



hush! 300 Seconds Short Video Competition

Rules & Regulations

1. Objective: The "hush! Beach Concerts" is planned to be held at Hac-Sa Beach, Barra District and local communities on 11-19 October 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 levels are welcome. Simply record a video of themselves playing a music or interpreting a song for a chance to win various prizes.
2. Organizer: Cultural Affairs Bureau
3. Deadline for Submission: By 12:00 noon on October 8th 2025
4. Participation Regulations:
 - 4.1. Participants can record a video performing or interpreting a piece of music or song of their own, with a maximum duration of 300 seconds and submit it together with the attached application form within the timeframe specified in point 3 above.
 - 4.2. Video and completed application form can be submitted through the following method:
 - 4.2.1. Submit in person at the Cultural Affairs Bureau
Address: Praça do Tap Siac, Edif. do Instituto Cultural, Macao
Office Hours: Monday to Thursday from 9am – 1pm, 2:30pm - 5:45pm
Friday 9am – 1pm, 2:30pm - 5:30pm
 - 4.2.2. Email: hush@icm.gov.mo. Please specify "hush! 300 seconds- XXXXX (title of the video)" in the subject line. 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 with the title "hush! 300 seconds - XXXXXXXXXX (customized clip name) post".
 - 4.4. To ensure fairness, participants are not allowed to place advertisements or enable monetization on their submitted posts. If it is deemed necessary to verify, the Organizer may request backend screenshots as proof for verification. 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. Should views and/or likes counts from social



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media platforms be accessible only by backend systems, participants should submit the screen captures of the data aforementioned via email to hush@icm.gov.mo in order to be admitted to calculation on or before 12noon on October 8, 2025. Any data received after the aforementioned deadline will not be accepted; participants are therefore advised to allow sufficient amount of time for email submission.

4.6. Participants should take into consideration that the popularity of videos submitted earlier will take longer to accumulate, but it will not affect the other awards.

4.7. The work (including but not limited to text, graphics and images) should not involve none of the following, subject to not being accepted:

4.7.1 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;

4.7.2 contents that are contrary to public decency, morals and ethics, or harmful to the public interest and social harmony;

4.7.3 contents which involve the violation of the law or any derogatory reference to the image of the Organizer or damage to any national or regional relations.

4.8 There are no restrictions on the format of the video content, however, it must feature music that is personally performed or sung by the contestant. Additionally, the participant must either hold an item bearing the words “hush!300” within the video frame or placed it in the shooting environment in the video.

4.9 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.

4.10 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 visuals 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, based on how well participants integrate sports and music in their performance.

5.3 Creative Plus Fun Award (3 winners) – A jury formed by the Organizer will select the three most creative videos based on the creativity of the video production.

5.4 Most Enthusiastic Award (2 winner) – A jury formed by the Organizer will select the two most compelling videos 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



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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 8th, 12 noon.

	Awards	Prizes
1	Music Plus JAM Prize (2 winners)	- 2 sets of round-trip economy tickets for one person from Macao to any existing destination currently offered by Air Macau
2	Music in SPORTS Award (2 winners)	- MGM Macau cash prize of MOP5,000.00 each
3	Creative Plus FUN Award (3 winners)	- ICBC Bank Macau credit card free spending worth MOP4,000.00 (2 winners)* OR - BNU Bank credit card free spending worth MOP4,000.00 (1 of the winners)*
4	Heartwarming Award (2 winners)	- Tai Fung Bank credit card free spending worth MOP4,000.00*
5	Participation Spirit Award (2 winners)	- New Yaohan Gift Voucher worth MOP2,000.00 from OCBC Bank
6	Most Popular Awards (4 winners)	- BNU Bank credit card free spending credit worth MOP1,000.00*
Notes:		*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. Announcement of Results

6.1 Results will be announced on October 14th on the “HUSH FULL MUSIC” Facebook page and “hushfullmusic” Instagram page.

6.2 Award presentation ceremony will be held during “hush! Beach Concerts” on October 19th. Awardees should send at least 1 representative to participate in the ceremony.

7. For any enquiry: Mr. Lou: 8399 6802 / Mr. Hui: 8399 6817 / email: 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





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Appendix

hush! 300 Seconds Short Video Competition
Application Form

(*are compulsory columns)

Contestant Name (Chinese)	
*Contestant Name (Eng/Port/Other)	
*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)	