

Taiwan Audio-Visual Infobase Service

**Guidelines for the
Wow! eye Taiwan Video Contest**

Government Information Office

I. Purpose

To encourage public participation in digital content production as we enter the era of Web 2.0, the Government Information Office (“GIO,” “the organizer”) will hold the Wow! eye Taiwan Video Contest, in the hope that people both at home and abroad will be able to gain a new and multifaceted understanding of Taiwan.

II. Eligibility

Anyone concerned about Taiwan and interested in promoting Taiwan’s image may participate in the contest.

III. Timeframe for Uploading Entries

December 01 (00:00 Taipei Local Time), 2007 to January 11 (24:00 Taipei Local Time), 2008.

IV. Instructions for Uploading Entries

1. Entries may be submitted by individuals or teams. Entries submitted by teams shall include the team’s title, the name of the team leader, and the names of all team members. A team leader shall not submit additional entries under his/her name or represent more than one team, but may be a member of other teams.
2. Registration for the contest and submission of entries must be completed online. To do so, entrants are required to first sign up for membership of the Wow! eye Taiwan Video Contest website (TAVIS.tw).
3. When uploading their entry, entrants shall choose to compete in one of the following 4 categories: “music video (MV),” “animation,” documentary,” or “short video.” Each entry shall not be submitted in more than one category.
4. Entrants should upload at least one poster or entry still to represent their entry. If no poster or entry still is uploaded, the system will randomly select a freeze-frame from any part of the entry. A simple and clear plan synopsis of no more than 1,000 words shall also be submitted with each entry. If a plan synopsis exceeds this word limit, the entry shall not be considered.

V. Entry Details

1. Specifications
 - (1) Maximum length: 10 minutes.
 - (2) Any theme, content, or source material may be used.
 - (3) Any type of video capture device may be used.
 - (4) The entry should present an aspect or feature of Taiwan that aims to enhance its national image.
 - (5) The “Wow! eye Taiwan” animated logo (which can be downloaded from the contest website, TAVIS.tw) shall be incorporated in the opening of the entry.
2. Any of the following may be used as the entry’s soundtrack:
 - (1) An original composition;
 - (2) The theme music of the contest;
 - (3) Work from the Creative Commons-licensed content international website, Commons Content (commoncontent.org), providing the relevant terms of authorization are respected and appropriate attribution given;
 - (4) Other music that has been legally authorized for such use.
3. Characters
 - (1) There is no limit to the choice of characters.
 - (2) Entrants may select artists from the section of the contest website (TAVIS.tw) dedicated to local, senior performing artists, who they may interview, cast, or base a story on.
4. Copyright authorization
 - (1) The entrant agrees to authorize the use of their work under the terms of the “Creative Commons Attribution-Noncommercial-Share Alike 2.5 Taiwan” license (<http://creativecommons.org/licenses/by-nc-sa/2.5/tw/>), and grant the GIO the use, gratis and in perpetuity, of their work for promotional and non-profit purposes, as follows: The entrant shall authorize the organizer to reproduce, distribute, alter, disseminate, broadcast, and publicly screen their work (which includes, amongst others, music, related posters and entry stills, freeze-frames, and clips) domestically and internationally.
 - (2) If the entry to be entered in the contest includes any works by other groups or individuals, the entrant shall obtain consent authorizing this from the copyright holder(s) of those works, as stipulated in the terms of the “Creative Commons Attribution-Noncommercial-Share Alike 2.5

Taiwan” license (<http://creativecommons.org/licenses/by-nc-sa/2.5/tw/>). The entrant shall also grant the GIO the rights to use their work (which includes, amongst others, music, related posters and entry stills, freeze-frames, and clips) for promotional and non-profit purposes, and to reproduce, distribute, alter, disseminate, broadcast, and publicly screen their work domestically and internationally.

- (3) If the organizer has reason to believe that an entrant has failed to comply with Guidelines (1) and (2) of Item 4, Article 5, it shall cancel the entrant’s participation in the contest and withdraw any nominations of the entrant’s entry; the entry shall be removed from the TAVIS.tw platform; and any trophies, prize money, awards, notices of nomination, and commemorative DVDs already received by the entrant shall be returned to the organizer.

VI. The Review Process

1. After the application deadline, entries shall be reviewed. The review process shall include 4 stages: preliminary review, second review, third review, and final review.
 - (1) Preliminary review: In accordance with the regulations governing the classification of motion pictures, the organizer shall select entries that comply with Articles 4 and 5 of these Guidelines, and eliminate works that would be rated “restricted” or “parental guidance,” or include slanderous material or personal attacks.
 - (2) Second review: The organizer shall invite 9 well-known bloggers, webmasters, and image artists from the entry and television industry, to form a review committee which shall examine the entries that have passed the preliminary review.
 - (3) Third review: The organizer shall invite 7 writers and academics, who specialize in entry and television to form a third review committee. Of the entries that have passed the second review, nominations of up to 100 entrants shall be made to enter the final review stage.
 - (4) Final review: The organizer shall invite 5 well-known individuals from fields related to the contest’s 4 categories to form a final review committee, which shall select up to 12 winners from the different categories (the actual number of awards given may be less than 12).
2. Selection criteria for the second, third, and final review stages shall be discussed and decided upon by the respective committee at each stage.

3. After the nominations for the final review have been announced, the contest website (TAVIS.tw) shall host an Internet-based vote for the “Online Most Popular Award.” Those wishing to vote will need to first sign up for membership of TAVIS.tw platform before they may cast their vote.

VII. Awards

1. In the nationwide Wow! eye Taiwan Video Contest for creative audio-visual media productions, the nominated entries shall compete for 7 types of award, for which there will be up to 13 winners (the actual number of awards given may be less than 13). The 7 awards are: the Grand Jury Award, Golden Award, Silver Award, three special awards—Locality Award (for entries promoting or marketing local characteristics of Taiwan), Character Award (for entries featuring a compelling character portrayal), and Event of the Year Award (for entries dealing with major current affairs—this year’s theme is “Taiwan’s bid to join the UN”); and the Online Most Popular Award (to be voted on by Internet users). The awards and prizes shall be distributed in the following manner:
 - (1) From amongst all the entries, regardless of category of entry, there will be 1 winner of the Grand Jury Award, which comes with a trophy and a prize of NT\$500,000.
 - (2) In first place of each of the 4 categories, there will be 1 winner of the Golden Award, which comes with a trophy and a prize of NT\$100,000.
 - (3) In second place of each of the 4 categories, there will be 1 winner of the second place Silver Award, which comes with a trophy and a prize of NT\$50,000.
 - (4) From amongst all entries, regardless of category of entry, there will be 1 winner of the Locality Award, which comes with a trophy and a prize of NT\$100,000.
 - (5) From amongst all entries, regardless of category of entry, there will be 1 winner of the Character Award, which comes with a trophy and a prize of NT\$100,000.
 - (6) From amongst all entries, regardless of category of entry, there will be one winner of the Event of the Year Award (for entries dealing with major current affairs—this year’s theme is “Taiwan’s bid to join the UN”), which comes with a trophy and a prize of NT\$100,000.
 - (7) From amongst all entries, regardless of category of entry, there will be 1 winner of the “Online Most Popular Award,” which comes with a

- trophy, and which shall be decided by the results of a public online vote.
- (8) All other nominated entries will receive a NT\$5,000 prize, a certificate, and a commemorative DVD of all the nominated entries.
 - (9) In the case of a team winning an award, any prize money shall be handed to the team leader, and the team leader and each team member will receive a trophy, a certificate, and a commemorative DVD.
2. Nominees shall arrive at the awards ceremony venue on the date and in the manner stipulated in a written notice, and show their ID cards and notice of nomination to receive their respective cash prizes, certificates, and DVDs.
 3. In the case of a team being nominated or winning an award, the team leader shall act as the recipient and collect the cash prize and trophy, if applicable, on behalf of the team. The income tax of the cash prize shall be deducted in advance under the team leader's name by the organizer. The organizer shall take no part in the division of prize money within teams.

VIII. Notes

1. The organizer shall announce the date and time of the awards ceremony at a later stage.
2. Within 6 days of the announcement of the nominations, the nominees shall deliver in person or by mail a DVD copy of their entry that has a clear picture quality, accompanied by a letter of authorization and consent in accordance with Item 4, Article 5, to the "Wow! eye Taiwan Work Team" at the Department of Planning of the Government Information Office (No. 2 Tianjin Street, Taipei 10051), so that a commemorative disk of all the nominated entries may be produced. Failure to deliver a DVD copy shall result in the entrant's disqualification, and no replacement shall be made.
3. Nominees or award recipients whose work is found to be not their own or in violation of copyright or other laws or the items of these Guidelines, shall have their status as entrants, nominees, or winners revoked by the organizer. Their entry shall be removed from the TAVIS.tw platform, and any trophies, prize money, notices of nomination, and commemorative DVDs already received by the entrants shall be returned to the organizer. All entrants, nominees, and winners, shall acknowledge and agree to this.
4. The organizer reserves the right to revise these Guidelines.