

2022 TOURFILM FESTIVAL COMPETITION STATUTE

1. About the festival

Tourfilm is a competitive festival of films that promote or contribute to the promotion of the Czech Republic and its regions and areas as tourist destinations (hereinafter “**Tourfilm**”).

2. Organiser

Tourfilm is organised by Česká centrála cestovního ruchu – CzechTourism, an allowance organisation of the Ministry for Regional Development of the Czech Republic, with its registered seat at: Štěpánská 15, 120 00 Praha 2, IČO: 49277600 (hereinafter “**CzechTourism**”).

1. Tourfilm competition sections

- A. International competition (including the Czech Republic) of the best video format promoting the Czech Republic as a tourist destination (hereinafter the “**Interational Competition**”); and
- B. International competition (including the Czech Republic) of the best video format on the topic of Traditions promoting the Czech Republic as a destination where there are many traditions or where traditions are connected with a modern approach to industries such as architecture, gastronomy, culture, etc. (hereinafter “**International Competition - Traditions**”).

3. Registering videos for the competition, technical requirements, method of evaluation

A. International Competition

- i) The competition is intended for the general public - amateur and professional creators. The videos are entered in the international competition through the acquisition of CzechTourism representatives in Prague and the directors of CzechTourism's foreign representations. They will address the general and professional public through social media, press releases, newsletters and other information channels, where they will state the rules for participation in the competition specified below and the technical requirements for the video, as well as a link to the registration form.
- ii) Registration deadline: 20 February 2022.
- iii) Videos that meet the following **criteria** may be registered in the International Competition:
 - Each video format may only be registered once in the Tourfilm competition.
 - The film promotes the Czech Republic as a tourist destination.
 - The video is at a maximum length of 15 minutes.
 - If the video is accompanied by a spoken word in a language other than English, it must have English subtitles.
 - The video is not older than two years.
 - One author may enter a maximum of one video format in his / her name in one Tourfilm.
- iv) The registered videos must meet the following technical parameters:
 - Resolution HD 1920*1080 progressive, H264 Mp4, max 7 Mbps.
 - The video format must be streamable.
 - The video is at a maximum length of 15 minutes.

- The frame rate is set by how the video was made originally, if the video was made at 30-60 fps, it does not need to be re-rendered at 25 fps. The same applies when the video was made in 4K and 4K is also an essential art element of the creative work, then videos in 4K or 60 fps are also acceptable. However, it is essential that the video is coded as h264 Mp4, streamable on YouTube and other online platforms.
- v) The International Competition evaluation procedure:
- vi) The International Competition has two rounds:
- I. In the first round, a committee consisting of CzechTourism representatives will pre-select films. Five films will be selected for the second round from each country.
 - II. In the second round, the winner of the main prize and two other persons who will receive honourable mentions will be selected by an independent expert jury.

B. International Competition - Traditions

- i) The international competition on the topic of tradition is intended for the general public - amateur and professional creators. The videos are entered in the international competition through the acquisition of CzechTourism representatives in Prague and the directors of CzechTourism's foreign representations. They will address the general and professional public in the given foreign market through social media, press releases, newsletters and other information channels, where they will state the rules for participation in the competition specified below and the technical requirements for the video, as well as a link to the registration form.
- ii) Registration deadline: 20 February 2022
- iii) Videos that meet the following **criteria** may be registered in the International Competition - Traditions:
- The film promotes the Czech Republic in the context of traditions. The film shows Czech traditions - architecture, gastronomy, nature, culture, etc. The film can focus on the traditional or modern concept of the above topics, or their development over time.
 - The video is up to 15 minutes long;
 - English subtitles are required if there is spoken word in a language other than English;
 - The video shall not be over two years old;
 - One author may only register one video format under their name at Tourfilm per year;
 - It is not permitted to register the same video again at Tourfilm in another year.
- iv) The registered videos must meet the following **technical parameters**:
- Resolution HD 1920*1080 progressive, H264 Mp4, max 7 Mbps.
 - The video format must be streamable.
 - The frame rate is set by how the video was made originally, if the video was made at 30-60 fps, it does not need to be re-rendered at 25 fps. The same applies when the video was made in 4K and 4K is also an essential art element of the creative work, then videos in 4K or 60 fps are also acceptable. However, it is essential that the video is coded as h264 Mp4, streamable on YouTube and other online platforms.
- v) The International Competition evaluation - Traditions procedure:
The International Competition - Traditions has two rounds:

- I. ***In the first round***, a committee consisting of the director and assistant of the CzechTourism international representation in the country (or gesticion in the country) where the video is registered pre-select films. A maximum of 5 films per country may be selected for the second round.
- II. ***In the second round***, the final winner and two other persons who will receive honourable mentions are selected by a jury consisting of a director of a partner festival, an expert in film production or destination marketing and three international representation directors, while a fourth international representation director will be appointed in case one of the directors cannot vote because they would evaluate a video from their own territory, which is not permitted.

4. Participants' costs

There is no administrative fee for the registration of videos in both competitions. The participant pays for any expenses related to the delivery of the film, promotional materials and insurance. The participation in the competition, or the award, does not give rise to any compensation of costs and/or expenses related to the participation in both competitions, or to the following activities of CzechTourism in connection to the awarded films.

5. Copyright consent and licence

By submitting the registration, the author of the video gives consent with publishing the competing video within the promotion of the winning films, namely at partner festivals of the competition, on the social networks of CzechTourism and within other marketing and communication channels of the agency, for a period of five years after the registration of the video in the competition.

By submitting the registration, the author agrees with the use of the video for marketing purposes of CzechTourism, for a period of five years. The video may be used in its entirety or it may be modified for the corresponding method of promotion. The modification shall not change the purpose and content of the film. The video or its modified part may be completed with subtitles or voice-over. The video will be stored in the non-public database of CzechTourism, which is only accessible to agency employees and its suppliers. The licence will not be provided to third parties.

6. Jury

The International Competition jury will consist of prominent representatives in tourism marketing, film-making, theory, reviews, film makers or producers. No persons who participated in the creation of any of the competing films may be jury members. All the jury members are bound to confidentiality, the evaluation of films is anonymous.

7. Prizes

CzechTourism determines the prizes for the winners in the competition categories every year. The marketing support of the winners will include: promotion of videos within the marketing activities of CzechTourism (according to the focus of the videos within domestic or incoming tourism), promotion within partner tour festivals (national/international).

The prize for the winner of the International Competition for 2022 is a trip to the Czech Republic in the value of CZK 50,000. The trip will be arranged and organised by CzechTourism.

The prize for the winner of the International Competition - Traditions for 2022 is a trip to the Czech Republic with topic of traditions in the value of CZK 50,000. The trip will be arranged and organised by CzechTourism.

The prize is not legally enforceable. There is no legal title to the prize and it may not be demanded in an alternative form.

8. Consent with the Tourfilm Statute

By submitting the application to participate in the competition, the participant expresses their consent with this Statute and undertakes to fulfil all its provisions (as well as the provisions of the competition terms and conditions, which are an integral part of the application).

9. General agreement with personal data processing

All the personal data provided upon the registration of the author are processed in compliance with the Directive of the European Parliament and Council 2016/679 of 27 April 2016 on the protection of individuals in relation to personal data processing and on the free movement of such data and on the cancellation of Directive 95/46/EC, and in compliance with Act No. 110/2019 Coll., on personal data processing. By registering, the persons participating in the competition express their consent with having their personal data contained in the registration form processed. More information on data processing, as well as advice on the rights of data subjects, is available at www.czechtourism.cz