

Regulation

1. Eligibility

a. The entry has originally been produced for TV broadcast (the entry has had no theatrical releases).

b. The entry's first transmission date is between **January 1, 2012 and April 30, 2013**.

※ Do not re-submit entries from the previous year. Resubmissions will automatically be dismissed.

c. The entering organization owns the copyright OR has consent from its co-production partners who are the original copyright holders.

※ In case of duplicate entries, the first submission will be accepted.

2. Categories

Competition Category

※ You can choose up to all three (3) categories to compete for.

Program / Director / Screenwriter

Actor

Actress

Awards Category

Grand Prize (1)	One top-notch program among all nominees of TV Movie, Mini-series, Serial and Series is awarded.	
TV Movie (2)	Golden Bird Prize	Stand-alone made-for-television film that has a distinct beginning, middle and end with between one (1) and two (2) episodes.
	Silver Bird Prize	
Mini-series (2)	Golden Bird Prize	Drama that has a distinct beginning, middle and end with between three (3) and twelve (12) episodes.
	Silver Bird Prize	
Serial (2)	Golden Bird Prize	Drama that consists of more than twelve (12) episodes. It has an ongoing storyline which unfolds in a sequential episode-by-episode fashion. (e.g. telenovela and soap opera)
	Silver Bird Prize	
Series (2)	Golden Bird Prize	Drama that consists of more than twelve (12) episodes. Each episode presents an independent story with a distinct beginning, middle and end.
	Silver Bird Prize	
Special Prize (2)	Based solely on the Organizing Committee's choice, two (2) drama productions contributing most to cross-cultural exchange are awarded.	
The Most Popular Foreign Drama of the Year (1)	One (1) foreign drama that has been most viewed and talked about in Korea from January 2012 through the first half of 2013 is awarded.	
Best Director (1)	Four (4) Individuals selected for their outstanding and remarkable directing, screenwriting and performances are awarded.	
Best Screenwriter (1)		
Best Actor (1)		
Best Actress (1)		

3. Required Materials

a. Entry Form

a-1) The entry form can be completed or downloaded on the SDA website (www.seouldrama.org/en).

※ If technical errors occur on the website, you can send the entry form via e-mail, fax or mail (printable templates from the website are most preferred).

a-2) The entry form should be completed in English only.

b. Video

• For any of the three categories you are entering, one (1) copy of a trailer can be submitted. It is NOT required and will only be screened in judging sessions.

• **Program / Director / Screenwriter category:** first and last episodes must be submitted. In case of a currently ongoing drama, please send the most recently aired episode.

• **Actor category:** two (2) random episodes showing the actor's best acting skills.

• **Actress category:** two (2) random episodes showing the actress's best acting skills.

b-1) Entries must be in the English language OR subtitled in English.

b-2) All video materials should be recorded on DVD in NTSC/PAL format.

b-3) Commercials, company logos, time codes and regional codes should be deleted.

b-4) Videos on DVD should be duplicable for the purpose of judging material preparation.

c. Image

• For any of the three categories you are entering, one (1) photo of the official poster or highlight scene must be submitted. (file name: drama title_poster)

• **Program / Director / Screenwriter category:** one (1) photo of each director and screenwriter must be submitted. In case of co-production, you can submit a total of two (2) photos of the both directors and/or screenwriters.

(file name: drama title_director_name / drama title_screenwriter_name)

• **Actor category:** one (1) photo of the actor (file name: drama title_actor_name)

• **Actress category:** one (1) photo of the actress (file name: drama title_actress_name)

c-1) The images should be uploaded onto the SDA website.

※ When using the online submission system, all image files should be in JPEG/JPG format and each photo should NOT exceed 5MB in size to avoid technical errors on the website.

c-2) If you choose to submit images electronically or by mail, an image file should be over 300 dpi resolution for promotion and print publication.

4. Shipping of Required Materials

All materials must arrive at the SDAOC no later than **Friday, May 10, 2013.**

Address for Shipping:

Eunmi Park

Korean Broadcasters Association / SDA Organizing Committee

10th FL. Korea Broadcasters Center Bldg.

923-5, Mok-dong, Yangcheon-gu,

Seoul, 158-715 Korea

(tel : +82-2-3219-5587)

5. Notification

- a. There is no limit on the number of submissions.
- b. SDAOC does not return submitted materials.
- c. SDAOC may request additional materials if needed.
- d. SDAOC has rights to use all submitted materials for various promotional and marketing activities, and they can be edited without notice.

6. Judging

- a. Preliminary Judging: The panel of 12 domestic professionals

Each of the 12 domestic judges individually views the submitted entries, both videos and entry forms.

SDAOC divides the panel into four groups according to the awards categories and the groups screen the entries in each room privately. After discussions, all groups submit their ballots to the Organizing Committee and decide final nominees on the last day.

- b. Final Judging: The panel of 7 international professionals

Each of the 7 international judges individually views the nominated works, both videos and entry forms.

SDAOC invites the entire jury to Seoul, and under the direction of the Organizing Committee, the jury panel reviews the nominees together and exchanges ideas openly. SDAOC collects the ballots and counts scores to decide final winners on the last day.

7. Announcement

- a. Nominees: SDAOC will announce the nominees on the website and notify the entrants individually.
- b. Winners: The winners will be announced and awarded at the Awards Ceremony held on September 5, 2013 (tentative schedule).

8. Inquiries: Na-Eun Claire KIM (kne@kba.or.kr) / Eun-Mi PARK (empark727@kba.or.kr)