a ratio of 1:3 and a certificate will be issued to all shortlisted shorts.		

(II) Qualifications

1. Categories: drama, animation and documentary.
2. Length requirements: Entries for the main Competition section shall be within 30 minutes; entries for the "Best Internet Serial Shorts" must have three or more episodes, each of a length around 10 minutes; entries in the mini-shorts section within 8 minutes;
3. Time of production: The entries produced after 2010 that was not submitted for the 1st and 2nd KingBonn Award are eligible for the Competition.

IV. International Jury Committee



The 3rd China International New Media Shorts Festival Organizing Committee will invite well-known experts, scholars, and the new media industry leaders to be on the international jury for the selection of the winners.

V. The Winners Announcement, Prizes, Trophies and Honorary Certificates

(I) The list of winners, announced by the international jury committee of China International New Media Shorts Festival, shall be taken as final. The official announcement will be made via the award ceremony and the official website (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 makers, the prize will remain the same but the one trophy and honorary certificate will be given to each.

VI. Application Procedures

(I) the applicant can register on the official website of KingBonn Award (<http://www.kingbonn.cc>) or download from our cooperating websites and complete the Application Form. The completed Application Form shall be printed and signed by the applicant;

(II) A DVD disc shall contain but not limited to 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 crew in high-resolution JPG format ready for any publication;
- 5). An English text of the dialogue for non-Chinese shorts;

(III) Format of entry: The two media described below are acceptable and the applicant may choose to submit in either or both, provided that the media shall be marked with the name, length, category and applicants' name:

- 1). DVD disc in PAL standard (one DVD for each entry, ready to be played on family theater devices); or
- 2). PAL Cassette (HDcam, D-Beta, BetaSP, MiniDV and DVcam are acceptable).

(VI) The entry must have English subtitles. Chinese and English subtitles are recommended.

(V) Mailing of the entry and relevant documents:

- 1). Please post by express delivery the entry and the mail shall be marked with "For 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** (Refer to **VI (II)** for the detailed requirements)
- (3) Entry DVD disc or cassette.

3). Deadline for submission shall be 24pm, 10th March 2012 (postmark time)

4). Mailing of the entry

Mailing address:

KingBonn Office, Floor 21, Shenzhen Radio, Film and Television Group Tower, #1, No. 1 Pengcheng Road, Futian District, Shenzhen, China

Attention: KingBonn Award Entry Solicitation Team

Postal Code: 518026

5). Contact:

Telephone: +86—755—88311351 or 88311442

Attn: Ivy/Shen Tingting and Lin Xi(International entries) or Shi Xiongzhou (Domestic entries)

Fax: +86—755—88310850

24-hour service hotline: +86—755—33311111

Email: newmedia@szmg.com.cn

VII. Entry Information Publishing

Submission of the entry shall be deemed as the applicant authorizing the China International New Media Shorts 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 China International New Media Shorts Festival (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.

VIII. Copyrights of Entries

The short films submitted shall be works of the applicant or co-producer of the applicant. 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.

IX. 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 Shorts 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.

X. 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.

XI. Entries for Screenings

Short-listed shorts will be screened in public places such as cinemas, universities and squares. The applicants shall provide high quality audio-video products to the Organizing Committee in MP4 of 1080P or MOV in PAL standard. The Organizing Committee recommends HDCAM cassette in PAL standard. Unless there is a special arrangement, all entries for screenings shall be mailed to the KingBonn Office by express delivery before 20th April, 2012.

VII. 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.

XIII. Invitation to the Award Ceremony



The Organizing Committee will invite directors or producers of the shortlisted entries to attend KingBonn Award Ceremony and related activities on 17th May, 2012 in Shenzhen and provide hotel accommodation for five (5) days for the invited directors or producers. The Organizing committee will be responsible for the cost for only one director or producer for each entry.

XIV. Unexpected Events and Dispute Settlement

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

XV. Other Issues

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

XVI. Interpretation

The final right of interpretation of these Regulations is reserved by the Organizing Committee.

China International New Media Shorts Festival Organizing Committee
September 16, 2011