

## SOUTHEAST ASIA (SEA) KRE8TIF! AWARD RULES AND REGULATIONS

1. **Award.** The Award is organized by the Organizer and governed by these rules and regulations herein and accompanied details and/or guidelines, as may be issued and specified by the Organizer from time to time. By submitting an Entry, the Entrant agrees that he/she has read and understood these rules and regulations and agrees to be bound by the same.
  
2. **Definition.**
  - “**Award**” means Southeast Asia (SEA) Kre8tif!! Award;
  - “**Entrant**” means applicant who submits an Entry Form and fulfilled the required eligibility criteria herein;
  - “**Entry Form**” mean completed entry form attached with this Rules and Regulation to be submitted by the Entrant;
  - “**Organizer**” means Malaysia Digital Economy Corporation Sdn Bhd;
  - “**Work(s)**” or “**Entry(ies)**” means Entrant's work(s) submitted for the purpose of the Award and in accordance with this Rules and Regulations;
  
3. **Submission Period.** The Award application window is open from **1 May 2019 to 30 June 2019 by 6.00pm (GMT8+)**. The Organizer shall not be responsible for any failure or delay in transmission of the Entry which may result in the Entry being omitted from the selection process.
  
4. **Eligibility.** The Award is open to any individual who fulfils the following criteria:
  - a) A citizen of any Southeast Asia country; and
  - b) Not an employee, organizer or director of the Organizer.
  
5. **Submission of Application.**
  - a) No registration or application fee is required.
  - b) Only open to completed Animated Shorts.
  - c) Entry Form, Work(s) and relevant documents (if any) shall be submitted via <https://kre8tif.com.my/> within the Submission Period.
  - d) Entry Form must be filled up completely and accurately. Any incomplete Entry Form will not be accepted and the Organizer shall not be held liable for the mistakes or misrepresentations indicated by the Entrant.
  - e) One (1) Entry Form is required for each Work submitted. Entrant is allowed to submit maximum of two (2) Entries. Each Entry must be submitted in a separate Entry Form and shall not exceed 3 years from the closing date of this Award. Only one (1) of the Entries can be chosen as the winning entry for any of the Award Category (if applicable).

- f) All Works must be the original work of the Entrant and all music should be an original composition or has licensed to use by the Entrant. In the event where copyrighted characters, scripts, music, etc. are used, the Entrant MUST secure an agreement / permission from the copyright owner(s) (artist / record company / producer) and to be submitted together with the Entry. Failure to obtain such agreement / permission will result in the entry being disqualified.
- g) Work that has been theatrically released, broadcast, pre-purchased by a TV channel or distributed for profit, is NOT ELIGIBLE for the Award. However, screening of the Work(s) at film festivals and previews which is not considered for profit purposes are allowed.
- h) All Works are required to have an ENGLISH SUBTITLE if the Works are in a language or dialect other than English.
- i) All Works must be submitted to the Organizer with the following technical specifications:
  - i. Work must be in full HD or high-resolution QuickTime or AVI or MPEG4 file format, with a frame size of 1920 x 1080;
  - ii. Bit rate (recommended);
  - iii. Video bit rate: 10Mbps – 20Mbps;
  - iv. Audio bit rate: 320Kbps;
  - v. Audio sample rate: 48kHz; and
  - vi. Duration of work must not exceed 15 mins.
- j) The checklist of all the requirements to be submitted are as follows:

No.	Requirement Checklist (Please upload via <a href="https://kre8tif.com.my/">https://kre8tif.com.my/</a> )
1	Complete and sign off <b>SEA KRE8TIF! AWARD ENTRY FORM</b>
2	JPEG or PNG file format with 600 dpi resolution of <b>three (3) photos or screenshots (Landscape orientation) from the animated work</b> submitted
3	<b>One (1) recent photo (portrait orientation) of animation director</b>
4	<b>Animation entry</b> (put complete title of entry as file name) in full or <b>high-resolution, QuickTime, AVI or MPEG4 file, with a frame size of 1920 x 1080.</b>
5	<b>Agreement / permission/ license to use</b> from copyright owner (if applicable)

6. **Disqualification.** The Organizer reserves the right to disqualify any Entrant and/or submitted Works without any prior notification to the Entrant if his/her Entry and/or Work consist any of the following criteria:
- a) offensive or obscene;
  - b) slanderous or defamatory which is likely to bring the Organiser into disrepute;
  - c) violates the privacy or impair the credibility of any person;
  - d) violates any law or is connected to any illegal activity;
  - e) includes any other inappropriate contents or images;
  - f) infringement of any third party rights; and/or
  - g) non-observance with rules and regulations herein.

In the event of any claims made by any third party in relation to the Entrant's Entry and/or Work(s), the Entrant must take full responsibility and deal with the said third party claims at their own costs. The Organizer accepts no responsibility or liability in such matter. The Entrant shall indemnify the Organizer against any claims or indirect, special, incidental, or

consequential damages from any party that may arise from the Entry and/or Work(s) submitted under the Award.

7. **Withdrawal.** The Entrant may withdraw his/her Entry for whatever reasons by submitting an official letter to the Organizer stating the intention and reasons to withdraw at least 14 working days from the end of Submission Period.
8. **Judging Criteria.** Judging is at the sole and absolute discretion of the appointed judges by the Organizer and all decisions made are final. Judging will be conducted based on the following criteria:
  - a) **Story (30%)** - This comprises originality of concept, script and direction. The story line and idea concept is unique and has WOW factor.
  - b) **Creativity (20%)** - This comprises best narrative animation that exhibits overall artistic excellence.
  - c) **Technical Quality (20%)** - This comprises editing, sound, musical score and animation technique. Focus on works with outstanding visuals, combining technical expertise with artistic talent.
  - d) **Overall Impact (30%)** - This comprises both the technical and artistic aspect of animation. The work should have outstanding visual and aural creativity and should be innovative in its use of animation as a tool of communication. Above all, the work should be fun, compelling and original.
9. **Finalist.** All finalists of the Award are encouraged to be present during the Award ceremony. All finalists will be receiving the following support:
  - a) Certificate of participation;
  - b) One (1) full conference pass of Kre8tif! Conference; and
  - c) Four (4) days three (3) nights of accommodation at Organizer's preferred hotel.
10. **Prizes.** The prizes for the Awards are as follows:
  - a) **Award Category:**
    - i. SEA Kre8tif! Gold : USD 1,000.00 cash, a certificate and SEA Kre8tif! Award Plaque
    - ii. SEA Kre8tif! Silver : USD 500.00 cash, a certificate and SEA Kre8tif! Award Plaque
    - iii. SEA Kre8tif! Bronze : USD 200.00 cash, a certificate and SEA Kre8tif! Award Plaque
  - b) **Jury Award Category:**
    - i. A certificate and SEA Kre8tif! Award Plaque.
  - c) **Next Gen Award Category:**
    - i. A certificate and SEA Kre8tif! Award Plaque.
11. **Ownership of Award Material.** By entering the Award, the Entrant agrees to provide the Organizer with the right to use the Works for the purpose of showcasing for promotional purposes. The Entrant further agrees that the Organizer reserves the right to use the Entrant's

name in connection with such promotional showcasing but shall have no obligation to do so.

12. **Exclusion of Liability.** The Organizer, sponsors and their group of companies and their employees, agents and representatives hereby disclaim any and all liabilities that may arise in connection with the Award and any materials submitted and/or produced in relation thereto. Further, the Organizer and its employees, agents and representatives shall not be held responsible for any Entry that are lost or damaged in transit. Entry are automatically rejected if incomplete, unreadable, damaged, mutilated, tampered with, falsified, mechanically reproduced, irregular in any way or otherwise not in compliance with the Award rules and regulations.
13. **Disputes.** As a condition of participating in the Award, the Entrant agrees that any and all disputes are encouraged to negotiate and reach amicable settlement. Failure to resolve the disagreement by negotiation, either party may refer the disagreement to court of Malaysia.
14. **Rules and Regulations.** Submission of an Entry constitutes the Entrant's unconditional agreement to and acceptance of these rules and regulations. Each Entrant therefore agrees to be bound by and abide by these rules and regulations including any amendments, modifications and/or interpretations thereof.
15. **Personal Data.** By participating in the Award, the Entrant represents and warrants to the Organizer that the Entrant has read, understood and agreed to the Organizer's Personal Data Protection Statement which is available at <http://mdec.com.my/pdpa> and agreed to the processing of personal data by the Organizer in the manner set out herein.
16. **Miscellaneous.**
  - a) Each of the Entrant hereby agrees to release and hold harmless the Organizer, its employees, agents and representatives against any and/or all losses, damages, rights, claims and actions of any kind in connection with the Award.
  - b) No representation, warranty or undertaking is given that any Entry submitted by the Entrants will be received or held in confidence.
  - c) The Organizer reserves the right to cancel, terminate or modify the Award or these rules and regulations without prior notice, at its sole and absolute discretions.
  - d) The Organizer reserves the right to publish and display the names, address, photographs, audio, visual recording of the winner, the winner's Work(s) in any mass media or marketing materials for advertising and publicity purposes without payment or compensation.
  - e) The Organizer's failure to enforce any of these rules and regulations shall not be constitute a waiver of that provisions.
  - f) The decision of the Jury relating to the winner of the Award shall be final and binding on all parties concerned.

*[Remainder of this document is intentionally left blank]*