



# NEWS RELEASE

**For Immediate Release**

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## FUTURE OF CHINA'S VIBRANT FILM INDUSTRY TAKES CENTRE STAGE DURING SHENZHEN SHORT FILM FESTIVAL & COMPETITION

*Best Director Award Winner Scores MPA Film Immersion Course in Los Angeles*

**SHENZHEN/SINGAPORE** – The future of China's vibrant film industry took center stage over the weekend as aspiring young filmmakers participated in the final round of the KingBonn Awards competition, during the 6<sup>th</sup> China International New Media Short Film Festival in Shenzhen.

Considered the nation's premier short film competition, this year's KingBonn Awards attracted a considerable 3,117 short films from around the world, while additional submissions from partnering online video websites Youku-Tudou, Sohu, iQiyi and LeTV, resulted in a landmark 24,210 entries, proving that short filmmaking is a vibrant and important sector of the global film industry.

Chinese director and chairperson of the awarding jury, Peter Ho-Sun Chan, whose films include the musical *Perhaps Love* and box office hit *American Dreams in China*, acknowledged that short films offer an ideal medium and an affordable first step for film industry contenders. This, plus the attraction of career-furthering prizes such as the Motion Picture Association's (MPA) week-long film immersion course in Los Angeles for the "Best Director" award, helped drive a record high level of interest.

Those honored included Yu Yansong, who won the MPA "Best Director" award for *Spring Officer*, a documentary short film highlighting the disappearing traditions of western China's countryside; He Wenchao, whose suspenseful short film *Gyges* won both the "Best Short Film" and "Best Fiction Short Film" awards; while the "Best Animation Short Film" award was given to Russian director Konstantin Bronzit for *We Can't Live Without Cosmos*; and the "Best Documentary Short Film" award was granted to Dutch director Kuba Szutkowski for *Collecting is a Disease*.

Government officials and prominent filmmakers attending the event included: Tian Jin, Vice Minister of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), Luo Jianhui, Director General of SAPPRFT's Internet Media Management Department, Wu Yihuan, Vice Mayor of Shenzhen, and film director Peter Chan.

In his speech, Tian highlighted the role of short films and emerging talent in shaping the Chinese film and TV industry, "China's film and TV industry has gone through impressive development and it is important that we encourage and award the young talent entering the business," he said. "Over the years, KingBonn has set a perfect example by offering a platform to showcase high-quality works from young filmmakers and students from China and around the world."

“MPA is pleased to support competitions and forums that showcase and pollinate new ideas, knowledge and talent,” said Mike Ellis, President and Managing Director, Asia Pacific. “It’s our hope today’s winners will help lead a new generation of quality filmmakers whose work will resonate both in China and beyond.”

The 6<sup>th</sup> China International New Media Short Film Festival, which concluded on May 17, also included the International Director TEF Summit, an outdoor carnival and creators’ salon over four days of forums and activities. Founded in 2010, it is the only national short film festival officially supported by SAPPRFT.

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**About the MPA:**

*Promoting & Protecting Screen Communities in Asia Pacific*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit [www.mpa-i.org](http://www.mpa-i.org).

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