



## Official AMV Contest Rules

### Introduction

AnimeNEXT 2008 (June 20-22, 2008), now in its seventh year, will be holding its Anime Music Video contest! Once again, we will be accepting digital submissions, so make sure to do us (and yourself!) a favor and read over the following rules carefully and completely. These guidelines were created to help each video be treated equally as well as avoiding technical problems. Anything not adhering to these guidelines will most likely not be shown, or possibly shown in a way that you had not intended, without us even knowing.

At AnimeNEXT, we strive to treat each entry with the utmost respect and gratitude. In order to accomplish this, all entries will be judged in two ways: popular vote (by the audience), and judges' vote (by the contest coordinators who have several years of anime music video editing and contest coordination experience).

### Special Quick Run-Down of Rules:

Note that going just by these rules is **not enough** to guarantee that you have fulfilled every requirement; rather, think of it as a simple check-list to make sure you're well on your way.

*Deadline: Saturday, May 31st, 2008*

It must be **in our hands** by this date... **not** simply post-marked by this date. If you have to mail over-night (which is quite costly), so be it. There will be no FTP.

*MPEG-2 Encoded Files Preferred*

We will be creating a DVD in conjunction with real-time video hardware to play back the contest during the convention. As such, we prefer the highest-quality MPEG-2 you can encode. While we will take other open formats (preferably in the AVI container), we prefer receiving a high-quality MPEG-2. Please keep in mind that an online-distribution encode of a video is **not sufficient** for playback in a convention setting. Please encode an MPEG-2 from your *master-quality* video.

*No Titles / Credits / Bumpers*

Nowhere in your video should be there any kind of title or credits (neither before, during, nor after). We will be creating our own for each individual video.

*No Logos*

Nowhere in your video should be there any kind of logo. This includes DivX, Cartoon Network, G4, etc. Ignoring the ethical issues of downloading footage, logos are distracting.

*No Subtitles*

No videos with subtitles (be they from commercial releases or fansubs) will be accepted. The only exception to this rule will be videos (typically of the parody or comedy variety) that have editor-created subtitles for some specific purpose related to the execution the video's concept.

*Blackspace (2 seconds digital)*

Please include two seconds of blackspace before and after your video; no more, no less.

*1 video submission*

You are only allowed to submit a single video.

### *Receipt Timeframe*

Only videos received between January 1<sup>st</sup>, 2008 and May 31<sup>st</sup>, 2008 will be considered for inclusion in the contest.

### *Completed Submission Form*

Make sure your **entire** submission form is filled out, including signatures!

## **Part I. AMV Submission Rules**

### 01. Mailing Your Submission

All submissions **MUST** be mailed and sent to the following address. We only accept submissions on CD-R (data; no VCDs or SVCDs), or DVD+/-R (data; no DVD-video).

ALL entries **MUST** be accompanied by a completed submission form! Any entries without a correctly and fully completed form will be immediately and completely disqualified. It is helpful to us if you neatly hand-write your entry form in blue ink.

Mail all entries to:

ANIMENEXT 2008 AMV CONTEST  
c/o Mike LaBrie  
52 Princeton Arms East, Bldg. 4  
Cranbury, NJ 08512

All submissions must be **RECEIVED** by Saturday, May 31<sup>st</sup>, 2008. AnimeNEXT and/or its AMV contest coordinators are not responsible for submissions delayed or lost in the mail. If you have an e-mail address, please include it on your submission form. This way we can let you know when we receive your submission, and if we run into problems, we have an immediate route of contact to follow.

NOTE: There will be no FTP server set up for digital online submissions, so be sure to leave yourself enough time to complete the video **AND** mail it in for the deadline!

### 02. Labeling Your Disc

Please label your submission disc with your video title, **REAL** name, and e-mail address. Use a marker or CD-specific pen to write on the top side of the disc instead of putting an adhesive label on it. We don't want labels to accidentally fall off due to overheating or various other means.

### 03. Number of Submissions

We will only be accepting one video from an individual or group. For example, don't send in one of your own videos, and one that you worked on as part of a group; that would count as **TWO** videos from one person. This may result in **ALL** of the videos being disqualified, and it would make neither you nor us happy to have them disqualified!

### 04a. Basic Submission Guidelines

All of the entries will be combined onto one DVD and one backup SVHS tape to be shown at the con, in addition to the raw videos (as received from entrants) for playback through dedicated digital video hardware. Please be extra careful in creating your actual submission. Send us the highest quality video possible, and please adhere to the guidelines to avoid technical problems.

All submissions become property of AnimeNEXT and can not be returned.

#### 04b. Digital Submissions on CD-R or DVD+/-R

Include a README text file on your CD/DVD with your name and contact information, the names of the music and footage used in your AMV, and the technical information we need to know to convert and play your AMV file; make it an **easy-to-read** bullet list, (TEXT file... this means Notepad! No Word files!) and also place it on the disc. No extra folders, please... both the video and text file should just be on the root directory of the disc. Remember that we only accept submissions on CD-R (data; no VCDs or SVCDs), or DVD+/-R (data; no DVD-video or otherwise authored DVDs).

If you're unaware as how to encode MPEG files, it's quite simple (if you're on a PC!). Visit the official site for Tsunami MPEG Encoder ([http://www.tmpgenc.net/en/e\\_main.html](http://www.tmpgenc.net/en/e_main.html)), and download the latest version of the program. Upon running it, a wizard may ask you if you'd like to use it; you can just close this. Near the bottom, you will see "Video Source" and "Audio Source." Click the "Browse" button for your video source, find your master AVI file, and click "OK"; this should automatically load up the audio from your video, as well (in case it doesn't, for example if you encoded your video and audio separately, you'll need to do the same for the audio). Once this is done, click the "Load" button in the bottom right. In your TMPGEnc directory, you will see a "Templates" folder. Load the "DVD (NTSC).mcf" template; this will create a high-quality MPEG-2 of your music video. Click "Start" in the upper-left of the program, and away it goes! Depending on the length of your video, speed of your computer, etc., the encode can take any variety of time length.

For more information, check out the guides and forums available to you on [www.AnimeMusicVideos.org](http://www.AnimeMusicVideos.org).

If you're already familiar with encoding MPEG-2 files (and specifically files suitable for convention playback), feel free to use your own personal settings. Furthermore, if you are familiar with and comfortable with making DVD-compliant encodes, please feel free to do so upon confirmation with the contest coordinators (see end of document for contact information).

However you encode your video, it must adhere to at least the following settings:

- 29.97 frames per second (standard NTSC); if you're working in progressive, telecine your own video, or be sure to set the appropriate pull-down tag!
- Use at least 44 kHz stereo sound (48 kHz is fine, too).
- 720x480 window size is preferred; anything smaller will be re-sized to this and may look cruddy!
- Use as high a bitrate as you can! 8000 kbps for MPEG-2 is fine, but feel free to go higher.
- No more, no less than 2 (two) seconds of black BEFORE AND AFTER your video.
- NO credits / bumpers either before, after, or within your music video (we'll be creating our own credits so everyone receives a fair introduction).
- NO logos (DivX, Cartoon Network, G4, etc).
- NO subtitles (unless of your own creation for some specific video-execution purpose).

If you'd like to be sure of how your video will look, try it out by purchasing your own Hollywood or Netstream card. They are very inexpensive, and will probably be of great use to you in the future. Check around at local computer stores and/or eBay. The cards are released by Sigma Designs.

Additionally, many set-top DVD players are capable of playing back data files when burned to CD or DVD. Try burning your MPEG-2 onto disc and popping it in your DVD player. If your player will display the video, this is another great way to check for field order issues, and to see what the final product looks like when played through actual video hardware.

#### 04b. Analog Submissions on Videotape

No analog submissions will be accepted this year.

#### 05. Filling Out the Submission Form

All submissions must be accompanied by a fully and accurately completed entry form. Any entries WITHOUT this form will be disqualified, no questions asked. It is helpful to us if you neatly hand-write your entry form in blue ink.

If you do have a name other than your normal one (studio name, online screen-name, etc) that you would like your video to be credited to during the screenings (and potentially on the contest voting ballot), please include it on your submission form in the space provided.

Again, all information must be completely and accurately filled out on the entry form. This includes song artist, song title, anime used, etc. Above all else, you must fill out the part where you give AnimeNEXT permission to use your video. If you don't give us permission, we can't show it, and again... that would make BOTH of us unhappy!

#### 06. No Trolling!

Submit only music videos that have not already won awards or prizes at other conventions' AMV contests. It's fine to send videos to other contests, but if we find out that a video had won a prize at another con BEFORE you SENT IT to us, then we will unfortunately have to disqualify it. Videos that have had appeared at cons but have NOT won anything are perfectly acceptable.

*We encourage those who send music video entries to personally attend the con.* Attendance is *not* required, Zbut we'd love you to be there for the contest!

## Part II. CONTENT RULES

#### 01. Components/Ingredients of Submissions

Anime Music Videos must have at least two things:

- Music: Your AMV must be set predominantly to music (excluding the TRAILER/PARODY category)
- Anime: Your AMV must use predominantly anime footage (or video game footage, so long as the game originated in Japan). If you use a combination of anime and live-action, that is perfectly fine, so long as the predominant factor (or theme) in your video is anime. For the purposes of AnimeNEXT's AMV contest, "anime" is defined as animation (be it 2D, 3D, or otherwise CG) created in Japan, typically with the Japanese population as its initial demographic. Exceptions to these general rules will be taken on an as-needed, case-by-case basis.

Also, AMVs must **NOT** have the following:

- **Title/Credit Screens.** As mentioned in the rules above, please DO NOT add any kind of credits or bumpers to your video at any point (beginning, ending, or during). We create our own video credits to be played during the con so that everyone receives a consistent and fair introduction.
- **Subtitles or dubbed sound from licensed commercial translations or other releases.**

Anime Music Videos also cannot incorporate subtitled footage from video sources. Subtitles in video entries will only be allowed if and only if they are of the editor's creation for the purpose of some specific type of concept execution in the video.

- **Any logos from television or other digital-playback codecs.** No DivX, Cartoon Network, G4, etc. logos are allowed in videos. Ignoring any ethical and legal issues regarding this, it is simply distracting.

## 02. Length of Submissions

Videos may not be shorter than 30 seconds, or longer than 6 minutes.

## 03. Age of Submissions

In the spirit of keeping a fresh batch of videos for the contest each year, we ask that you only submit videos completed within the previous year since the last AnimeNEXT convention. Please indicate the approximate date of completion on your entry form.

## 04. No Objectable Content

Content of videos must be suitable for viewing by a general audience. Please keep the songs "radio-friendly" (no abundance of cursing or derogatory language), and video watchable by most people. The contest will be played during the day to a general audience consisting of both children and adults, so just keep that all in mind. When it comes down to it, we'll handle each video on a case-by-case basis, and will make the final decision accordingly.

## 05. Categories

AnimeNEXT's Anime Music Video contest is scheduled to have four categories: TRAILER/PARODY, ACTION, DRAMA, and COMEDY. While your video does not necessarily have to 100% fit one of the following category descriptions, it should fall more into one than the other:

**TRAILER/PARODY:** Generally uses audio from a theatrical movie trailer, but also extends into commercials and general parodies. While these videos can fall into action / drama / comedy categories, what sets them apart is their NON-reliance on music, and rather the spoken dialogue and situational-settings. *Specifically noted this year*, videos of the "blip-vert" variety (generally defined as non-traditional comedy videos based on the concept of short, rapid-fire jokes) will be placed in this category unless there are not enough entries to justify the inclusion of the category.

**ACTION:** Uses audio and video to create an exciting, powerful, and "action-packed" feeling. These usually upbeat videos tend to include fast motion, fast cuts, and consistent timing to beats. Get your adrenaline running!

**DRAMA:** Brings the emotion out of the viewer with a powerful combination of the video and audio, generally through a deeply involved story being told in the video. Concepts include general sentimental feelings, romance, death of a loved one, family bonds, character analysis, etc.

**COMEDY:** Goes for the laughs! Whether it is a play on words in the song, or amusing video clips to fit the general mood, a video in this category wants to get your sides splitting with laughter.

Please make sure you indicate on your entry form which category you feel your video fits into. The ultimate decision on categories lies in the hands of the contest coordinators, but we will take your decision into consideration as the primary placement.

## 06. Too Many Entries?!

In the VERY LIKELY event that we receive enough entries that the total running time exceeds two hours (which is now standard for AnimeNEXT and most other conventions), we will have to cut entries. A closed-panel determined by the AMV contest coordinators will be assembled to judge each and every entry in blind fashion (that is, no credits will be attributed to videos, and they will be judged on their own individual artistic integrity). This panel will consist of: a) the AMV contest coordinators, b) established AMV editors, c) general AMV fans. This group will be selected by the contest coordinators, and will not include any of the contest entrants. Videos will, as stated, be judged blindly on a variety of issues from a variety of backgrounds.

PLEASE NOTE that videos with excessively poor video/audio quality will most likely be the first videos to be cut from the final compilation. This is the seventh year of AnimeNEXT's AMV contest, and the quality (both visual and artistic) of videos increases exponentially every single year. While there is still PLENTY of room within the two hours for individuals "new" to the hobby to make the final cut, entries that are simply unwatchable (in terms of visual quality) will mostly likely NOT make the final cut.

## 07. Because We Say So

Screening coordinators reserve the right to reject any video. We cannot show videos which do not adhere to the contest rules.

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Any questions should be sent to AnimeNEXT's Anime Music Video coordinators - Michael LaBrie & Meredith Cantoni -- at [animenextamv@hotmail.com](mailto:animenextamv@hotmail.com), or on the AnimeNEXT official forum (located on the website, [www.animenext.org](http://www.animenext.org)).