

## **A Notice of the 9<sup>th</sup> China International New Media Short Film Festival KingBonn Awards Short Film Director Supporting Project Application**

China International New Media Short Film Festival (hereinafter referred to as CSFF), founded in 2010, is China's sole national-level and international-level short film festival which is sponsored by State Administration of Radio and Television and Shenzhen Municipal People's Government, and hosted by Shenzhen Administration of Culture, Sports and Tourism, Guangming New District Administration Commission of Shenzhen Municipality and Shenzhen Media Group. The mission and objective of CSFF is to encourage excellent new media short film making both at home and abroad, find and support filmmaking talents, incubate top notch innovated film and TV projects, advance an integrated development between film, TV and new media, and boost international cultural exchange and cooperation. The 9<sup>th</sup> CSFF will be held during 24 November to 2 December 2018 in Shenzhen with six major events: the Opening Ceremony, the Closing Ceremony, CSFF Outdoor Short Film Screening Carnival in Guangming New District, International Short Film Screening, the College Day and the CSFF Forum. The KingBonn Awards Short Film Director Supporting Project Competition and the Short Film Market will also be unveiled at that time.

During the CSFF, the KingBonn Awards Short Film Director Supporting Project will be a key short film competition which weights toward discovery of talents and support of young directors. Ten prizes of an aggregate 1 million yuan will be awarded

at the major competition session and the college student competition session of the project. The shortlisted directors of the project will have an opportunity to raise supporting fund from the Organizing Committee for their next project, have preferential right to sign contract in the short film market and access to other resources.

The registration of the KingBonn Awards Short Film Director Supporting Project will start at 10<sup>th</sup> May 2018 and the deadline is 15<sup>th</sup> September 2018. Short film directors at home and abroad are warmly welcomed to sign up for the competition.

## 1. The Prizes of the 9<sup>th</sup> China International New Media Short Film Festival

### KingBonn Awards Short Film Director Supporting Project

#### Major Competition Session

Award	Qualifications	Number	Prize (before tax)
KingBonn Best Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot at home or abroad, in the category of drama, documentary or animation	1	¥300,000 yuan
Best Drama Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot at home or abroad, in the	1	¥100,000 yuan

	category of drama		
Best Documentary Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot at home or abroad, in the category of documentary	1	¥100,000 yuan
Best Animation Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot at home or abroad, in the category of animation	1	¥100,000 yuan
Best Short Film of Visual Effects	Less-than-20 minutes short film Produced after 1-Jan-2018, shot at home or abroad, in the category of drama or animation. With a rich collection of special effects, the submitted short film must have true-to-life visual effects and unique and innovated manifestation and style.	1	¥50,000 yuan
Best VR Short Film	Less-than-20 minutes VR short film Produced after 1-Jan-2018, shot at home or abroad	1	50,000 yuan

### College Student Competition Session

Award	Qualifications	Number	Prize (before tax)
Best College Student Short	Less-than-20 minutes short film Produced after 1-Jan-2018, shot by college students from	1	¥100,000 yuan

Film	Mainland China, Hong Kong, Macao and Taiwan, in the category of drama, documentary or animation		
Best College Student Drama Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot by college students from Mainland China, Hong Kong, Macao and Taiwan, in the category of drama	1	¥20,000 yuan
Best College Student Documentary Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot by college students from Mainland China, Hong Kong, Macao and Taiwan, in the category of documentary	1	¥20,000 yuan
Best College Student Animation Short Film	Less-than-20 minutes short film Produced after 1-Jan-2018, shot by college students from Mainland China, Hong Kong, Macao and Taiwan, in the category of animation	1	¥20,000 yuan

## 2. Qualifications

- 1) Category: drama, animation, documentary and VR short film
- 2) Running Time: less than 20 minutes
- 3) Requirement for Subtitles: English subtitles are needed for dialogue, voice-over and narrative.

4) Film Video Quality: HD 1080P (1920\*1080) and above, preferably H.264 video coding.

5) Date of Creation: after 1-Jan-2018

6) Content Requirements

1. The submitted short film must not have content (including text, dialogue, monologue, scene, background) that contravenes the laws and regulations of the People's Republic of China;
2. The submitted short film must not have content that links to ethnic, religious or racial discrimination;
3. The submitted short film must not have pornographic or violence-related content;
4. The submitted short film must not infringe other people's copyright.
5. Positive-themed short film with a good combination of intellectual, art significance and film shooting techniques is preferred.
6. Creative thinking in cinematography will be applauded.

### **3. Timeline**

#### **3.1 Registration Period**

00:00 11-May-2018 to 24:00 15-Sep-2018

#### **3.2 Review Period**

1-Jun-2018 to 20-Sep-2018

The Preliminary Review Shortlisted Entries and the International Short Film Screening will be selected by the film selection committee.



### 3.3 Preliminary round of selection Review Period

1-Sep-2018 to 30-Sep-2018

The Final Shortlisted Entries of the KingBonn Awards Short Film Director Supporting Project Competition will be produced by the preliminary review judges.

### 3.4 Final Review Period

24-Nov-2018 to 30-Nov-2018

The winner will be selected by the final review judges.

### 3.5 Shortlist Quota

#### 3.5.1 Preliminary Review Shortlist Quota

Major Competition Session: 50 each for drama, documentary and animation short film, 20 for VR short film, and 10 each for visual effects drama and animation film.

College Student Competition Session: 50 each for drama, documentary and animation short film.

#### 3.5.2 Final Review Shortlist Quota

Award	Shortlist Quota (number)	Winner (number)
KingBonn Best Short Film	3	1
Best Drama Short Film	3	1
Best Documentary Short Film	3	1
Best Animation Short Film	3	1



Best Visual Effects Short Film	3	1
Best VR Short Film	3	1
Best College Student Short Film	3	1
Best College Student Drama Short Film	3	1
Best College Student Documentary Short Film	3	1
Best College Student Animation Short Film	3	1

### 3.6 Release of the Shortlists

3.6.1 The Announcement of the Shortlist of International Short Film Screening and the Shortlist of the KingBonn Awards Original Short Film Director Supporting Project

The Opening Ceremony of the 9<sup>th</sup> China International New Media Short Film Festival, to be held in the evening of 24<sup>th</sup> November, is the only designated announcement platform for the shortlisted entries of the International Short Film Screening and of the KingBonn Short Film Director Supporting Project. Certificates of shortlisted directors of the screening and the nominated prizes of the project will be awarded at

the occasion. Please refer to the official website of CSSF, [www.csff.com.cn](http://www.csff.com.cn), for the announcement of the two shortlists.

### 3.6.2 The Announcement of the winners of the KingBonn Awards Short Film Director Supporting Project

The Closing Ceremony of the 9<sup>th</sup> China International New Media Short Film Festival, to be held at the evening of 2<sup>nd</sup> December, is the only designated announcement platform for the winner list of the KingBonn Awards Original Short Film Director Supporting Project. The winners will receive their trophies, certificates and prizes at the occasion. The winner list will be released at the official website of CSSF, [www.csff.com.cn](http://www.csff.com.cn).

## 3.7 Awarding

The winner list will be released and trophies, certificates and prizes will be awarded at the Closing Ceremony of the 9<sup>th</sup> China International New Media Short Film Festival at the evening of 2<sup>nd</sup> December.

## 4 Registration

4.1 Online Registration: a prospective competitor can visit the official website of CSSF, [www.csff.com.cn](http://www.csff.com.cn), and click “Login/Register” and then “Director Registration”. Please fill out the requested information and upload your work after compressing the files. After the registration is approved, the competitor are entitled to the rights and interests of registered honored guests of the 9<sup>th</sup> CSSF.

4.2 Filling out the Registration Form: please download the Application Form of KingBonn Awards Short Film Director Supporting Project, fill out the form and print



it out to sign.

#### **4.4 Video and Data Submission**

4.4.1 Please submit HD format video;

4.4.2 Please provide the requested data, including but not limited to:

1) The fill-out electronic application Form of KingBonn Awards Short Film Director Supporting Project (in Microsoft Word) and a copy of the project with the signature (PDF or JPG).

2) A poster of the short film and two photos of the director and the casting/crew taken recently. The file should be of vector graph or high precision JPG format which can be used for any publication.

3) A banner photo of the entry with a length-width ratio of 16:9, screenshot of the short film is acceptable.

4) Chinese and English subtitle files

4.4.2 Submission methods

1) Video Disk by Mail

Entries can be submitted by mail or express delivery and should include a video disk of the short film, a data CD and a signed application form. The mail must be marked with a line of words: Entry for the 9<sup>th</sup> CSFF Short Film Festival. The following subtitle should be displayed at the opening of the submitted short film: Registered Category for the KingBonn Awards Short Film Director Supporting Project + Short Film Title + Short Film Category + Running Time + Competitor's Name;

## 2) Online Submission

The competitor can send short film video, data files and signed and filled-out application form to our official mailbox as attached files or send the link for aforementioned data to our official mailbox: [cs@csff.com.cn](mailto:cs@csff.com.cn). Send the mail with the following subject: Registered Category for the KingBonn Awards Short Film Director Supporting Project + Short Film Title + Short Film Category + Contact Person + Cell Phone Number.

### **4.5 Deadline for submission**

Before 12am of 16-Sep-2018 (will be checked against the local postmark time)

### **4.6 Address**

Floor 16, Building 1, Shenzhen Media Group Culture Innovation Industrial Park,  
1 Qingqing Road, Longhua District, Shenzhen, Guangdong Province, People's  
Republic of China

Recipient: Awarding committee

### **4.7 Contacts**

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Mobile phone:+86-186-9298-6741

Email: [cs@csff.com.cn](mailto:cs@csff.com.cn)

#### **4.8 Confirmation from the Organizing Committee**

Applicants will receive an email for successful registration sent from [cs@csff.com.cn](mailto:cs@csff.com.cn) by the Organizing Committee after the registration mail is received and no error is found in the application after examination.

### **5. Arrangement for International Short Film Screening**

Applicants of the KingBonn Awards Short Film Director Supporting Project, unless otherwise stated, will be deemed to give the consent of screening his/her work at the short film screening and trading platform by the Organizing Committee. The shortlisted entries of the International Short Film Screening will be screened at some cinemas, colleges and plazas in Shenzhen.

#### **5.1 Short Film Screening and Trading Platform**

Entries meeting the qualification of the 9<sup>th</sup> CSFF will be screened at the short film screening and trading platform of CSFF official website ([http : //www.csff.com.cn](http://www.csff.com.cn)).

Short Film Market exhibitors, short film producers, copyright agencies, media companies, film producers, streaming websites and TV networks can have access to these films, search film information and submit an interest of buying copyright by logging in on the platform. Screened short film will be marked with “Entries of the 9<sup>th</sup> CSFF; respect the copyright and do not download.” at the screen corner.

The short film screening and trading platform will be available from 1 June 2018 to 31 December 2018.

## 5.2 International Short Film Screening

Shortlisted entries for the International Short Film Screening will be screened at some cinemas, colleges and plazas in Shenzhen. Their directors, at the invitation of the Organizing Committee, will partake the events of the 9<sup>th</sup> CSFF and will meet and talk to the short film viewers at the screen sites.

1) Time: 24-November-2018 to 2-December-2018

2) Location: some cinemas, colleges and plazas in Shenzhen

## 6. Invitation

The director or one person from each production team of entries for International Short Film Screening and of shortlisted entries for KingBonn Awards Short Film Director Supporting Project can partake the opening ceremony, the closing ceremony, the short film screening and other activities of the 9<sup>th</sup> CSFF from 24<sup>th</sup> November to 2<sup>nd</sup> December 2018 in Shenzhen. The Organizing Committee will reimburse the cost of hotel and round trip only. This is an offer given to one person for each entry. In the case of co-directing, the Organizing Committee will cover the cost for only one person. The invitation cannot be transferred to a third party.

## 7. Announcement of Shortlisted Entries for the Project

Applicants of the KingBonn Awards Short Film Director Supporting Project is deemed to give the consent of publicizing related paper printing material and publications on newspaper, TV, internet, cell phone and other media, and releasing brief introduction and film photos of short film and photos of production team at the official website of the 9<sup>th</sup> CSFF. Please refer to the application form of the project for

details. Once published, the relevant information of short film cannot be changed.

## **8. Copyright of Shortlisted Entry**

Shortlisted entry of the KingBonn Awards Short Film Director Supporting Project must be directed or co-directed by the applicant himself/ herself. Co-directors can jointly register or give the consent to the applicant to act as copyright agent. Applicant should confirm to have full copyright of his/her short film and guarantee that the film music and the story are copyrighted. The Organizing Committee assumes no legal liability arising thereof, which will be borne by the applicant. The Organizing Committee preserves the right to disqualify the application and withdraw the prize in the case of shortlisted entry copyright dispute.

## **9. Marketing Permit**

The applicant of the KingBonn Awards Short Film Director Supporting Project is deemed to give the consent of including an edited sequence from his/her short film in CSFF's current and future marketing projectme screened in cinema and other public places, and on TV, internet, mobile phone TV APP for exhibitions and interview shows. The edited part does not exceed 15% of the original short film and is limited to 3 minutes. The authorization expires after one year by default. Unless stated otherwise, the expiration date automatically extends for another year.

## **10. Application Cancellation**

In the case of an approved registration, the applicant is deemed to agree with all terms in this notice. For shortlisted entries under review of CSFF, an application cancellation will not be approved.

## **11. Post Service Disclaimer**

The Organizing Committee will not pay for postage and insurance of short film and related material and will not assume the responsibility for item loss or damage during shipping or due to force majeure. Mailed DVDs, flash disks and other related materials will not be returned. Please keep a copy for your records.

## **12. Unforeseen Circumstances and Dispute Settlement**

In case of litigation regarding an application, the disputes shall be submitted to the People's Court in Shenzhen, China.

## **13. Other matters**

The Organizing Committee shall have the right to revise the notice and regulations and terms herein, and relevant regulations to this notice.

Applicants of the KingBonn Awards Short Film Director Supporting Project is deemed to accept the terms of this notice. Producer, distributor and relevant organizations should assume the responsibility to ensure the legitimacy and authenticity of submitted short films and materials. In the case of submitted material failing in line with truth after review and check-up, the Organizing Committee shall have the right to disqualify the applicant and withdraw the prize, the trophy and the certificate.

## **14. Interpretation**

The 9<sup>th</sup> CSFF Organizing Committee reserves the right of final interpretation of this notice.



Attached file: Application Form of the 9th China International New Media Short Film Festival KingBonn Awards Short Film Director Supporting Project

# Application Form of “Kingbonn Awards Short Film Director Supporting Project” at the 9<sup>th</sup> CSFF

No.: \_\_\_\_\_ (It shall be filled in by staff)

<b>Works Information</b>			
<b>I . Type of application for participation in the competition</b>			
Type of works	<input type="checkbox"/> Drama short film <input type="checkbox"/> Documentary short film <input type="checkbox"/> Animation short film <input type="checkbox"/> VR/3D short film		
<b>II . Application for the Awards</b>			
For Main Competition	<input type="checkbox"/> Kingbon Best Short Film <input type="checkbox"/> Best Drama Short Film <input type="checkbox"/> Best Documentary Short Film <input type="checkbox"/> Best Animation Short Film <input type="checkbox"/> Best Visual Arts Short Film <input type="checkbox"/> Best VR Short Film		
For College Students	<input type="checkbox"/> Best College Students Short Film <input type="checkbox"/> Best College Students Drama Short Film <input type="checkbox"/> Best College Students Documentary Short Film <input type="checkbox"/> Best College Students Animation Short Film		
<b>III . Basic description about works participating in the competition</b>			
Name of works	In Chinese:	In English:	
Language of film		Duration of film	Minute      Second
Date of completion	Month    Year	Has it been on public show or not?	
Country  (For co-produced films, it is required to list all the relevant countries according to priority.)			



Film format	<input type="checkbox"/> MOV. <input type="checkbox"/> MPG. <input type="checkbox"/> MP4. <input type="checkbox"/> AVI. <input type="checkbox"/> Other
Production cost	
Network links of works (Please provide it if there is any.)	
Introduction to works (It shall be written in both Chinese and English and within 200 words, and it will be used in all the publications at CSFF.)	
Director's interpretation	

**Basic Information of Applicants for Participation**

**IV. Contact information of applicants for participation**

Applicant	<input type="checkbox"/> Director <input type="checkbox"/> Producer <input type="checkbox"/> Institution selecting and sending short films    Other_____		
Name		Tel	
E-mail			
Address			

**V. Director's basic information**

Name		Sex		One-inch bareheaded photo
Date of birth		Nationality		
landline phone		Mobile		



E-mail	
Director's profile  (Personal profile, presentation of previous works and etc.)	
<b>English subtitles are required for dialogue, voiceover and commentary of short films participating in the competition.</b>	

#### **VI. Description about content, copyright and relevant issues of works for participation**

1. **The contents of short films for participation shall not involve pornography, violence, ethnic discrimination, religious discrimination, racial discrimination, etc., and shall not violate laws and regulations in the People's Republic of China;**
2. **Participants shall be a major contributor to the creation of the short films for competition, and the joint participation of co-authors is allowed. Participants shall confirm that they own the entire copyright of their works. Meanwhile, they shall guarantee that they have obtained copyright for music, screenplay creative ideas and etc. taken in the works they submit, or have obtained authorized use from the copyrighter. The Organizing Committee of China International New Media Short Film Festival will not assume various kinds of legal liabilities incurred by any problem about copyright. Instead, participants shall assume corresponding legal liabilities themselves. If any dispute or controversy exists in the copyright of their works for participation, the Organizing Committee reserves the right to cancel their qualification for participation and take back supporting funds provided by KingBonn Short Film Director Supporting Program and other awards;**
3. **Short films shortlisted in International Short Film Screening will be screened on the designated TV channels, websites, mobile TV, in cinemas, colleges, plazas and other public places during the 9<sup>th</sup> CSFF. Participants shall actively coordinate the Organizing Committee to provide works with high audio-visual quality. If they have any special requirement for screening, please contact the Organizing Committee.**
4. **Participants shall give authorization to allow the Organizing Committee to make film editing to their works for participation as one part of publicity programs of CSFF at present or in the future for exhibition and screening in cinemas, on TV channels, the internet, mobile TV and in public places, or for use in interviews and propaganda films. Film clips shall not exceed 15% of the total duration of short works for participation, and the maximum duration shall not exceed three minutes. The default period for authorized use of short film clips is one year. When it becomes due, the period for the use of short film clips will be automatically extended for one more year unless otherwise stated;**
5. **The Organizing Committee will take information filled in the application form as legal basis to acquire copyright. Participants shall be responsible for handling all legal disputes about copyright due to the information filled in the application form. Once participants' works are sent for selection at the 9<sup>th</sup> CSFF,**



- they shall not be withdrawn with any reason;
6. Participants shall guarantee that the works for participation in the selection they submit are created after January 1, 2018;
  7. The Organizing Committee will not cover expenses for mailing works and data, and will not assume liability for the loss and damage of works in the mailing process and other liabilities for the loss, error or damage of any data due to force majeure. All the works and supporting data will be not returned. Authors are requested to keep backups themselves;
  8. “The final shortlisted list for International Short Film Screening and final selection of Kingbonn Short Film Director Supporting Program shall be subject to the announcement made by the Organizing Committee of China International New Media Short Film Festival. The platform for announcement is the official website of CSFF <http://www.csff.com.cn>;
  9. The Organizing Committee of China International New Media Short Film Festival has the right to amend notices, rules, articles or other relevant regulations of the 9<sup>th</sup> CSFF;
  10. Authors who submit their works and sign up for participation shall be deemed that they have understood, known well and agreed with the above statements and commitments related to copyright issues;
  11. The right of final interpretation of this event belongs to the Organizing Committee of China International New Media Short Film Festival.

Will you participate in copyright trading of Short Film Market at the 9<sup>th</sup> CSFF?

YES                       NO

Will you agree that the cooperative institution of the Organizing Committee of China International New Media Short Film Festival acts as the agent for the copyright of short films?

YES                       NO \_\_\_\_\_

Copyright statement: \_\_\_\_\_

Participant’s signature: \_\_\_\_\_

Date (Month/Day/Year): \_\_\_\_\_



The 9<sup>th</sup> CSFF Organizing Committee

15-May-2017