



PRIX JEUNESSE INTERNATIONAL 2018

RULES AND CONSIDERATIONS

PRIX JEUNESSE promotes, celebrates and honors the highest quality in children's and youth television.

For the PRIX JEUNESSE INTERNATIONAL 2018 competition, we invite distributors (e.g., channels, stream companies) and production companies to send their outstanding works.

WE ARE LOOKING FOR:

- top-quality television aimed at 2 – 15 year olds;
- the best of the best of the last two years: the most innovative, special, risky formats;
- content that surprises and pushes borders, or offers a particularly outstanding take on a classic genre;
- shows **for** children and young people, not **about** them.

Series that have been selected as finalists in previous years are unlikely to make it through preselection, unless they have changed substantially.

Please note: While only about one in six entries can be forwarded to the final competition, all entries deemed to be of high quality will be included in the PRIX JEUNESSE Catalogue, which is circulated worldwide as a yearbook of excellence.

Entries do not necessarily have to be related to the festival theme.

1. WHO CAN ENTER

Entries may have been distributed via either a "push" or a "pull" medium. Push includes any platform that sends out content on a regularly-scheduled timetable (broadcast, cable, satellite and digital TV channels; internet or mobile services that stream content at particular times and in set order). Entries distributed via a "pull" medium must meet a high professional production standard, such as that demanded by on-demand channels like Netflix, Amazon Prime or Hulu.

Joint organizations:

Individual channels that are members of a national association of telecasters (e.g., ARD/Germany) can enter separately as long as they offer at least one hour per week of children's programming that is unique from the other associated channels.

Multichannels:

If one company operates multiple channels within a country, individual channels may enter separately only if they are separately managed and programmed, not if the channel simply retransmits or repurposes content from another channel.

Production Companies:

With the distributor's permission, an independent production house may enter its own work if it is not submitted by the initial telecaster or other distributor.

Regardless of platform or entrant type, an entry must have been commissioned or co-produced (meaning substantial creative input, not simply financial investment) by the entering company, not acquired or repurposed from others' work.

2. ENTRY REGULATIONS

2.1. Main TV Categories

- **11 – 15 Years Non-Fiction**
- **11 – 15 Years Fiction**
- **7 – 10 Years Non-Fiction**
- **7 – 10 Years Fiction**
- **Up to 6 Years Non-Fiction**
- **Up to 6 Years Fiction**

Non-fiction: Documentaries, science, natural science, magazine programmes (these may include some fictional narrative segments), games or music programmes.

Fiction: Scripted stories such as dramas, sitcoms, etc.

Entry limits

For broadcasters: 80 minutes in total.

For production companies: 1 production, maximum length 60 minutes.

(Entries coming from a production company must be accompanied by signed confirmation from the broadcaster/distributor that initial transmission took place within the time-frame stated in the rules).

Programmes must be

- minimum **four** minutes long (except for "Shorts" category); maximum 60 minutes long;
- transmitted or scheduled to be transmitted or made widely available (in case of pull media) for the first time between 1 January 2016 and 30 May 2018;

- either produced in-house, home-commissioned or co-produced (meaning substantial creative input, not simply financial investment) by the entering organization; they may not be acquired, repackaged or repurposed;
- full programmes, with opening and end credits, no magazine items;
- entered as they were broadcast;
- limited to one episode per series;
- subtitled, voiced-over or dubbed in English. NEW: Even original English programmes must be submitted with English subtitles, at latest when they reach the final round of competition.

PRIX JEUNESSE does not accept

- programmes that violate the principles of the General Declaration of Human Rights;
- programmes that incorporate advertising or product placement in their content.

If two or more entries from one serial are entered by different broadcasters, the broadcasters will be asked by the festival organizers to decide on only one of the episodes.

2.2. TV Shorts:

Broadcasters and production companies can enter their best short videos of the last two years. Up to two entries are allowed per organization/company.

Programmes must be

- maximum four minutes long;
- transmitted, or scheduled to be transmitted or made widely available (in case of pull media), for the first time between 1 January 2016 and 30 May 2018;
- limited to one episode per series;
- subtitled, voiced-over or dubbed in English.

2.3. Interactivity Prize:

Broadcasters and production companies can enter interactive applications that are connected with a children’s TV programme or series. For further information please check specific contest rules for the Interactivity Prize.

3. PROCEDURES FOR NOMINATION/AWARDS

3.1. Main TV Categories:

An international pre-selection committee will choose the finalist programmes from all entries, using criteria similar to those used in the final competition.

All festival entries (agreed in pre-selection to be of high standard) will be listed in the PRIX JEUNESSE 2017/2018 Catalogue “Quality in Children’s TV Worldwide.” TV programmes that don’t make it into the final round of competition will be presented at the festival in the PRIX JEUNESSE Media Bar.

The final decision for the main TV prizes will be taken at the PRIX JEUNESSE festival week, out of all finalist programmes across all categories.

PRIX JEUNESSE works with a peer-review system: Any participating professional involved with children and media is invited to vote in the competition for the main prizes.

Each organization, however, is limited to a maximum of three voters per category.

Voters

- may choose to vote in one, some or all categories;
- must watch every programme in the selected category/categories;
- may not vote on any entry for which they or their organization had creative input

Participants who don't want to vote can take part in the festival week as 'observers,' and are welcome at all screenings and discussions.

For reasons of fairness and equal opportunity, general distribution of promotional material on finalist programmes during the contest is not allowed.

3.2. TV Shorts

A preselection jury will decide on the ten finalists. The final decision for the TV Shorts prize will be taken at the PRIX JEUNESSE Festival during a special session, through voting by all session participants.

3.3. Interactivity Prize

A preselection jury will decide on the six finalists. The final decision for the Interactivity prize will be taken at the PRIX JEUNESSE Festival during a special session, by voting by all session participants.

4. PRIZES

are in most cases awarded on the last day of the contest:

PRIX JEUNESSE INTERNATIONAL

is awarded to the highest-rated programme in each of the main TV categories.

PRIX JEUNESSE "2018 Theme Prize"

is awarded to a programme that promotes resilience and self-confidence of children in an outstanding way. The PRIX JEUNESSE Moderators select the Theme Prize winner out of all finalists across all categories.

PRIX JEUNESSE Children's and Youth Jury Prizes

are awarded by the German children's jury in the categories 7 - 10 Fiction and 7 - 10 Non-Fiction and by the international youth jury in categories 11 – 15 Fiction and 11 – 15 Non-Fiction.

Special Prizes

are awarded by **UNICEF** and **UNESCO**, chosen by special juries representing these organizations.

The **UNICEF Prize** is awarded to a programme that best raises an awareness of children's rights issues and most convincingly demonstrates how marginalized children can rise above the challenges they face, become positive agents of change in their communities and fight against discrimination and exclusion.

The **UNESCO Prize** is awarded to a programme that convincingly promotes a better understanding of different cultures and encourages to be open-minded and to communicate in the spirit of true partnership.

PRIX JEUNESSE "Gender Equity Prize"

is awarded to the programme with the most innovative way of gender representation. A special jury of gender experts will award this prize out of all finalist programmes across all categories.

PRIX JEUNESSE "Heart Prize"

is awarded to the programme that most touches the heart, by vote of the festival participants.

PRIX JEUNESSE Interactivity Prize

is awarded to the entry that best represents excellence in interactive strategy connected with a children's TV programme or series. The winner will be selected by vote of the session participants.

PRIX JEUNESSE Shorts Prize

is an informal award, presented at a special session at the festival in which the most attractive shorts of the last two years will be screened. All session participants will decide by vote on the winner.

The PRIX JEUNESSE Special Achievement Award

Is presented to an initiative that has resulted in significant, positive developments within the children's media landscape in its world region, during two years leading up to the PRIX JEUNESSE INTERNATIONAL festival.

The members of the PRIX JEUNESSE International Advisory Board will form the final jury for this prize.

Nominations for this award can be made to the PRIX JEUNESSE office: info@prixjeunesse.de. Please include a description of the initiative, as well as a short statement (up to 250 words) about why this initiative deserves the prize.

5. DEADLINES / REGISTRATION DOCUMENTS

For Preselection: 11 December 2017

- >> 1 programme entry form
- >> 3 film stills, for use free of charge, jpeg, minimum 300 dpi (to: info@prixjeunesse.de)
- >> Upload of a digital high bandwidth broadcast HD format of English-subtitled/-voiced or dubbed programme entry, with at least 25Mbit/s and the following minimum video compressions:
 - dvcproHD, HDV
 - every kind of XDCam (HD, HD422, EX), XAVC Intra, XAVC Long GOP (Sony)
 - every kind of AVC-I, AVC-Ultra, AVC-LongG (Panasonic)

Accepted high bandwidth broadcast audio compressions:

- AES uncompressed, every sample rate, every bit depth
- PCM uncompressed, every sample rate, every bit depth
- DolbyE or other data tracks are accepted on track 3 or higher but will not be used for screening or presentation

Accepted high bandwidth broadcast containers:

- mxf (op1a only) – preferred container!
- mov
- mp4

English subtitles have to be integrated (burned in) into the image.

We only accept ONE file containing video and audio!

If your bandwidth is too low to upload a broadcast-format, you can also upload a high compressed File with following minimum technical requirements:

- Video: deinterlaced, square pixels, 1080 lines, compression h.264, we recommend at least 10 Mbit/s.
- Audio: 1 stereo track (may contain 2 times the same mono), compression aac, at least 192 kbit/s.
- Containers: mov or mp4.

Once we have received your online registration form, we will contact you with a link and instructions to upload your entry.

Finalists will be notified by the beginning of February 2018.

For Finalists: 2 March 2018

- >> 1 English script (dialogue list or audio transcription) with time-code, in digital format (please send document in Word, Excel or other open formats, no PDF!, to: info@prixjeunesse.de). (to: info@prixjeunesse.de).
- >> NEW: Even English-speaking programmes **must** be submitted with English subtitles.

Deadline for Personal Registration: 30 April 2018

6. QUALITY PROMOTION / USE OF ENTERED MATERIALS

With regard to the entered programme, the entrant grants to the PRIX JEUNESSE Foundation free of charge the non-exclusive rights, unlimited in place, time and content, for utilisation of the programme as a whole and/or in excerpts for public screening in the framework of PRIX JEUNESSE events, educational, research and training purposes (for example in the PRIX JEUNESSE Suitcase) and transmission on television (excerpts of up to 2 minutes). Those are in particular the

- transmission rights (only for excerpts of up to two minutes)
- right to duplicate and disseminate

- right of making available to the public (only for excerpts of up to two minutes)
- right to public screening
- right to archive the programme
- right to edit and to promote,
- right for printing and ancillary printing,
- right to transfer those rights to third parties.

7. LEGAL NOTICES

- Claims made by third parties are to be resolved by entrants.
- Submission of a registration request constitutes agreement with the contest rules.
- Voting results are final, and recourse to legal action is precluded.

8. EXTRA FESTIVAL FEATURES:

DISCUSSIONS

The formal discussion groups are the core element of the festival for learning how other people and cultures think about children's television, and for comparing reactions to the finalist programmes.

Discussions follow the screenings of each category. They are held in English, with some support for at least one other language (Spanish or German) in most groups.

The moderators summarise and compare their groups' views in two plenary sessions.

INFORMATION UNITS

on the PRIX JEUNESSE 2018 festival theme "Strong Stories for Strong Children – Resilience and Storytelling" will be held during the festival week, in the form of info sessions, 5-minute lectures and "Guessing Games."

MEDIA BAR

for personal viewing of entries not nominated as finalists. Finalist programmes are available after their scheduled screening.

COPY BAR

offers "take-away" DVDs of any contest programme for which copying authorisation was given on the programme entry form. DVDs are marked with a special signal to prevent unlicensed telecast. Each organisation attending PRIX JEUNESSE is allowed up to three programmes.

NEWCOMERS

will be offered a tour of the premises and a "rough guide" to making the most of their time at the festival. The tour is scheduled for the morning of the opening day.

Plenty of opportunities for

SOCIALIZING

at receptions, parties and a gala award ceremony.

9. REGISTRATION FEE

There are no programme entry or participant registration fees.

Deadline for entries: 11 December 2017

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