

生命的力量

WONDER
OF LIFE

中国野生生物影像年赛——视频单元

参赛手册



主办方：



影像技术合作伙伴：

Qualcomm
高通骁龙



独家战略合作平台：

bilibili

公益战略合作伙伴：



承办方：



目录

一、 年赛主题	3
二、 中国野生生物影像年赛 —— 视频单元	3
三、 学术委员会	4
四、 评委阵容	4
五、 组别及奖项设置	6
六、 规则	8
七、 版权声明	9
八、 责任	8
九、 评选标准/组别说明	11
十、 参与方式	14
十一、 视频单元赛程	16
十二、 常见问题	17
十三、 参赛咨询	17
附件：“中国国家公园及自然保护地”范围说明	18

一、年赛主题

生命从不惧怕狂风和暴雨，也从不止步于高山、深海或是荒漠。它们用精妙绝伦的生存策略应对着一场场生死角斗，在这颗蔚蓝色的星球上展现出生命的力量。2021“中国野生生物影像年赛”由中国国家地理主办，以“生命的力量”为赛事主题，希望用摄影、自然绘画及视频三种形式多维呈现与人类共生共存的自然之灵，共同探索我们的国家公园与自然保护地，致力于“聚焦自然生态、聚集生物多样性、聚焦自然故事”，让更多的人感受到生命的力量。

二、中国野生生物影像年赛——视频单元

1870年，电影诞生，想象力的奇观进入我们的日常生活。从无声到有声，从黑白到彩色，从胶片到数字，视频技术不断发展，甚至能“替代”我们的感官。高质量的自然类视频影像，是看见这个星球的窗口，令我们足不出户，就能身临其境地感受地球家园的壮丽和丰富。视频，最大化呈现出生命力量的奔涌澎湃，令我们的语言也变得苍白。

“中国野生生物影像年赛”视频单元希望通过视频来真实、完整地呈现自然生态与野生生物的面貌，讲述来自大自然的动人故事，激发公众对自然生态和野生生物的兴趣与认知，将深入关注自然保护的理念，触达更多人的心底。

三、学术委员会

荣誉科学顾问 —— 珍·古道尔 博士【英】（ Dr. Jane Goodall ）

高级英帝国女勋爵士，联合国和平使者，珍·古道尔研究会及根与芽创始人。黑猩猩研究专家，一直致力于传播“希望、关爱与行动”的自然保护理念。

科学顾问 —— 刘嘉麒

中国科学院地质与地球物理研究所研究员，火山地质专家，中国科学院院士。国家林草局世界遗产中国专家委员会主任，人与生物圈国家委员会第一届人与生物圈自然教育指导委员会委员，中国科普作家协会前理事长。长期从事自然生态研究和科学普及工作。

科学顾问 —— 蒋志刚

中国科学院动物研究所研究员，博士生导师，中国科学院大学教授，中华人民共和国濒危物种科学委员会（CITES公约中国科学机构）前常务副主任。从事野生动物与保护生物学研究。

科学顾问 —— 李渤生

中国科学院植物研究所研究员、中国人与生物圈国家委员会专家组成员。主要从事植物生态学、自然保护和生态旅游的研究工作。

四、评委阵容

评委会组长 —— 朱贤亮

纪录片导演和制片人。现任哔哩哔哩纪录片高级顾问、中国传媒大学校外博导，上海大学新闻传播学院特聘教授、华东师范大学客座教授。

特邀评委 —— 理查德·泰勒【新西兰】（Richard Taylor）

维塔工作室联合创始人及创意指导。五项奥斯卡金像奖获得者，参与制作电影包括《指环王》三部曲、《金刚》、《阿凡达》等。

特邀评委 —— 帕特里克·莫里斯【英】（Patrick Morris）

导演、监制和执行制片人。代表作有BBC 野生生物纪录片《生命脉动》、《魔法王国》《BBC 非洲》、《加拉帕戈斯群岛》等。

特邀评委 —— 丽莎·山姆福特【美】（Lisa Samford）

美国具有代表性的女性纪录片电影人。国际知名野生生物电影节Jackson Wild（前Jackson Hole Wildlife 电影节）执行董事。

特邀评委 —— 赵捷

中央新影集团副总裁、中广联合会纪录片委员会会长。策划、监制的多部纪录电影获金鸡奖、华表奖等。

特邀评委 —— 吕植

北京大学生命科学学院及生态研究中心教授、北京大学自然保护与社会发展研究中心执行主任、山水自然保护中心创始人。

特邀评委 —— 奚志农

野生生物摄影师、国际自然保护摄影师联盟（ILCP）成员、野性中国工作室创始人。代表作有《神秘的滇金丝猴》、《雾海绿洲》、《懒猴》等。

特邀评委 —— 李栓科

中国科学院地理科学与资源研究所研究员、《中国国家地理》杂志社社长兼总编辑，兼任中国地理学会常务理事、自然科学期刊编辑研究会常务理事。

五、组别及奖项设置

本届中国野生生物视频年赛设置了短片组、短视频组、手机组、B站特别创作组共4个组别，为参赛者提供尽可能多的创作空间和影片类型选择。

特别说明：

1、短片组作品单集时长要求为5min — 30min（含），共设立4个奖项，分别为“最佳野生生物”、“最佳保护故事”、“最佳摄影”、“最佳制作”，允许投稿作品为系列短片（二集或以上），单集时长要求为5min— 30min（含），单集需要独立成篇，彼此内容具有相关性和连续性。

2、短视频组作品时长要求为1min — 5min（含），共设立2个奖项，分别为“最佳野生生物”和“最佳保护故事”。

3、手机组作品时长要求为1min（含） — 30min（含），设立高通骁龙特别奖，投稿作品器材要求：使用搭载了高通骁龙移动技术平台支持的国产手机，例：one plus、vivo、OPPO、小米、魅族、华为（部分型号）等（具体手机型号请参见报名表）。须体现高通骁龙手机拍摄功能特点，如8K功能、Slow Motion功能、广角镜头、长焦镜头、顺畅变焦、低光环境拍摄等。

4、B站特别创作组作品时长要求为10s — 30min（含），设立宝藏创作奖（1名额）、趣味影像奖（2名额）和观察新星奖（2名额）。

5、短片组、短视频组、B站创作组无器材要求；

6、评委会大奖将从四个组别的获奖作品中选出，国家公园特别奖将从短片组、短视频组、手机组中选出。

7、年赛奖金为含税金额，需组委会代扣代缴个人所得税。

8、B站特别创作组活动奖金将于最终获奖名单公布后20个工作日内发放完毕（官方将私信收集获奖UP主的支付信息后进行发放，奖金金额以税前金额为准），若因个人原因未能领取奖品则视为自动放弃。

详情见下表：

中国野生生物影像年赛——视频单元 奖项设置				
奖项		等级	名额（部）	奖金（万元）
评委会大奖		特等奖	1	20
短片组 【5min—30min（含）】	最佳野生生物	获奖	1	8
		提名	2	2
	最佳保护故事	获奖	1	8
		提名	2	2
	最佳摄影	获奖	1	8
		提名	2	2
	最佳制作	获奖	1	8
		提名	2	2
短视频组 【1min—5min（含）】	最佳野生生物	获奖	1	8
		提名	2	2
	最佳保护故事	获奖	1	8
		提名	2	2
手机组 【1min—30min（含）】	高通骁龙特别奖	获奖	1	8
		提名	4	2
B站特别创作组 【10s—30min（含）】	宝藏创作奖	获奖	1	6
	趣味影像奖	获奖	2	3
	观察新星奖	获奖	2	2
国家公园特别奖		获奖	1	8

六、规则

特别说明：视频单元规则有简体中文、英文2种语言版本，视频单元规则(以下简称“规则”)的简体中文版具有最终解释和约束力。

1. 中国野生生物影像年赛——视频单元由中国国家地理主办。有关赛事的任何疑问，请看常见问题，或邮件至：info@wonderoflife.cn
2. 投稿截止日期为北京时间2021年8月31日23点59分。
3. 参赛资格：年赛欢迎来自世界各国的个人、团体、机构参加，参赛选手没有国籍、性别、年龄限制。本届年赛组委会工作人员、赞助商、视频单元评委、评委的直系亲属及评委所在公司不得参赛。
4. 参加2020“中国野生生物视频年赛”的获奖和提名作品，不得参赛。
5. 规则知情：每位参赛者(和/或参赛者的父母或监护人)均有责任确保其已仔细阅读、知晓并遵守比赛规则。每位参赛者(和/或参赛者的父母或监护人)提交参赛作品，即表示同意和遵守比赛规则，并对因违反规则而导致的任何损害或损失承担相应法律责任。
6. 取消资格：在年赛的任何阶段，年赛组委会发现任何不符合年赛规则的参赛作品都可能被取消参赛资格，同时取消已获奖项。
7. 遵守法律：参赛作品不得含有违反中华人民共和国法律的内容：不得有种族、宗教及身份歧视，恶意攻击民族传统和习俗，泄露国家或商业机密，侵犯他人隐私，侮辱或诽谤他人人格，侵犯他人著作权等内容。
8. 拍摄地域：全世界范围内。

9. 报名参加2021年中国野生生物影像年赛——视频单元影片，制作完成时间不得早于2011年1月1日。
10. 动画、网页、科幻等非纪录纪实性质短片不得参赛。
11. 参赛者应在收到年赛组委会常务办公室发出的入围、提名、获奖信息通知(电子邮件)后的3个工作日内回复电子邮件并确认是否参评。参赛者一旦确认接受年赛邀请并参评，即不得以任何理由擅自撤回入围影片。
12. B站特别创作组评选结果公布：于活动结束后14个工作日内通过官号动态发布评选结果。
13. 参赛作品提名、获奖后，正式展映版本作品的剪辑与参与评审的作品版本应当一致，参赛者不得要求在评审过程中进行作品版本的更替。
14. 拍摄道德:参赛者拍摄过程应当遵守国家及地方有关野生动物、生物、生态环境保护的法律法规，并应当遵守拍摄地区有关野生动物、生物、生态环境保护的规定及要求，尊重拍摄地风俗、习惯。拍摄不得对环境、生物造成永久性或严重的伤害，拍摄不得有任何伤害野生动物的行为，不得造成对野生动物、生态环境的破坏；不能因为拍摄而囚禁野生动物，不接受拍摄以盈利为目的的驯养野生动物；不接受的拍摄对象：家畜家禽、家庭宠物、处于养殖 / 饲养 / 笼养 / 关押 / 驯养 / 栽培 / 培养等人工状态下的生物为主题的作品。拍摄者在动物繁殖期保持足够距离；不能使用动物活体引诱其他动物来进行拍摄等行为。违反本条内容的，经年赛组委会查证，组委会有权单方取消相关作品参赛者参赛资格，若涉及刑事犯罪的，组委会有权根据相关情况移交相关司法部门处理。
15. 本次年赛的最终解释权归主办方所有。

七、 版权声明

1. 参赛者在提交作品时即保证作品知识产权为参赛者本人所有，且不存在任何权属争议。参赛者应保证其为所投送作品的原创作者，并对该作品的整体及局部均拥有独立、完整、明确、无争议的著作权及相关权利。禁止代投、搬运、抄袭、转载、微改、旧稿重投，任何形式翻拍、剪辑、盗用他人作品等弄虚作假行为一经发现永久取消参赛资格，并予以公示。
2. B站创作组不支持以联合投稿的形式参与活动，并需符合分区投稿规范和活动要求。
3. 参赛者保证其投送的参赛作品不得侵犯第三方著作权、肖像权、名誉权、隐私权等在内的其他合法权益，否则由参赛者承担相应侵权责任；如参赛作品与任何作品出现雷同或存在侵犯第三方权益的情形，主办方有权就争议作品向作者索取创作证明进行核查；主办方有权直接取消争议作品的参赛资格和已获得的奖励荣誉，并有权撤回或者删除已经在相关媒体网站上的刊出作品，主办方有权将相关处理结果予以公示；由此给主办方及其他相关方造成的损失，由该争议作品的参赛者承担。
4. 参赛作品的版权归参赛者所有。主办方、承办方和独家战略合作平台有权以如下方式免费使用参赛作品，具体包括：在中国野生生物视频年赛及相关传播活动中对参赛作品拥有展览、放映、传播的权利；参赛者同意主办方、承办方和独家战略合作平台有权在年赛及相关传播活动中使用参赛者姓名、肖像和其他必要信息。年赛相关传播活动包括但不限于：在主办方、承办方、独家战略合作平台、年赛其他合作方运营的微信、微博、网站宣传，结果公告及视频年赛展映等。用于衍生品制作时，参赛者拥有知情权并获得相应报酬。

5. 主办方和独家战略合作平台对获奖作品在与年赛相关公益项目的使用中拥有使用权，主要用于中国野生生物保护、中国生物多样性保护相关公益项目、宣传等，参赛者拥有知情权并获得相应稿酬。主办方和独家战略合作平台在最终使用渠道上需标注作品版权信息。前述渠道包括但不限于：电视、地铁、公交、高铁、网络、手机端、主办方自媒体、线下活动传播等。

八、 责任

- 1、如果因为参赛者自己的电子邮件安全设置或他们的互联网服务提供商所设置的限制而未能收到年赛官方发出的电子邮件，主办方对此不承担任何责任。参赛者必须确保他们的设置能够接收来自info@wonderoflife.cn电子邮箱所发出的电邮。
- 2、对于任何未经授权的第三方盗用作品行为，主办方不予负责。
- 3、除了在规则中其它地方有明确声明之外，并在法律所允许的最大范围之内，对任何参赛者在与年赛或对任何奖励之使用所相关的事宜中遭受到的任何损失或损坏，主办方不予负责。

九、 评选标准

1. 最佳野生生物

展现野生生物的行为和神态，角度新颖，画面富于想象力，内容真实，与物种的习性和特征相符，包括拍摄珍稀的、较少被关注的物种，或能够体现物种在生态系统中的价值的作品。

2. 最佳保护故事

聚焦与野生生物保护相关的主题，包括生态系统改善、与自然保护相关的个人、团体、项目等。

3. 最佳摄影

展现独特的拍摄角度、技术、手法等，画面具有张力和视觉冲击力。

4. 最佳制作

在镜头语言的运用、叙述节奏的把控、剪辑等在后期影片制作方面表现出色的作品。

5. 高通骁龙手机特别奖

1) 体现高通骁龙手机拍摄功能点：8K功能、Slowmotion功能、广角镜头、长焦镜头、顺畅变焦、低光照环境拍摄等。

2) 议题重要性：所体现的物种较少被拍摄、或体现物种的行为或生境、或保护工作/故事此前较少被拍摄。能够较好体现拍摄价值（包括物种在生态系统中的价值）。

3) 科普内容：与物种、生境、社区保护等相关的信息准确，阐述内容调理清晰易懂。

6. 国家公园特别奖：

- 1) 在中国的国家公园试点或指定自然保护地范围内拍摄的（具体范围见附件“中国国家公园及自然保护地”范围说明），具有典型保护价值、国家代表性或全民公益性的，体现物种和生境之间关系的优秀野生生物影像作品。
- 2) 科普内容：物种、生境、社区保护等相关的信息准确；阐述内容条理清晰易懂。

7、B站特别创作组：

- 1) **宝藏创作奖**：在创作作品的同时具有科普性或野生生物保护意识等综合实力突出的原创作品。（1位名额）
- 2) **趣味创作奖**：综合播放、评论、弹幕和收藏量以及内容评选出的最受B站用户欢迎的趣味原创作品。（2位名额）
- 3) **观察新星奖**：针对粉丝量少于10w的UP主创作的野生生物原创作品。（2位名额）

选题参考：野性世界、生物见闻、海洋水族、高能二创、户外杂记、生物故事等

十、参与方式

1、“短片组”、“短视频组”、“手机组”赛道参赛流程：

Step 1: 入驻哔哩哔哩，上传参赛作品，获取作品链接；投稿时选择动物圈或知识分区，并填加 #2021中国野生生物影像年赛#和 #短片组# / #短视频组# / #手机组# 活动标签；

Step 2: 在年赛官方网站注册个人账号并填写个人资料；

Step 3: 点击报名管理，确认版权协议后，在线填写报名表；

Step 4: B站作品链接填写至报名表后，提交报名表；

* 参赛特别提醒：“哔哩哔哩上传视频” + “官网填写报名表提交” 二者缺一不可，仅上传参赛视频或者仅提交报名表的作品不具备参赛资格。参赛者必须确保各自邮箱的设置能够接收来自年赛组委会 cwvcy@wonderoflife.cn 所发出的邮件。

2、“B站特别创作组”赛道参赛流程：

Step 1: 入驻哔哩哔哩，成为up主；

Step 2: 上传参赛作品，投稿时选择动物圈或知识分区，并填加 #2021中国野生生物影像年赛#和 #特别创作组# 活动标签

* 参赛特别提醒：

1) “哔哩哔哩上传视频” + “添加活动标签” 二者缺一不可，否则作品不具备参与该组别评选资格；

- 2) 本活动只接受原创稿件，参与活动奖项评选需确保素材无版权争议。禁止代投、搬运、抄袭、转载、微改、旧稿重投，不支持以联合投稿的形式参与活动，并需符合分区投稿规范和活动要求。
- 3) 评选结果公布：评选结果公布：2021年10月8日公布入围名单，获奖结果于颁奖典礼现场公布（颁奖典礼预计于2021年11月-12月期间举办，具体时间请见后续更新）。
- 4) 入围提名的参赛者必须签署作品版权协议以及确保各自邮箱的设置能够接收来自年赛组委会 cwvcy@wonderoflife.cn 所发出的邮件。
- 5) 活动奖金将于最终获奖名单公布后20个工作日内发放完毕（官方将私信收集获奖UP主的支付信息后进行发放，奖金金额以税前金额为准），若因个人原因未能领取奖品则视为自动放弃。

3. 哔哩哔哩上传视频须知

- 1) 投稿时请务必选择动物圈或知识区分区，并为稿件添加#2021中国野生生物影像年赛# 标签，并根据投稿组别，在#短片组#、#短视频组#、#手机视频组#、#特别创作组# 中添加相应标签。
- 2) 在“参与活动”一栏选择“中国野生生物影像年赛”。

“作品简介”不得超过 250 字，“短片组”、“短视频组”和“手机组”作品简介内容与报名表中的“作品简介”需保持一致。

十一、 视频单元赛程

作品征集

2021年 6月 5日 – 2021年 8月31日

“短片组”、“短视频组”、“手机组”赛道评选流程：

初评：2021年 9月 1日 – 2020年 9月30日

初评委员会从所有参赛作品中评选出46部入围影片（短片组24部、短视频组12部、手机组10部），进入复评流程，并通过电子邮件告知入围影片的报名联系人。入围作品名单将于哔哩哔哩年赛活动页公布。

复评：2021年10月 9日 – 2021年10月21日

复评委员会从 46 部入围影片中评选出 23 部提名影片（短片组 12 部、短视频组 6 部、手机组 5 部），进入终审流程。复评结果将通过年赛官方电子邮件告知提名影片的报名联系人，提名作品名单将于哔哩哔哩年赛活动页公布。

终评：2021年10月29日 – 2021年10月31日

终评委员会从 23 部提名作品中评选出各奖项最终获奖作品，以及评委会大奖和国家公园特别奖获奖作品，并于年赛颁奖礼现场公布获奖作品名单。

“B站特别创作组”赛道评选流程：

初评：2021年 9月 1日 – 2021年 9月30日

征稿结束后，由B站组初评委员会从所有符合活动规则的作品中评选出15部入围影片进入复评流程（综合考量视频播放、点赞、评论数据排名，并排出舆情版权等风险），并通过客服通知入围影片的报名联系人。入围作品名单将于哔哩哔哩年赛活动页公布。

复评：2021年 10月 9日 – 2021年 10月31日

终评委员会从 15 部入围作品中评选出 5 部获奖作品，并于年赛颁奖礼现场公布获奖作品名单。

获奖展示：2021年 年赛获奖作品公布及展示

所有获奖作品最终将于年赛颁奖礼现场公布获奖作品名单。颁奖礼视频于哔哩哔哩年赛活动页和年赛官方网站进行作品展示。

十二、 注意事项

- 1、当年赛进入评选阶段(2021年09月01日)后，参赛者不得以任何理由擅自撤回影片及修改视频信息。
- 2、本届年赛投稿作品数量不限。
- 3、投稿时请务必仔细阅读组别介绍，并在上传视频时加入正确的#标签#。若征稿期间发现组别错误，请及时通过官方指定邮箱联络年赛组委会。
- 4、每部作品仅允许投稿其中一个组别，在“短片组”、“短视频组”、“手机组”、“特别创作组”中任选其一，同一步作品不得重复投稿参与多个组别评选。
- 5、所有参赛作品都会在哔哩哔哩上展示。

十三、 参赛咨询

中国野生生物影像年赛官方咨询邮箱：info@wonderoflife.cn（只接受中文和英文来信）

附件：“中国国家公园及自然保护地”范围说明

指定的66个国家公园候选名单			
序号	范围	序号	范围
1	大兴安岭国家公园候选区	34	丹霞山国家公园候选区
2	小兴安岭国家公园候选区	35	珠江口国家公园候选区
3	呼伦贝尔国家公园候选区	36	北部湾国家公园候选区
4	松嫩鹤乡国家公园候选区	37	海南热带雨林国家公园候选区
5	锡林郭勒国家公园候选区	38	南海珊瑚礁国家公园候选区
6	辽河国家公园候选区	39	冈仁波齐国家公园候选区
7	长白山国家公园候选区	40	珠穆朗玛峰国家公园候选区
8	东北虎豹国家公园候选区	41	羌塘国家公园候选区
9	大青山国家公园候选区	42	雅鲁藏布大峡谷国家公园候选区
10	五台山国家公园候选区	43	高黎贡山国家公园候选区
11	白洋淀国家公园候选区	44	普达措国家公园候选区
12	北大港国家公园候选区	45	哀牢山-无量山国家公园候选区
13	塞罕坝国家公园候选区	46	贡嘎山国家公园候选区
14	燕山国家公园候选区	47	若尔盖国家公园候选区
15	长岛国家公园候选区	48	大熊猫国家公园候选区
16	黄河口国家公园候选区	49	峨眉山国家公园候选区
17	泰山国家公园候选区	50	梵净山国家公园候选区
18	黄海滩国家公园候选区	51	大苗岭国家公园候选区
19	长江口国家公园候选区	52	西双版纳国家公园候选区
20	黄山国家公园候选区	53	塔里木河国家公园候选区
21	鄱阳湖国家公园候选区	54	昆仑山国家公园候选区
22	武夷山国家公园候选区	55	天山国家公园候选区
23	钱江源-百山祖国家公园候选区	56	喀纳斯国家公园候选区
24	南北麋列岛国家公园候选区	57	卡拉麦里国家公园候选区
25	太行山国家公园候选区	58	三江源国家公园候选区
26	伏牛山国家公园候选区	59	罗布泊国家公园候选区
27	大别山国家公园候选区	60	青海湖国家公园候选区
28	神农架国家公园候选区	61	祁连山国家公园候选区
29	张家界国家公园候选区	62	巴丹吉林国家公园候选区
30	洞庭湖国家公园候选区	63	贺兰山国家公园候选区
31	井冈山国家公园候选区	64	六盘山国家公园候选区
32	南山国家公园候选区	65	子午岭国家公园候选区
33	南岭国家公园候选区	66	秦岭国家公园候选区

*参选中国国家公园及自然保护地组的作品需在以上指定的66个国家公园候选名单中。

生命的力量

WONDER
OF LIFE

China Wildlife Image and Video Competition

Video Category

Competition Guide



Organizers:  中国国家地理
CHINESE NATIONAL GEOGRAPHY

Imaging Technology Partner: Qualcomm
高通骁龙 

Exclusive Strategic Cooperation Platform: 

Strategic Partnership for Public Welfare:  SEE
北京市企业家环保基金会

Undertakers:  中国国家地理 · 地道風物
CHINESE NATIONAL GEOGRAPHY · DI DAO FENG WU

 中国国家地理 · 图书  动物园
万物皆可爱

Contents

I. Competition Theme	18
II. China Wildlife Image and Video Competition - Video Category	18
III. Academic Committee	19
IV. Jury	19
V. Group and award setting	20
VI. Rules	23
VII. Copyright statement	26
VIII. Responsibility	27
IX. Group Description	28
X. Ways of participation	29
XI. The competition schedule of Video Category	31
XII. Precautions	32
XIII. Participation consultation	32
 Attachment:	
Description of the scope of "China national parks and nature reserves"	33

I. Competition Theme

Life is never afraid of wind and rain, or surrenders to mountains, seas or deserts. They responded to life and death battles with exquisite survival strategies, and showed the wonder of life on this blue planet. In 2021, "China Wildlife Image and Video Competition" organized by Chinese National Geography, which theme is "the wonder of life", hoping to use nature painting, photography and video to pay tribute to the spirit of nature coexisting with us and explore our national parks and nature reserves. Together with fellow travelers, "focus on natural ecology, gather biodiversity and focus on natural stories", so that more people can feel the wonder of life.

II. China Wildlife Image and Video Competition - Video Category

In 1870, with the birth of movies, the wonders of imagination entered our daily life. From silence to sound, from black & white to color, from film to digital, video technology is constantly developing, and even can "replace" our senses. High-quality natural video is the window to see the planet, so that we can feel the magnificence and diversity of the earth in our living room. Video maximizes the wonder of life, making language description pale.

The Video Category of "China Wildlife Image and Video Competition" hopes to present the natural ecology and wildlife truly and completely through videos, tell moving stories from nature, stimulate public interest and awareness of natural ecology and wildlife, and let nature protection take root in more people's hearts.

III. Academic Committee

1. Jane Goodall

Dr. Jane Goodall, Dame Commander of the Order of the British Empire, founder of Jane Goodall Institute and Roots and Shoots, UN Messenger of Peace.

2. Liu Jiaqi

Researcher at Institute of Geology and Geophysics, Chinese Academy of Sciences, expert in volcanic geology, and academician of Chinese Academy of Sciences.

3. Jiang Zhigang

Researcher, doctoral supervisor, professor of Chinese Academy of Sciences, and former Executive Deputy Director of Endangered Species Scientific Commission, P.R.China (CITES convention China scientific institution).

4. Li Bosheng

Researcher at Institute of Botany, Chinese Academy of Sciences, and member of the expert group of Chinese National Committee of Man and the Biosphere Program, UNESCO.

IV. Jury

1. Zhu Xianliang

Documentary film director and producer. He is currently a Senior Consultant of Billi Documentary, an off-campus doctoral supervisor of Communication University of China, a distinguished professor at School of Journalism and Communication, Shanghai University and a visiting professor at East China Normal University.

2. Sir. Richard Taylor [New Zealand]

Co-founder and Creative Director of Weta Workshop. Winner of five Academy Awards, involved in the production of films including Lord of the Rings trilogy, King Kong, Avatar and so on.

3. Patrick Morris [UK]

Director, Producer and Executive Producer. Representative works include BBC wildlife documentaries, such as "Life", "Enchanted Kingdom", "BBC Africa", "Galapagos Island" and so on.

4. Lisa Samford [US]

American documentary filmmaker. Executive director of the internationally renowned Jackson Wild (formerly known as Jackson Hole Wildlife Film Festival)

5. Zhao Jie

Vice President of Central Studio of News Reels Production and President of Documentary Film Committee of China Federation of Radio and Television Associations. Many documentary films planned and produced by the him won Golden Rooster Award and Huabiao Award.

6. Lv Zhi

Conservation biologist, Professor of School of Life Sciences and Institute of Ecology, Peking University, Executive Director of Peking University Center for Nature and Society, and founder of Shan Shui Conservation Center.

7. Xi Zhinong

Wildlife photographer, member of ILCP, founder of Wild China Film. His masterpieces include "Mystery Monkeys of Shangri-la", "Fog Sea Oasis", "Loris" and so on.

8. Li Shuanke

Researcher, Institute of Geographic Sciences and Natural Resources Research, CAS, President and Editor-in-Chief of Chinese National Geography Magazine, Executive Director of Chinese Geographical Society and Executive Director of Natural Science Journal Editorial Research Association.

V. Group and Award Setting

This year's China Wildlife Video Competition of the Year has four groups: Short Documentary, Short Reel, Mobile and Bilibili Special, providing contestants with as many creative spaces and film types as possible.

Special note:

1. The duration of a single episode of Short Documentary group works is required to be 5min - 30min (inclusive), and four awards are set up, namely "Best Wildlife", "Best Conservation Story", "Best Cinematography" and "Best Production". The submitted works are allowed to be a series of short films (two or more episodes), and the duration of a single episode is required to be 5min - 30min (inclusive). The single episode needs to be independently composed with relevance and continuity with other episodes in content.

2. The duration of Short Reel group works is required to be 1min - 5min (inclusive), and two awards are set up, namely "Best Wildlife" and "Best Conservation Story".

3. The duration of Mobile group works is required to be 1min (inclusive) - 30min (inclusive), and Qualcomm Snapdragon Special Award is set up. The equipment for works is domestic mobile phones supported by Qualcomm Snapdragon mobile technology platform, such as One plus, Vivo, OPPO, Xiaomi, Meizu, Huawei (some models), etc. (please refer to the application form for specific mobile phone models). It must reflect the features of Qualcomm Snapdragon mobile phone shooting, such as 8K function, Slow Motion function, wide-angle lens, telephoto lens, smooth zoom, shooting in low light environment, etc.

4. The duration of the works of Bilibili Special group is required to be 10s - 30min (inclusive), and the Treasure Creation Award (1entry), Interesting Image Award (2entries) and New Star Observation Award (2entries) are set up.

5. There are no equipment requirements for Short Documentary group, short Reel group and Bilibili Special group;

6. The Committee's Choice Award will be selected from all the award winning works in the four groups. And China National Park Special Award will be selected from Short Documentary group, Short Reel group and Mobile group.

7. The bonus is tax-included, which requires the Organizing Committee to withhold and pay personal income tax.

8. The bonus of Bilibili Special group will be paid out within 20 working days after the announcement of the final winners list (the organizer will collect the payment information of the winners by private letter, and the amount will be subject to the pre-tax amount). If the winners fail to receive the prizes for personal reasons, they will be deemed as giving up automatically.

See the following table for details:

China Wildlife Image and Video Competition - Video Category Awards Setting				
Group	Award	Grade	Number of winners	Prize (in 10k yuan)
Committee's Choice		Grand Prize	1	20
Short Documentary [5min—30min (inclusive)]	Best Wildlife	Winner	1	8
		Nomination	2	2
	Best Conservation Story	Winner	1	8
		Nomination	2	2
	Best Cinematography	Winner	1	8
		Nomination	2	2
	Best Production	Winner	1	8
		Nomination	2	2
Short Reel [1min—5min (inclusive)]	Best Wildlife	Winner	1	8
		Nomination	2	2
	Best Protection Story	Winner	1	8
		Nomination	2	2
Mobile [1min—30min (inclusive)]	Qualcomm Snapdragon Special	Winner	1	8
		Nomination	4	2
Bilibili Special [10s—30min (inclusive)]	Treasure Creation	Winner	1	6
	Interesting Image	Winner	2	3
	New Star Observation	Winner	2	2
China National Park Special Award		Winner	1	8

VI. Rules

Special note: The competition rules for the Video Category are available in simplified Chinese and English, and the simplified Chinese version (hereinafter referred to as "Rules") has the final interpretation and binding force.

1. The China Wildlife Image and Video Competition Video Category is hosted by Chinese National Geography. For any questions about the competition, please refer to the FAQ or email to: info@wonderoflife.cn
2. The deadline for submission is 23: 59 Beijing time on August 31, 2021.
3. Qualifications: Individuals, organizations and institutions from all over the world are welcome to participate in the competition. There are no nationality, gender or age restrictions for the contestants. The Organizing Committee staff, sponsors, video category judges, the judges' immediate family members and the judges' company are not allowed to participate in the competition.
4. Winning and nominated works participating in the 2020 "China Wildlife Video Competition of the Year" are not allowed to participate in the 2021 competition.
5. Knowledge of the rules: It is the responsibility of every participant (and/or the parents or guardians of participants) to ensure that they have carefully read, know and abide by the rules of the competition. Each participant (and/or the participant's parents or guardians) submits the entries, which means that they agree and abide by the competition rules, and bear corresponding legal responsibilities for any damages or losses caused by violating the rules.
6. Disqualification: At any stage of the competition, the Organizing Committee finds that any entries that do not conform to the rules of the competition may be disqualified, and at the same time, the winner title will be canceled.

7. Obey the law: the entries must not contain any content that violates the laws of the People's Republic of China; There shall be no racial, religious or identity discrimination, malicious attacks on national traditions and customs, disclosure of state or commercial secrets, invasion of others' privacy, insult or slander of others' personality, infringement of others' copyright, etc.
8. Shooting area: world-wide.
9. The videos participating in the Video Category of the 2021 China Wildlife Image and Video Competition shall be produced no earlier than January 1, 2011.
10. Non-documentary short films such as animation, web pages and science fiction are not allowed for the competition.
11. Participants should reply to the e-mail and confirm whether to participate in the competition within 3 working days after receiving the notification (e-mail) of shortlisting, nomination and winning information sent by the general office of the Organizing Committee. Once the participants confirm that they accept the invitation and participate in the competition, they are not allowed to withdraw the works for any reason.
12. Announcement of the evaluation results of Bilibili group: The results will be released through the official account news within 14 working days after the end of the event.
13. After the entries are nominated and won, the editing of the officially exhibited version of the works shall be consistent with the version in the evaluation, and the contestants shall not require the replacement of the version during the evaluation process.
14. Shooting ethics: Participants should abide by national and local laws and regulations on wildlife, biology and ecological environment protection during shooting, and should abide by the regulations and requirements on wildlife, biology and ecological environment protection in shooting areas, and respect the customs and habits of shooting places. Shooting shall not cause permanent or serious harm to the

environment and living things, and shall not cause any harm to wild animals or damage to wild animals and ecological environment; participants can't imprison wild animals for shooting, and works of domesticated wild animals for profit are not accepted; Unacceptable subjects: domestic animals and poultry, domestic pets, and creatures in artificial conditions such as breeding/raising/caging/confinement/domestication/cultivation. Participants should keep enough distance during the animal breeding period, and can't use living animals to lure other animals to shoot. In case of violation of this article, the Organizing Committee has the right to unilaterally disqualify the contestants of relevant works after verification. In case of criminal offences, the Organizing Committee has the right to transfer them to relevant judicial departments for handling according to relevant circumstances.

15. The final interpretation right of this competition belongs to the organizer.

VII. Copyright statement

1. When submitting the work, the participant guarantees that the intellectual property rights of the work are owned by the participant him/herself, and there is no ownership dispute. Participants shall ensure that they are the original authors of the submitted works, and have independent, complete, clear and uncontroversial copyrights and related rights for the whole and part of the works. It is forbidden to submit, carry, copy, reprint, slightly modify, and re-submit the previous entries. Any fraudulent acts such as remake, editing, and stealing other people's works in any form will be permanently disqualified and publicized.
2. The Bilibili Special group does not support participation of joint submission, and the entries in this group must meet the regional submission standards and activity requirements.
3. Participants guarantee that their submitted entries shall not infringe other legitimate rights and interests such as third-party copyright, portrait right, reputation right,

privacy right, etc., otherwise, participants shall bear corresponding tort liability; If the entries are similar to any works or infringe on the rights and interests of a third party, the organizer has the right to ask the author for the creation certificate for verification; The organizer has the right to directly cancel the qualification of the disputed works and the awards and honors that have been won, and has the right to withdraw or delete the published works on the relevant media websites. The organizer has the right to publicize the relevant processing results; The losses caused to the organizer shall be borne by the contestants of the disputed works.

4. The copyright of the entries belongs to the contestants. The organizer and public welfare strategic partners have the right to use the winning works (including reproduction, distribution, exhibition, screening, information network communication, etc., and use the works, author's name and other necessary information in the communication activities related to the competition), and have the right to use the winning works to publish books and albums related to the competition and recommend relevant media to publish them, and no additional payment will be made when using them (the exemption time is five years). Communication activities related to the competition include, but are not limited to, WeChat, Weibo, website publicity, announcement of results, online and offline exhibition of the competition, etc. When other entries and short-listed works are used for the communication and exhibition related to the competition, the photographers have the right to know. When used in derivative production, all participating photographers have the right to know and get corresponding remuneration.
5. The organizer and the public welfare strategic cooperation platform have the right to use the winning works in public welfare projects related to the competition, which are mainly used for wildlife protection in China, public welfare projects related to biodiversity protection in China, publicity, etc. Participants have the right to know and receive corresponding remuneration. The organizer and the exclusive strategic cooperation platform should mark the copyright information of the works on the final use channel. The aforementioned channels include but are not limited to: TV,

subway, bus, high-speed rail, network, mobile phone, organizer's we-media and offline activity communication, etc.

VIII. Responsibility

1. If the participants fail to receive the e-mail sent by the official competition due to their own e-mail security settings or restrictions set by their Internet service providers, the organizer will not assume any responsibility for this. Participants must ensure that their settings can receive emails from info@wonderoflife.cn email address.
2. The organizer shall not be responsible for any unauthorized third party stealing works.
3. Unless explicitly stated elsewhere in the rules, and to the maximum extent permitted by law, the organizer shall not be responsible for any loss or damage suffered by any competitor in matters related to the competition or the use of any award.

IX. Group Description

1. Best Wildlife

Show the behavior and manner of wildlife, with novel angle, imaginative picture and true content, which is consistent with the habits and characteristics of species, including shooting rare and less concerned species or works that can reflect the value of species in the ecosystem.

2. Best Conservation Story

Focus on topics related to wildlife conservation, including the improvement of ecosystems and individuals, groups and projects related to nature conservation.

3. Best Cinematography

Show the unique shooting angle, skill, technique, etc. The picture has tension and visual impact.

4. Best Production

Works with outstanding performance in post-production, such as the use of lens language, the control of narrative rhythm and editing.

5. Qualcomm Snapdragon Special Award

1) Reflect Qualcomm Snapdragon mobile phone shooting functions: 8k function, slow motion, wide-angle lens, focal lens, smooth zoom, shooting in low light environment, etc.;

2) Importance of the theme: species that are less photographed, or works that reflect the behavior or habitat of the species, or the conservation works/stories that are less photographed before; Works that can better reflect the shooting value (including the value of the species in the ecosystem);

3) Education content: accurate information about species, habitat and community protection; the explanation contents and logics are clear and understandable.

6. China National Park Special Award

1) Excellent wildlife image works with typical conservation value, national representativeness or public welfare, and reflecting the relationship between species and habitats, which are shot within the scope of China's national parks or designated nature reserves (see the attachment "China National Parks and Nature Reserves List").

2) Education content: accurate information about species, habitat and community protection; the explanation contents and logics are clear and understandable.

7. Bilibili Special Group

- 1) Treasure Creation Award: Original works with outstanding comprehensive strength, such as education or wildlife protection consciousness. (1 winner)
- 2) Interesting Image Award: the most popular interesting original works in Bilibili selected by considering broadcasting, comments, bullet screen, collection amount and content. (2 winners)
- 3) New Star Observation Award: original wildlife works created by uploaders with less than 100 thousand fans. (2 winners)

Topics reference: wild world, species stories, marine aquarium, re-creation, outdoor, biological stories, etc.

X. Ways of participation

1. Competition process of "Short Documentary Group", "Short Reel Group" and "Mobile Group"

Step 1: Sign in bilibili and upload entries, and get links to entries; Choose "Animal Circle" or "Knowledge Division" when submitting the works, and fill in the activity tags of #China Wildlife Image and Video Competition # and # Short Documentary Group #/# Short Reel Group #/# Mobile Group #;

Step 2: Sign in an account on the official website of the competition and fill in the personal and work information;

Step 3: Click Registration Management, and after confirming the copyright agreement, fill in the registration form online;

Step 4: Submit the registration form after bilibili's work link is filled in;

Special reminder: "Upload video on bilibili"+"Submit the application form on the official website" are both indispensable, and works that are only uploaded on bilibili or works whose application forms are submitted only are not eligible for the competition. Participants must ensure that their mailboxes are set up to receive emails from cwvcy@wonderoflife.cn, the Organizing Committee.

2. The participation process of "Bilibili Special Group"

Step 1: Register and become a Bilibili uploader;

Step 2: Upload the entries, select animal circle or knowledge division when submitting the entries, and fill in the activity labels of #China Wildlife Image and Video Competition# and #Bilibili Special Group#

Special reminder:

- 1) "Upload video on Bilibili"+"Submit the application form on the official website" are both indispensable, otherwise the works will be not eligible for the competition.
- 2) Only original works are accepted in the competition, and it is necessary to ensure that there is no copyright dispute in the materials when participating in the evaluation. It is forbidden to submit, carry, copy, reprint, slightly modify or re-submit the previous entries. The Bilibili Special group does not support participation of joint submission, and the entries in this group must meet the regional submission standards and activity requirements.
- 3) Announcement of evaluation results: The shortlist will be announced on October 8, 2021, and the award-winning results will be announced at the award ceremony (the

award ceremony is expected to be held during November-December, 2021, the specific time will be updated when the date is confirmed).

4) The nominated participants must sign the copyright agreement and ensure that their mailboxes are set up to receive emails from cwvcy@wonderoflife.cn, the Organizing Committee.

5) The bonus will be paid out within 20 working days after the announcement of the final winners list (the organizer will collect the payment information of the winners by private letter, and the amount will be subject to the pre-tax amount). If the winners fail to receive the prizes for personal reasons, they will be deemed as giving up automatically.

3. Tips for uploading videos on Bilibili】

1) Please select “Animal Circle” or “Knowledge Division” when submitting the works, and add the label #China Wildlife Image and Video Competition# to the works, and add corresponding labels in #Short Documentary group#, #Short Reel group#, #Mobile group# and #Bilibili Special group#.

2) Select "China Wildlife Image and Video Competition" in the column of "Participation".

The "works description" shall not exceed 250 words, and the works description of the "Short Documentary Group", "Short Reel Group" and "Mobile Group" should be consistent with the "works description" in the application form.

XI. The Competition Schedule of Video Category

Collection of works:

June 5, 2021 to August 31, 2021

Evaluation process of "Short Documentary Group", "Short Reel Group" and "Mobile Group":

Preliminary evaluation: September 1-30, 2021

The Preliminary Evaluation Judges selects 46 shortlisted videos (24 from short documentary group, 12 from short reel group and 10 from mobile group) from all the entries for re-evaluation, and informs the applicants of the shortlisted works by email. The shortlisted works will be announced on the event page of Bilibili.

Re-evaluation: October 9 - 21, 2021

The Re-evaluation Judges selects 23 nominated works (12 from short documentary group, 6 from short reel group and 5 from mobile group) from 46 shortlisted films for the final evaluation. The re-evaluation results will be notified to the contact person through the official e-mail of the competition, and the list of nominated works will be announced on the event page of bilibili.

Final evaluation: October 29 - 31, 2021

The Final Evaluation Judges selects the final winners of each award from 23 nominated works, as well as the winning works of the Judge Committee Award and the China National Park Special Award, and announces the list of winners at the award ceremony.

The evaluation process of "Bilibili group":

Preliminary evaluation: September 1-30, 2021

After the call for papers, the Preliminary Evaluation Committee of Bilibili group selects 15 shortlisted works from all the works meeting the activity rules for re-evaluation (considering the ranking of video view, likes, and comments, and eliminating the risks of public opinion and copyright, etc.), and informs the contact

person by official email. The shortlisted works will be announced on the event page of Bilibili.

Re-evaluation: October 9- 31, 2021

The Final Evaluation Judges selects 5 winning works from the 15 shortlisted works, and announces the list of winners at the award ceremony.

Winner Exhibition:

December 2021 Announcement and Exhibition of the award-winning works

All the winning works will be announced at the award ceremony. The winning works and the video of the award ceremony will be displayed on the bilibili event page and the official website of the competition.

XII. Precautions

1. After the competition enters the evaluation stage (September 1, 2021), the contestants shall not withdraw the videos or modify the video information without authorization for any reason.
2. There is no limit to the number of works submitted in the competition.
3. Please read the group introduction carefully and add the correct # tags # when uploading the video. If you find your works in the wrong group during call for submissions, please contact the Organizing Committee through the official email address in time.
4. You can only submit in one group for each video, and select one group from "Short Documentary Group", "Short Reel Group", "Mobile Group" and "Bilibili Special Group". The same work cannot be submitted repeatedly in different groups.
5. All the entries will be displayed on bilibili.com.

XIII. Participation consultation Participation consultation

Official consultation email address: info@wonderoflife.cn

(only Chinese and English letters are accepted)

Official consultation telephone number: +86 17343050570

(China's legal working days, Beijing time: 9:30-17:30)

Attachment:

Description of the scope of "China national parks and nature reserves" (Next Page)

The candidate list of the 66 China National Parks specified

No.	List	No.	List
1	Daxing'anling National Park Candidate Area	34	Danxia Mountain National Park Candidate Area
2	Xiaoxing'anling National Park Candidate Area	35	Pearl River Estuary National Park Candidate Area
3	Hulun Buir National Park Candidate Area	36	Beibu Gulf National Park Candidate Area
4	Songnen Hexiang National Park Candidate Area	37	Hainan Tropical Rainforest National Park Candidate Area
5	Xilingol National Park Candidate Area	38	South China Sea Coral Reef National Park Candidate Area
6	Liaohu National Park Candidate Area	39	Kangrinboqe National Park Candidate Area
7	Changbai Mountain National Park Candidate Area	40	Mount Everest National Park Candidate Area
8	Northeast Tiger and Leopard National Park Candidate Area	41	Qiangtang National Park Candidate Area
9	Daqing Mountain National Park Candidate Area	42	Yarlung Tsangpo Grand Canyon National Park Candidate Area
10	Wutai Mountain National Park Candidate Area	43	Gaoligong Mountain National Park Candidate Area
11	Baiyangdian National Park Candidate Area	44	Pudacuo National Park Candidate Area
12	Beidagang National Park Candidate Area	45	Ailao Mountain-Wuliang Mountain National Park Candidate Area
13	Saihanba National Park Candidate Area	46	Gongga Mountain National Park Candidate Area
14	Yanshan National Park Candidate Area	47	Ruergai National Park Candidate Area
15	Changdao National Park Candidate Area	48	Giant Panda National Park Candidate Area
16	Yellow River Estuary National Park Candidate Area	49	Emei Mountain National Park Candidate Area
17	Tai Mountain National Park Candidate Area	50	Fanjing Mountain National Park Candidate Area
18	Yellow Beach National Park Candidate Area	51	Damiaoling National Park Candidate Area
19	Yangtze River Estuary National Park Candidate Area	52	Xishuangbanna National Park Candidate Area
20	Huang Mountain National Park Candidate Area	53	Tarim River National Park Candidate Area
21	Poyang Lake National Park Candidate Area	54	Kunlun Mountain National Park Candidate Area
22	Wuyi Mountain National Park Candidate Area	55	Tianshan Mountain National Park Candidate Area
23	Qianjiangyuan-Baishanzu National Park Candidate Area	56	Kanas National Park Candidate Area
24	South and North Island National Park Candidate Area	57	Kelameili National Park Candidate Area
25	Taihang Mountain National Park Candidate Area	58	Sanjiangyuan National Park Candidate Area
26	Funiu Mountain National Park Candidate Area	59	Lop Nur National Park Candidate Area
27	Dabie Mountain National Park Candidate Area	60	Qinghai Lake National Park Candidate Area
28	Shennongjia National Park Candidate Area	61	Qilian Mountain National Park Candidate Area
29	Zhangjiajie National Park Candidate Area	62	Badain Jaran National Park Candidate Area
30	Dongting Lake National Park Candidate Area	63	Helan Mountain National Park Candidate Area
31	Jinggang Mountain National Park Candidate Area	64	Liupan Mountain National Park Candidate Area
32	Nanshan National Park Candidate Area	65	Ziwuling National Park Candidate Area
33	Nanling National Park Candidate Area	66	Qinling Mountain National Park Candidate Area

* The works of the China national parks and nature reserves sub-group must be shot in the above parks.