

世界最美麗海灣-澎湖影片甄選活動簡章

“The Most Beautiful Bays in the World”- Penghu

Film Selection of Register general rules

一、宗旨 Objective

澎湖擁有最美麗的自然風光、豐富的人文史蹟、悠閒的生活型態、新鮮美味的海鮮特產美食，迤邐沙灘、岩礁、珊瑚淺坪等多樣海岸，節理嶙峋壯麗多樣的世界奇景-玄武岩、先民智慧堆砌的石滬群，均列為「臺灣世界遺產潛力點」。於 2014 年獲得青睞成為「世界最美麗海灣」組織一員，2018 年世界最美麗海灣組織年會將在澎湖召開，配合本次年會擴大行銷澎湖，透過甄選活動滾動熱度。

為能讓更多國際人士認識美麗的澎湖灣，進而拓展國際觀光，帶動地方繁榮發展，特辦理攝影影片甄選活動，期透過本活動，蒐集精彩動人的作品，透過發表，成為行銷澎湖的最佳媒介向國內外推展，吸引遊客前來真實感受屬於澎湖的迷人魅力。

Penghu is blessed with wealth of tourism resources, its culture scenic spots, folk customs, historic sites, and natural ecology exerting an inexhaustible allure on visitors to the islands. Penghu has a great diversity of geological wonders and is classified as basalt conservancy districts. We became a member of “The Most Beautiful Bays” in 2014. And we will hold the “The Most Beautiful Bays” world annual conference in Penghu in 2018. Through this film selection, various aspects of Penghu are expected to be explored and spread out to the world.

二、辦理單位 Implementer

指導單位 Adviser：交通部觀光局 Tourism Bureau, M.O.T.C.

主辦單位 Organizer：澎湖國家風景區管理處 Penghu National Scenic Area Administration.

三、參加資格 Eligibility：

(一)不限國籍與年齡，學生、一般民眾，均可報名參加

1. All interested people are eligible to participate this selection.

(二)不限個人或團體參選（人數無限制），不限參選件數

2. There is no restriction on individual or group to participate, and also no limit of the film numbers for registration.

(三)多名參選者請確實填寫，截止後恕不接受增加參選者。

3. Please fill in the participants' names and get registered before deadline.
No registration will be accepted after deadline.

(四)若未滿 20 歲之參選者須經法定代理人簽名同意，簽署著作權轉讓同意書時須成年。

4. We need your legal representative's signature on copyright© transfer agreement if you are less than 20 years old.

四、甄選主題 Theme：

以「世界最美麗海灣-澎湖」為主題發揮。

The theme has to focus on "The Most Beautiful Bays-Penghu"

五、甄選件數及獎勵：主辦單位得視作品優劣彈性調整

The numbers of film selection and the prizes: the organizer is entitled and has rights to adjust prize based on the quality of the films.

(一) 金獎 1 名(組)：獎金新台幣 10 萬元整。

1. Gold Award: 1 winner, prize of NT\$ 100,000.

(二)銀獎 1 名(組)：獎金新台幣 3 萬元整。

2. Silver Award: 1 winner, prize of NT\$ 30,000.

(三)銅獎 1 名(組)：獎金新台幣 2 萬元整。

3. Bronze Award: 1 winner, prize of NT\$ 20,000.

(四)佳作 3 名(組)：獎金新台幣 8 仟元整。

4. Honorable Mention: 3 winners, prize of NT\$ 8,000

(五)網路人氣獎 1 名(組)：獎品 1 份。

5. Web Popularity Award: 1 winner, one prize.

六、作品需求、投稿方式、評選標準

Film's Requirements, Submission, Recognition Standard

(一)影片作品 Film：

1.影片命名：以「世界最美麗海灣-澎湖」影片甄選-中、英文姓名(團隊名稱)-作品名稱(中、英文)方式命名。

1. Film's title: Name after "The Most Beautiful Bays-Penghu" in Chinese and English.

2.影片需求：長度：3-12 分鐘。需另剪輯 1 支 40-90 秒廣告（檔名：「世界最美麗海灣-澎湖」影片甄選-中、英文姓名(團隊名稱)-作品名稱(中、英文)-廣告）。

2. Film's requirement: Time: 3 to 12 min and require to submit another 40-90sec introduction for commercial advertisement.

3.影片類型：以微電影、旅遊紀錄、動態相本等多元影片方式呈現，形式、風格、類型不拘，並可加以進行後製(加入文字、圖畫與特效等)及剪輯。

3. Film's type: Present in microfilm, travel records or dynamic Album way. You can use background introduction, special styles or effects into the film.

4.影片比例：16:9。

Film's Size: 16:9

5.影片格式：MPEG4、MOV、AVI、MPEGPS、WMV。

Film's format: MPEG4、MOV、AVI、MPEGPS、WMV

6.影片解析度：1920X1080 pixels。

Film's resolution: 1920X1080 pixels。

7.於報名資料上填寫片名、300 字內之拍攝理念。

Please fill the title on the Registration Form and describe the theme less than 300 words.

8.需有中、英文字幕介紹，如有旁白需呈現中、英文字幕。

Both Chinese and English subtitles are required.

(二)投稿方式：Submission way

1.報名表：請確實填寫參選者及聯絡人資料以便聯繫，參選者姓名需與身分證相同。多名參選者請確實填寫，截止後恕不接受增加參選者。

1. Registration Form: Please fill in the Participants' names, and Primary Contact Person's information. No registration is allowed after deadline.

2. 著作權轉讓同意書：著作權人需為參選者。

Copyright© transfer agreement: Copyright owner must be the participant.

3. 肖像權同意書。

Image copyright© agreement is required.

4. 作品：檔名清楚標示「世界最美麗海灣-澎湖」影片甄選-中、英文姓名(團隊名稱)-作品名稱(中、英文)。

Film: File name must include the title of "The Most Beautiful Bays-Penghu" in Chinese and English names (Group's name) - Film's Title (Chinese and English).

5. 30 秒廣告：檔名：「世界最美麗海灣-澎湖」影片甄選-中、英文姓名(團隊名稱)-作品名稱(中、英文)-廣告。

30sec advertisement: File name must include the title of "The Most Beautiful Bays-Penghu" in Chinese and English name (Group's name) - Film's Title (Chinese and English).

6. 影片以光碟存檔，郵寄至 88054 澎湖縣馬公市光華里 171 號，澎湖國家風景區管理處遊憩課收，註明「臺灣世界麗澎湖灣影片甄選」。(參選作品一律掛號郵寄或親送至本處遊憩課，郵寄者以交郵當日之郵戳為憑)

File must be Saved in DVD and send it to below address:

Recreation Section 171, Guanghai village

Magong city, Penghu county, 88054

Taiwan,R.O.C

(For mail delivery, please use "Registered" post or submit it directly to Penghu National Scenic Area Administration, Recreation Section in person.)

(二) 評選標準：由本處成立評選小組進行評選。

(三) Assessment: The review of the contest works will be carried out by the commission composed of experts invited by the organizer.

1. 影片作品整體表現：50%(影片整體之架構、表達意象、內涵，以及觀看後之感受)。

Film overall performance: 50% (overall structure, image, review.)

2. 主題傳達：25%(活動主題之契合程度)

Topic convey: 25% (topic compatibility)

3. 創意性：15%(內容呈現之創意度)

Creative: 15% (Content creativity)

4. 技巧呈現：10%(拍攝手法及編輯)

Skill: 10% (Shooting techniques and editor)

(四) 網路人氣獎由本處將參選 40-90 秒影片廣告於「菊島歡樂遊-澎湖國家風景區」粉絲專頁播放，計算粉絲按讚數最多者，可得獎品 1 份。

We will show participants' 40Sec-90Sec introduction advertisement commercial films on our official Facebook site for Web Popularity

Award. The award goes to highest "Like" counts.

七、活動時間：Time

(一) 活動開始 Start：2017 年 2 月 1 日開始報名。

Start: Start on February 1th 2017.

(二) 截止報名送件：2017 年 10 月 31 日前完成報名及送件。

Deadline: Before dateline to send to the film on October 31th 2017.

(三) 預定評選時間：2017 年 11 月進行作品評審。

Selecting time: Start to judge and choose from November 2017.

(四) 預定得獎公佈時間：2017 年 12 月揭曉得獎作品及頒獎。

Announcement time: December 2017.

(五) 預定配合年會辦理期間發表。

Presentation in the conference, 2018.

八、活動官網：<http://www.penghu-nsa.gov.tw/index.aspx>

Official Website: <http://www.penghu-nsa.gov.tw/index.aspx>

九、洽詢電話：交通部觀光局澎湖國家風景區管理處遊憩課

電話：06-9216521#245 陳先生

email：

jan.ph@tbroc.gov.tw

Contact Number: +886-6-921-6521 x245

Penghu National Scenic Area Administration, Tourism Bureau, M.O.T.C.

十、注意事項 Notice：

(一)參選者及參選作品務必符合上述辦法規定、若未符合規定者、主辦單位保有取消或刪除其參選資格之權力。凡報名之參選者，均視為同意本簡章的一切規定。

1. Participants and films must comply with the above provisions，If not accords the requirements，the Organizer reserves the right to cancel or remove his candidature. The participants who register this selection are deemed to agree all the provisions of this film selection.

(二)參選作品不予退件，凡經評定入選確定之作品不得要求取消入選資格；針對參選作品不提供製作費等相關費用。

Films will not be returned after registration. Withdrawal will not be accepted after the film selection has been awarded. There is no compensation for any films' production by the organizer.

(三) 參選作品均需附相關報名表件：1.報名表。2.著作權轉讓同意書(著作權人需為參選者)。3.肖像權同意書。4.影片光碟電子檔。著作權轉讓同意書及肖像權同意書需本人親自簽名。報名請填寫真實個人資料，若因登錄資料不實或筆誤，致執行單位無法取得聯繫者，視同放棄本活動相關權利。得獎者將以 e-mail 通知，未獲獎者將不另行通知。

Participants are required to submit the relevant forms:

1. Registration Form
2. Transferor of Copyright© Agreement(The copyright owner shall be a participant)
3. Personal Image Right© Agreement
4. Video electronic files.

The Transferor of Copyright© Agreement and the Image Right© Agreement shall be signed in person. Registration please fills out the

real personal information. Participants will automatically withdraw this film selection if any wrong and fake personal information causing the delay and failure of contact by organizer. The winners will be notified by e-mail. The un-selected films will not be notified.

- (四) 除自行創作外，投稿作品中出現之第三方影片、影像、音樂及肖像需取得授權使用（請務必附上第三方著作權授權同意書紙本）外，並嚴禁翻攝、抄襲、盜用他人作品參選，若有不實者，由參選者負責相關法律責任，主辦單位概不負責，除取消入選資格，獎金一併收回。

In addition to the own creation, any third-party videos appearing in the submissions, image, music and portraits must be authorized to be used (please submit the third-party of the copyright authorization letter). Participants will take full responsibility of any illegal use of third party copyright©. The organizers will not be responsible for any illegal copyright© employment. The organizer has rights to cancel the eligibility and the awards will be revoked.

- (五) 參選作品限國內外未發表過之原創作品，不接受得獎、參展過、公開出版或販售之作品，違者視同棄權，若經得獎，得以取消得獎資格追回獎金。

Any films have been published or awarded in Taiwan or Overseas are not allowed to join this selection. Any violation will automatically withdraw this selection and the awards will be revoked.

- (六) 參選作品須符合活動主題，為可在公共場合公開之內容，恕不採用有違反公共秩序、善良風俗、侵犯人權之影像、以及涉及違反兒童保護的影像，亦不採用涉及政治等影片。

Registration Films must be in line with the theme of the event. They are not allowed to comply with human rights violations, images involving child protection or political matters.

- (七) 若遇不可抗力之災變、意外等事故所造成之損失，主辦單位恕不負責賠償之責。

In case of force majeure disaster, accidents and other accidents caused by the loss, the organizers will not be responsible for compensation.

- (八) 參選作品如獲入選，該作品及原稿數位檔之著作財產權同時讓與【交通部觀光局】及【澎湖國家風景區管理處】，澎湖國家風景區管理處依著作權法有重製、公開展示及不限時間、次數、方式及授權第三者使用之權利，均不另予通知或致酬，惟保留其著作人格權，並同意不對本處行使著作人格權。

Any films are awarded, the films copyright© will be transferred to【Tourism Bureau, M.O.T.C.】and【Penghu National Scenic Area Administration】，Penghu National Scenic Area Administration will comply with the Taiwan copyright© law to publicly display and unlimited times to authorize the use by third parties without notice or compensation but retain the moral rights for participants, and agreed not to exercise the moral rights to the Authorities.

- (九) 基於宣傳推廣，參選者需同意無償授權主辦單位及其合作單位，將參選作品之腳本、影片、照片及說明文字等資料，作為報導、展出之權利，且不限使用時間。

Based on publicity and promotion, Participants must agree to grants free of charge permission to the organizers and their co-operatives to display the scripts, videos, photographs and illustrations of the selected works without any limitation on the time of use.

- (十) 參加本活動所填寫之所有資料，將僅使用於本活動相關事項上，主辦單位不得將參選者資料外洩予第三人或使用於其他用途。

All information entered in this activity will only be used in connection with the event, the organizer shall not disclose the participants' information to any third parties or use for other purposes.

- (十一) 得獎作品之獎金一律以「匯款」方式核發，屆時得獎人須提供本人受款帳號等相關資料，以利獎金核發作業。

All prizes will be issued in the form of "remittance", and the winners

will be required to provide their bank account number and other relevant information in order to facilitate the issuance of awards.

(十二)入選獎金均需依中華民國所得稅法規定，得獎獎品或獎金金額在新台幣 2 萬元及其以上，得獎者必須依規定扣繳 10%中獎所得稅額，始得領獎；中獎人如為外籍(即在中華民國境內居住未達 183 天之本國人及外國人)改依規定扣繳 20%稅率。若不願意配合，則視為自動棄權，不具得獎資格，該獎項視同從缺。

The winning prize or bonus amount is NT \$ 20,000 and above. Winners are required to pay 10% tax of the prize winnings in accordance with the provisions of the Income Tax Law of the Republic of China. Foreigners or Non Taiwan passport holders (residing in the Republic of China for less than 183 days) are subject to a 20% withholding tax. If you do not want to cooperate, as a waiver, will not have a winning qualification, the award as missing.

(十三)依中華民國稅法規定，獎項金額若超過新台幣 1 仟元，獎項所得將列入個人年度綜合所得稅申報，故得獎人需依規定填寫並繳交相關收據方可領獎。若不願意配合，則視為自動棄權，不具得獎資格，該獎項視同從缺。

In accordance with the tax law of the Republic of China, if the amount of the award exceeds NT \$ 1,000, the award will be included in the individual annual income tax declaration, so the winner must fill in and pay the relevant receipt in accordance with the regulations before receiving the award. If you do not want to cooperate, as a waiver, do not have a winning qualification, the award as missing.

(十四)參選者需自行負責申請法律上的智慧財產權。

Participants are responsible for applying for legal intellectual property rights.

(十五)參選作品如未達到評審要求，獎項得以從缺，參選者應尊重評選委員會之決議，不得有其他異議。

Registration Films which do not meet the requirements of the

assessment will not be eligible for the award.

(十六)得獎者須提供身份證正反面影印本，得獎獎金應依我國稅法規定扣繳所得稅及健保補充保費，稅額依法扣繳。

The winners are required to provide photocopies of the ID card or passport. The award prize should be deducted by health insurance premiums in accordance with the tax law of Republic of China.

(十七)未經主辦單位同意，入選作品不得再進行其他營利之行為。

Without the consent of the organizers, selected films shall not conduct other profit behavior.

(十八)主辦單位保有修改、變更、取消活動之權利，相關事宜經主辦單位調整、變更後隨時公告於活動網站，參選者自行上網留意。如有任何爭議，主辦單位將保留最終決定權。

Organizers have the right to modify, change, cancel the activities of the relevant matter and change the announcement at any time at the event web site. In the event of any dispute, the organizer reserves the right to make the final decision.

(十九)本活動若有未盡事宜，本處隨時修訂公告之。詳細簡章內容請上交通部觀光局澎湖國家風景區管理處網站

<http://www.penghu-nsa.gov.tw/index.aspx>

If there are other unaccomplished matters, the Department may revise the announcement at any time. Please refer to the website of the Penghu National Scenic Area Administration, Tourism Bureau, M.O.T.C.

<http://www.penghu-nsa.gov.tw/index.aspx>