

OBJECTIVE

This contest invites digital content creators, both professional and amateur, to enter their original work. All valid entries will be judged fairly based on the judging criteria, and exceptional entries will be awarded prizes. We hope to build a good relationship with the award winners to support his/her later creative activity in various ways, including production and release.

**CATEGORY**

Any style of expression or theme for the Work is accepted. The Work entered must be a Digital Content (as defined below) and be within 15 minutes in duration. For the purpose of this Contest, "Digital Content" shall represent those works meeting one of the following conditions:

1. Computer graphic animation (2D/3D)
2. Live-action films shot/edited by digital movie equipment
3. All 3D-rendered films (Includes stop-motion and clay animation)

**PRIZES FOR HONG KONG LOCAL COMPETITION *2**

- First Prize (1 work) : 5,000 HKD, invitation to the main Ceremony of DigiCon Award 6 held in Tokyo JAPAN at November 22 2008. *3 *4
- Second Prize (1 work) : 2,500 HKD, and certificate
- Third Prize (1 work) : 1,500 HKD, and certificate
- Honorable Mention (1 work) : 500 HKD, and certificate
- Prize for Effort (10 works) : certificate (no monetary prize)

**ELIGIBILITY**

- Anyone is eligible to enter, regardless of age, sex, or citizenship (must be resident in Hong Kong).
- Both professionals and amateurs are eligible for entry.
- The applicant must own the copyright of the film submitted.
- Music & Sound used in the film must have been created by the applicant, or be otherwise free from copyright.
- More than one entry per applicant is accepted.

**JUDGING PROCEDURES**

The judging committee, set up by the secretariat, will judge the film fairly. The judging committee, the sponsor, and the secretariat will not respond to individual inquiries regarding judgment criteria and the contest results.

JUDGING CRITERIA

Films will be judged based on the following five criteria:

- Creativity
- Expressiveness
- Design and artistic quality
- Quality of the picture
- Effective use of music and sound effects

SUBMISSION DEADLINE & GUIDELINE**All entries must be submitted by August 5, 2008.**

- (1) Each applicant shall download the submission application form from the following Award's Official Website

[DOWNLOAD APPLICATION FORM] <http://www.tbs.co.jp/digicon/index-e.html>

- (2) Applicant shall completely fill out the designated application form along with the required materials listed below and the medium comprising the Work (to be securely packed), and submit to Submission by mail or directly in person to the following submission address.

For the avoidance of doubt, the following information must be specified on the Work (Including the medium which contain the work) and all the documentation and supplementary materials to be submitted:

- (i) Title of the Work; (ii) Applicant's name; (iii) Duration of the Work.

[SUBMISSION FORMAT] Entries must be submitted on Mini DV or DVD (NTSC or PAL).

The following materials are required to include in submission:

- Application Form: To be downloaded and be filled out.
- Diskette containing a sample image of the Work: CD-ROM or DVD containing a captured still image (minimum size: 720 x 480 pixels) of a scene that represents the Work. The image shall be in the form of BMP., JPG., PICT., TIFF., or TARGA. The extension must be indicated in the title of such image data.

SUBMISSION ADDRESS AND CONTACT INFORMATION FOR LOCAL HONG KONG DIGITAL CREATORS

Hong Kong Productivity Council 香港生產力促進局

Hong Kong Digital Entertainment Industry Support Centre 香港數碼娛樂業支援中心*5

Address: HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong 香港九龍達之路78號生 產力大樓

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*ALL ELIGIBLE APPLICANTS TO DIGICON 6 AWARD IN HONG KONG MUST SUBMIT THEIR ENTRY TO HONG KONG PRODUCTIVITY COUNCIL / HONG KONG DIGITAL ENTERTAINMENT INDUSTRY SUPPORT CENTRE.

*PLEASE NOTE THAT THE SUBMITTED ENTRIES WILL NOT BE RETURNED TO THE APPLICANT. ANY AND ALL COST INCURRED IN CONNECTION WITH THE APPLICANT'S ENTRY OF THE WORK SHALL BE BORN SOLELY BY THE APPLICANT.

DISCLAIMER

This contest may be cancelled if unexpected incidents occur. In such an event, we will not be held liable for the creators and any other persons concerned. To run the contest fairly, those associated with this contest (secretariat and other staff, as well as sponsors) along with their family members are not allowed to enter.

Each entrant agrees to hold the Organizers harmless of any claims whatever, including but not limited to copyright or other intellectual property claims, that may be made against any of the Organizers by reason of any such presentation or other use of the entries of the entrant or any part thereof.

TBS DigiCon6 Head Office

Akasaka Park Plaza 5th floor (c/o F&F) 6-13-18 Minatoku, Akasaka Tokyo 107-0052 JAPAN Tel: +81-3-3505-7562 / Fax: +81-3-3585-4392 E-mail: info@tbs-digicon.jp
Office Hour: 10:00~18:00 (Japan Time; Not available on Saturdays, Sundays, and holidays)

*1 For more detail regarding the General Rules for Application for DigiCon 6, please refer www.tbs.co.jp/digicon/asia/general_rule.html

*2 Organization acknowledges that TBS has the authority to determine the prize winner(s) at its sole discretion, and that there are cases in which prize winner(s) is/are not applicable for either one or more of the aforementioned prize

*3 The First Prize winner for Local competition in Hong Kong have a further chance to be awarded as following at Main DigiCon Award 6 Award Ceremony.

- Grand Prize (1 film) : 500,000 yen as prize money, a trophy, and a certificate
- First prize (3 films) : 250,000 yen as prize money, and a certificate
- Second prize (6 films) : 50,000 yen as prize money, and a plaque

The Main Award Ceremony is scheduled for November 22, 2008 (Sat.) in Tokyo (Marunouchi Building Hall)

*4 TBS will arrange for his/her international air transportation (economy class), domestic transportation, accommodation and meals during the stay in Japan, if he/she is attending, but only to the extent necessary, at TBS' cost. Domestic transportation within the Territory or elsewhere and the cost for acquiring his/her passport and/or visa shall be his/her responsibility, provided that, if visa is required, TBS will furnish necessary documentation in obtaining the same. The airline ticket to be provided by TBS is non-cashable in any circumstances. For purpose of clarification, cost of "Domestic transportation within the Territory" shall mean the any transportation cost occurs for his/her access to the local airport which will be the origin of the flight trip issued by TBS.

*5 The Hong Kong Productivity Council / Hong Kong Digital Entertainment Industry Support Centre is an official Territorial Supporter for DigiCon 6 Award for Hong Kong.