



## **hush! 300 Seconds Short Video Competition**

### **Rules & Regulations**

1. Objective: The "hush! Beach Concerts" is planned to be held at Hac-Sa Beach and Barra District in early November this year, bringing a series of exciting performances. In response to the vision of promoting the development of music in Macao, both professional and amateur musicians can showcase the possibilities of music to the world in the most easily shared form through the platform of the "hush! 300-Seconds Short Video Competition". Participants of all ages and experience can shoot a video of themselves playing music or interpreting a song and win various prizes.
2. Organizer: Cultural Affairs Bureau
3. Deadline for Submission: 12:00pm, October 25<sup>th</sup> 2024
4. Regulations:
  - 4.1. Participants can record a video of playing their own music or singing, with a maximum duration of 300 seconds, and submit it together with the attached application form within the period stated in point 3.
  - 4.2. Video and completed application form can be submitted through the following method:
    - 4.2.1. Submit in person at Cultural Affairs Bureau  
Address: Praça do Tap Siac, Edif. do Instituto Cultural, Macao  
Office Hour: 9am – 1pm, 2:30pm - 5:45pm from Monday to Thursday  
9am – 1pm, 2:30pm - 5:30pm on Friday
    - 4.2.2. Email: [hush@icm.gov.mo](mailto:hush@icm.gov.mo) with the subject "hush! 300 seconds- XXXXX (title of the video)". The Organizer will confirm as being in accordance with these Regulations.
  - 4.3. The Organizer will reply to participants by email if their participation is accepted. Participants are required to upload their video submissions to at least one of the platforms: Youtube, Facebook, Instagram, Shake, Tiktok and/or Xiaohongshu within 3 working days from the date of receipt of the email and should tag the video submissions with the words "hush! 300" Youtube, "HUSH FULL MUSIC" Facebook and/or "hushfullmusic" Instagram account name and hashtagged "#hush300". Relevant videos and/or posts should be set to be visible to the public. After posting the video, the link of the video/post should be sent to [hush@icm.gov.mo](mailto:hush@icm.gov.mo) with title "hush! 300 seconds - XXXXXXXXXX (customized clip name) post".
  - 4.4. To ensure fairness, participants are not allowed to place advertisements or open business mode for the post/video. If it is deemed necessary to verify, the Organizer will request for a screenshot of the relevant information. Should the aforementioned condition is discovered, all of the applications by the participant will be disqualified.
  - 4.5. Video popularity will be calculated by adding up the number of views and/or likes of the uploaded video and/or post. Participants should take into consideration that



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- the popularity of videos submitted earlier will take longer to accumulate, but it will not affect the other awards.
- 4.6. The work (including but not limited to text, graphics and images) should not involve none of the following, subject to not being accepted:
- 4.6.1 content which involves obscenity, indecency, defamation, intimidation, pornography, harassment, discrimination, advocacy a criminal offence, infringement of copyright or any content that could give rise to civil or criminal liability;
- 4.6.2 acts that are contrary to good customs, morals and ethics, or harmful to the public interest and social harmony;
- 4.6.3 involve the violation of the law or any derogatory reference to the image of the Organizer or damage to any national or regional relations.
- 4.7 There are no restrictions on the content of the videos, however, the music must be played or sung by the contestant.
- 4.8 If the uploaded video and/or post submitted by the participant does not comply with the posting standards of the relevant platforms, resulting in failure to post or any dispute, the Organizer will not accept any modification of the content and re-application and will disqualify the participant from participating.
- 4.9 In the interests of fairness, staff of the Department of Performing Arts Development of the Cultural Affairs Bureau of the Macao Special Administrative Region are not allowed to participate in this contest.
5. A number of prizes will be awarded to encourage participants to showcase their musical talents:
- 5.1 Music Plus JAM Prize (2 winners) – A jury formed by the Organizer will select the two videos with the strongest sense of music based on the compatibility between the images and the music in the video.
- 5.2 Music in Sports Award (2 winners) – The video must combine sports and music elements. The jury, formed by the Organizer, will select the two videos with strongest musicality and dynamics of the sports in the video.
- 5.3 Creative Plus Fun Award (2 winners) – A jury formed by the Organizer will select the two most creative videos based on the creativity of the video production.
- 5.4 Most Enthusiastic Award (1 winner) – A jury formed by the Organizer will select the most compelling video according to the enthusiasm of the performance in the video.
- 5.5 Participation Spirit Award (2 winners) – The two videos with the most spirit of participation based on the level of commitment of the performers in the video, as judged by a panel of judges formed by the Organizer.
- 5.6 Most Popular Awards (4 winners) – the 4 videos with the highest online popularity as of October 25<sup>th</sup>, 12:00pm.
- 5.7 Participation Award (16 winners) – first sixteen videos submitted and accepted by the Organizer for posting.



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	Awards	Prizes
<b>a</b>	Music Plus JAM Prize (2 winners)	Each winner will receive: - 2 sets of round-trip economy tickets for one person from Macao to any existing destination currently offered by Air Macau
<b>b</b>	Music in SPORTS Award (2 winners)	Each winner will receive: - MGM Macau cash prize of MOP5,000.00 each
<b>c</b>	Creative Plus FUN Award (2 winners)	Each winner will receive: - ICBC Bank Macau credit card free spending worth MOP4,000.00*
<b>d</b>	Heartwarming Award (1 winner)	- BNU Bank credit card free spending worth MOP2,000.00*
<b>e</b>	Participation Spirit Award (2 winners)	Each winner will receive: - New Yaohan Gift Voucher worth MOP2,000.00 from OCBC Bank
<b>f</b>	Most Popular Awards (4 winners)	Each winner will receive: - BNU Bank credit card free spending credit worth MOP1,500.00*
<b>g</b>	Participation Award (16 winners)	Each winner will receive: - Tai Fung Bank credit card free spending worth MOP500.00*
	<b>Notes:</b>	*Winners must possess or apply the relevant credit card in order to redeem the prize. The banks reserve the final right to review on the credit card application.

6. Results

6.1 Results will be announced on October 31<sup>st</sup> on the HUSH FULL MUSIC Facebook page and hushfullmusic Instagram page.

6.2 Award presentation ceremony will be held during “hush! Beach Concerts” on November 9<sup>th</sup>.

7. For any enquiry: Mr. Lou: 8399 6802 / Mr. Hui: 8399 6817 / email: [hush@icm.gov.mo](mailto:hush@icm.gov.mo).

8. The Organization reserves all rights of amendment and interpretation of the rules and regulations.

hush! 300 YouTube Channel



HUSH FULL MUSIC Facebook page



hushfullmusic Instagram





**hush! 300 Seconds Short Video Competition**  
**Application Form**

(\*are compulsory columns)

Contestant Name (Chinese)	
*Contestant Name (Foreign)	
*First 4 digits of Macau ID	
*Video Title	hush! 300 Seconds
Name of the Performer/Group/Band	
*Type of Music and Number of Performers	
*Contact Number	(+      ) -
*Email	
*Video Duration	_____seconds (maximum 300 seconds)
*Description of the Video (maximum of 100 words)	
Description of the Performer/Group/Band (maximum of 100 words)	