

# Rules & Regulations

## 2021 Asia Contents Awards (ACA)

### 1. Organization

Asia Contents Awards (ACA) is presented by Asian Contents & Film Market (ACFM), Busan International Film Festival (BIFF) accredited by the International Federation of Film Producers' Associations (FIAPF).

### 2. Award Ceremony

The 3rd ACA ceremony will take place during the Busan International Film Festival, scheduled from 6 to 15, October 2021.

### 3. Award Category

#### Open Competition

- a. **Best Creative:** Award, given in honor of a program that has delivered the most notable achievement among the nominations
- b. **Best Asian TV Series:** Award, given in honor of the best Asian TV series that has delivered the most notable achievement among the nominations
- c. **Best OTT Original:** Award, given in honor of the best OTT Original content from Asia that has delivered the most notable achievement among the nominations
- d. **Best Asian Animation:** Award, given in honor of the best Asian Animation that has delivered the most notable achievement among the nominations
- e. **Best Short form / Web Drama:** Award, given in honor of the best Short-form or Web drama under 25 minutes in length per episode that has delivered the most notable achievement among the nominations
- f. **Technical Achievement Award:** Award, given in honor of an artist that has delivered outstanding outcome in technical aspects including cinematography, arts, music, sound effects, costumes, makeup, visual effects, and special effects
- g. **Best Actor & Actress of the Year:** Award, given to an actor/actress who has delivered an outstanding performance among the nominations.
- h. **Best Writer:** Award, given to a writer who has delivered an outstanding performance among the nominations
- i. **Newcomer Actress & Actor:** Award, given in honor of the most outstanding newcomer actor and actress among the nominations.

## ACA Invitation

- j. **Lifetime Achievement Award:** Award, given to a TV station, media platform, production house, or a creative artist who has made significant contributions in the Asian region.
- k. **ACA Excellence Award:** Award, given to a creative artist who has made significant contributions in the Asian region
- l. **ACA Jury's Special Award:** Award, given to a remarkable program or a creative artist that is respectfully recognized by ACA Jury members. There are no nominations for this award
- m. **Creative Beyond Boarder:** Award, given to an artwork that goes beyond the contemporary genre, storytelling, and production format in terms of creativity and popularity in the Asian region.

\* The above details may be subject to change.

\* All submitted programs/entertainers are subject to screening in the ACA Invitation category.

## 4. Judging Procedures

- a. Preliminary Selection
  - Procedure for selecting the nominees of each award category
  - By up to 9 domestic and international judges
  - Processed with ACA online judging system
  - Each Judge individually screens and evaluates the entries in private and submits the assessment results.
- b. Final Selection
  - Procedure for selecting the final winners of each award category
  - By up to 9 domestic and international judges
  - Each Judge individually screens and evaluates the entries in private and submits the assessment results.
- c. Announcement
  - 1) Nominees: September 2021 (TBA)
  - 2) Final Winners: October 2021 during the BIFF.

## 5. Submission

- a. Eligibility
  - 1) Completed Contents, produced and released in Asia
  - 2) On-going or on-aired series between Jan 1<sup>st</sup>, 2020 and Jun 30<sup>th</sup>, 2021.
  - 3) Aired on any TV channels or online, mobile & OTT platforms.
- b. Deadline
  - July 15 (Thu) 23:59 (KST)
- c. Submission will be considered complete only when the required online submission form is registered, and the video materials are uploaded by 23:59(KST) on the deadline date.
- d. Entry fee: There is no entry fee for submission to the Awards event.

e. Submission Procedure:

- 1) Complete and submit Online Submission Form.
  - Once submitted, an official email will be sent to upload video materials.
  - Applicants can review or modify the online submission form only before the deadline.
- 2) Submit video materials – ACA accepts trailer and episodes via online upload only.
  - A link for uploading the files will be provided in the official email.
  - There must be English subtitles attached to the video files.
  - Once the upload is complete, the applicant cannot change video files via the link.
  - The screener should be fully uploaded by 23:59 (KST) on the deadline date.
- 3) After reviewing all the materials submitted, a submission completion email will be sent to the entrant's email. If there is any problem with the submission, ACA will contact the entrant.

## 6. Requirements for Submission

a. Program Information

- 1) Basic information
- 2) Short synopsis in English
- 3) Long synopsis in English
- 4) Official poster of program
- 5) Biography of director/writer/characters
- 6) A high-quality photo of the director/writer/characters
  - Each photo must be vertical and submitted as a JPG file with 300dpi
  - The maximum file size for each photo is 5MB
- 7) References & remark (optional)

b. Video Materials

Entrants must submit all required video materials for the Awards event before the deadline through the online video upload link.

- 1) Trailer: 2-3 min trailer or summary video of the program
- 2) Screener: The first episode and 1 additional episode are mandatory
- 3) All videos should be subtitled in English. Subtitles are required for screening.
- 4) Episodic synopsis in English for the submitted episode video files.
- 5) Deadline
  1. The video materials must be uploaded before the deadline date.
  2. Changes in the screening format and/or failure to provide the screener on time may result in disqualification in the awards event.

## 7. Use of submitted materials

- a. All materials submitted may be used for publicity and promotional purposes through media outlets such as television, internet, and mobile
- b. Screening for preliminary and the final judging process
- c. Live broadcast of ACA event through TV, Online, Mobile, and OTT Platforms
- d. Edits or excerpts (10 mins max) for Asia Contents & Film Market-produced contents on platforms including TV, Internet, and exhibits

## **8. Agreement**

Entry and participation of programs imply understanding and acceptance of the rules and regulations of Asia Contents Awards. The ACA Committee reserves the right to rule on any cases not covered by the Official Rules & Regulations herein.