

## 4<sup>th</sup> ASIAN FILM AWARDS (AFA 2010) -- Rules & Regulations --

### A. AWARDS DEFINITIONS

1. Asian Film Awards ("AFA") shall be given to honor outstanding achievements in theatrically released feature-length fiction films and to other achievements as provided for in these approved rules and regulations.
2. Awards shall be conferred at an Awards Presentation Ceremony.
3. Awards in the form of trophies shall be conferred for the following categories (the "Categories"):

Asian Film Awards for Best Film  
Asian Film Awards for Best Director  
Asian Film Awards for Best Actor  
Asian Film Awards for Best Actress  
Asian Film Awards for Best Newcomer  
Asian Film Awards for Best Supporting Actor  
Asian Film Awards for Best Supporting Actress  
Asian Film Awards for Best Screenwriter  
Asian Film Awards for Best Cinematographer  
Asian Film Awards for Best Production Designer  
Asian Film Awards for Best Composer  
Asian Film Awards for Best Editor  
Asian Film Awards for Best Visual Effects  
Asian Film Awards for Best Costume Designer

### B. ELIGIBILITY CRITERIA

1. To be eligible, all films participating in the AFA must:
  - be feature length (with a running time exceeding 60 minutes);
  - be in 35mm film format or in the Digital Cinema format suitable for exhibition in commercial Digital Cinemas;
  - be fiction films in the "Asian region" ("Asian region" is based on the definition accepted by the United Nations at <http://unstats.un.org/unsd/methods/m49/m49regin.htm#asia> and includes ALL countries and territories East of the Suez);
  - have English subtitles, if English is not the original language of the film; and
  - between January 1, 2009 and December 31, 2009, have:
    - received domestic theatrical release and distribution to one or more non-domestic territories; or
    - premiered in international film festivals; or
    - received national film awards.
2. All decisions made by the AFA are final.

### C. NOMINATION PROCEDURE

1. The preliminary nomination list for each Category shall be selected by the Hong Kong International Film Festival Society Limited (Society) with the participation of the following parties: the Asian Film Awards Official Submission Organisations (AFA Official Submission Organisations), made up of a group of internationally recognized film organisations from different Asian territories; the Asian Film Awards Juries (AFA Juries); and the Asian Film Awards Voting Members (AFA Voting Member). The AFA Juries are composed of a group of esteemed experts and professionals in the film industry from around the world. The AFA Voting Members are award winners from past AFA and will participate in vote on the final winner of the AFA nominations. Each AFA Official Submission Organisation can submit up to three films to represent their territory and each AFA Jury Member can recommend up to two additional nominations in each Category.
2. The films in the preliminary nomination list for each Category shall be selected from films satisfying the eligibility criteria set out in Paragraph B above, subject to the Society's right to have final say as to whether a film has satisfied the aforementioned eligibility criteria.
3. A final nomination list will be sent to the AFA Jury together with the final ballot. Any member of the AFA Jury who has or is perceived to have an interest in relation to any nominations for any Category in the AFA shall:
  - (i) declare that interest to the Society;
  - (ii) refrain from making any recommendation as provided under Paragraph C1 and C2 above; and
  - (iii) not participate in the voting for that Category.
4. In the event a film in the final nomination list is declared ineligible or disqualified by the Society, it shall not be replaced and the Category will remain with one less nomination.
5. Before the nominations for the AFA are officially announced by the Society, copyright-owner companies will be required to check the galleys for their productions as they will appear in the final nomination list and shall assume full and sole responsibility for any errors and omissions.
6. The final nomination list will be announced at least four weeks prior to the 4<sup>th</sup> Asian Film Awards Presentation Ceremony.

### D. BALLOTING

1. Voting shall be restricted to members of the AFA Jury and AFA Voting Member. No proxies will be permitted.
2. Voting for the awards shall be by signed ballots. Official forms and ballots shall be provided by the Society and, subject to Paragraph C3, shall be returned by each AFA Jury and AFA Voting Member duly signed. Final ballots without the signature by the respective AFA Jury and AFA Voting Member shall be deemed invalid and shall not be counted in the final tally.

Ballots shall be counted, tallied and kept confidential until the day of the AFA by a reputable firm of certified public accountants designated by the Society.

3. The AFA Jury shall vote for one winner in each Category based on the respective final nomination list. In the event of a tie for the first place in the final balloting, the Society reserves the right to conduct another round of voting and/or exercise its casting vote to elect one winner.

4. In the event that an award is given to an achievement which was based on a collaborative effort, only one trophy shall be presented to the award recipient designated by the copyright-owner company.
5. The winners to each category shall be announced at the 4<sup>th</sup> Asian Film Awards Presentation Ceremony.
6. All decisions made by the AFA Jury are final.

**E. GENERAL**

1. By entering its film or a performance in a film for consideration in the AFA the copyright-owner company is deemed to have read, understood and unconditionally accepted the terms of the Rules & Regulations of the AFA.
2. Copyright-owner companies which have received an AFA nomination or an award in any Category may use the AFA nomination or the award in all future promotion campaigns, for example, on poster campaigns, in magazines and newspaper advertising and in trailers, etc.
3. These Rules and Regulations shall be interpreted and construed under the law of the Hong Kong Special Administrative Region of the People's Republic of China (Hong Kong, SAR), and each nominee irrevocably submits to the non-exclusive jurisdiction of the courts of Hong Kong, SAR.

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