



ด่วนที่สุด

บันทึกข้อความ

ส่วนราชการ สำนักงานการประชาสัมพันธ์ต่างประเทศ สงด. โทร. ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐-๑๑

ที่ นร ๐๒๐๙.๐๓/ ๖๑๕๘๐

วันที่ ๑ ธันวาคม ๒๕๕๔

เรื่อง เชิญส่งผลงานเข้าร่วมการประกวดรางวัล Prix Jeunesse International ประจำปี ค.ศ. ๒๐๑๒

เรียน ผอ.สพท. และ ผอ.สปช.๑-๘

สพต. ได้รับแจ้งจาก สำนักเลขาธิการรางวัล Prix Jeunesse International ว่าจะจัดการประกวดรายการโทรทัศน์สำหรับเด็กประจำปี ค.ศ. ๒๐๑๒ และเชิญ กปส. ส่งรายการเข้าร่วมการประกวดดังกล่าว โดยแบ่งเป็นประเภทดังต่อไปนี้

๑. รายการเชิงบันเทิงคดี (เรื่องที่แต่งขึ้น) สำหรับเด็กอายุไม่เกิน ๖ ปี และ ๗-๑๑ ปี
๒. รายการเชิงสารคดี (เรื่องจริง) สำหรับเด็กอายุไม่เกิน ๖ ปี และ ๗-๑๑ ปี
๓. รายการเชิงสารคดี หรือเชิงบันเทิงคดี สำหรับเด็กและเยาวชนอายุ ๑๒-๑๕ ปี

รายการที่ส่งเข้าประกวดต้องเกิดขึ้นจากความคิดสร้างสรรค์ของผู้ผลิตเอง และต้องได้รับการออกอากาศ หรืออยู่ในผังเตรียมออกอากาศ ระหว่างวันที่ ๑ พฤษภาคม ๒๕๕๓ - ๓๑ พฤษภาคม ๒๕๕๕ ผลงานที่ส่งให้สำนักเลขาธิการรางวัลฯ จะต้องเป็นรายการเต็ม ต้องมีความยาวไม่เกิน ๖๐ นาที มีไตเติ้ลเปิดและปิดรายการ ดังเช่นที่ออกอากาศทุกประการ ห้ามมีการขายสินค้าหรือแสดงให้เห็นสินค้าใด ๆ ในรายการ นอกจากนี้ รายการต้องมีบทบรรยายใต้ภาพ หรือพากย์เสียงเป็นภาษาอังกฤษอย่างใดอย่างหนึ่ง

เพื่อเป็นการเผยแพร่ชื่อเสียงของประเทศไทยในเวทีสากล ขอเชิญชวนผู้ผลิตรายการ ในสังกัดของท่าน ส่งรายการโทรทัศน์ตามข้างต้น เข้าร่วมการประกวดโดยกรอกใบสมัครได้ที่ <http://www.prixjeunesse.de/> และส่งผลงานในรูปแบบ DVD จำนวน ๑ แผ่น ไปยังสำนักงานเลขาธิการรางวัลฯ ที่ PRIX JEUNESSE INTERNATIONAL c/o Bayerischer Rundfunk, Rundfunkplatz 1, D 80335 Munich ภายในวันจันทร์ที่ ๑๒ ธันวาคม ๒๕๕๔ รายละเอียดเพิ่มเติมสามารถสอบถามได้ที่ info@prixjeunesse.de

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางวรรณ วุฒิอาภรณ์)

ผอ.สพต.



PROMOTING EXCELLENCE IN CHILDREN'S TV

PRIX JEUNESSE INTERNATIONAL 2012 1 - 6 June in Munich, Germany



CALL FOR ENTRIES for the PRIX JEUNESSE Interactivity Prize 2012

The PRIX JEUNESSE Interactivity Prize honours excellence in digital extensions of a broadcaster's multiplatform strategy, for a children's TV programme or series. Enter your best websites, games and mobile apps connected to your children's programmes!

Deadline for programme entries: 12 December 2011

Deadline for participant registration: 30 April 2012

Contest rules and registration forms - also for the TV programme competition - can be found at:

www.prixjeunesse.de

See you in Munich!

The PRIX JEUNESSE Team

PRIX JEUNESSE INTERNATIONAL 2012

Contest Rules TV

WHAT WE ARE LOOKING FOR

PRIX JEUNESSE International explores and celebrates the highest quality television programmes aimed at 2-15 year olds. The festival is intended for shows for children and young people, not about them.

In inviting channels to send their outstanding works, PRIX JEUNESSE also desires to uncover and feature new trends and innovation in children's programming.

Please note that, in order to ensure space in the competition for new approaches, series that have been entered into PRIX JEUNESSE several times might be excluded during pre-selection unless they have changed substantially.

Entries do not necessarily have to be related to the festival theme.

WHO CAN ENTER

Entries must have been distributed via a "push" medium - any platform that sends out content on its own regularly-scheduled timetable. That includes broadcast, cable, satellite and digital TV channels; internet or mobile services that stream content at particular times and in set order.

Joint organizations:

Individual channels that are members of a national association of telecasters (e.g., ARD/Germany) can enter separately as long as they offer at least one hour per week of children's programming that is unique from the other associated channels.

Multichannels:

If one company operates multiple channels within a country, individual channels may enter separately only if they are separately managed and programmed, not if the channel simply retransmits or repurposes content from another channel.

If one company operates multiple channels across many countries, each may enter separately only content which it commissioned or co-produced, not content which it revoices or repackages from another country.

Production Houses:

An independent production house may enter its own work if it is not submitted by the initial telecaster or other distributor, with the distributor's permission.

Regardless of platform or entrant type, an entry must have been commissioned or co-produced (meaning substantial creative input, not simply financial investment) by the entering company, not acquired or repurposed from others' work.

ENTRY LIMITS

For telecasters:

60 minutes per telecaster!

+ 20 additional minutes if a telecaster enters both its own and independent productions. (Neither a telecaster's own entries, nor the independently-produced works it submits, may exceed 60 minutes).

For production houses:

1 production, maximum length 60 minutes!

Entries coming directly from a production house must be accompanied by signed confirmation from the telecaster/distributor of initial transmission within the time-frame stated in the rules. A programme entered directly by the production house does not reduce the entry time available to the distributor.

PROGRAMMES

must be

- either produced in-house, home-commissioned or co-produced (meaning substantial creative input, not simply financial investment) by the entering organization; they may not be acquired, repackaged or repurposed;
- at least four minutes long;
- transmitted or scheduled to be transmitted for the first time between 1 May 2010 and 31 May 2012;
- full programmes, with opening and end credits, no magazine items;
- entered as they were broadcast;
- limited to one episode per series;
- subtitled, voiced-over or dubbed in English;

PRIX JEUNESSE does not accept

- school programmes;
- programmes that violate the principles of the General Declaration of Human Rights;
- programmes that incorporate advertising or product placement in their content.

If two or more entries from one serial are entered by different broadcasters, the broadcasters will be asked by the festival organizers to decide on only one of the episodes.

CATEGORIES

1. Up to 6 Fiction
2. Up to 6 Non-Fiction
3. 7-11 Fiction
4. 7-11 Non-Fiction
5. 12-15 Fiction & Non-Fiction

Fiction:

Serious or comic narrative, live action or animated.

Non-fiction:

Magazine programmes (even if they include some fictional segments), documentaries, science, natural science, and games or music programmes.

NOMINATION OF FINALISTS

An international pre-selection committee will choose the finalist programmes out of all entries, using criteria similar to those used in the final competition.

During the final competition all participants are invited to jointly select the winners according to a specific voting system (see below).

PARTICIPANTS

Professionals involved with children and media are invited to participate as voters or observers. While voters will jointly select the winners, observers are invited to take part in all PRIX JEUNESSE activities except voting.

VOTING

Selecting the PRIX JEUNESSE prize-winners is an option for any participant. Each organization, however, is limited to

- four voters in all;
- two voters in each category.

Voters

- must vote in at least two categories;
- must watch every programme in those selected categories;
- may not vote on any entry for which they or their organization had creative input.

For reasons of fairness and equal opportunity, general distribution of promotional material on finalist programmes during the contest is not allowed.

PRIZES

are awarded on the last day of the contest:

PRIX JEUNESSE INTERNATIONAL

is awarded to the highest-rated programme in each category.

PRIX JEUNESSE "2012 Theme Prize"

is awarded to the programme that best applies new learning concepts toward fostering children's growth, in a way that is highly attractive to the audience.

PRIX JEUNESSE Children's and Youth Jury Prizes

are awarded by the German children's jury in the categories 7-11 Fiction and 7-11 Non-Fiction and by the international youth jury in category 12-15.

Special Prizes

are awarded by UNICEF and UNESCO.

PRIX JEUNESSE "Heart Prize"

is awarded to the programme that most touches the heart, by vote of the delegates.

Interactivity Prize

is awarded to the interactive application that best represents excellence in interactive strategy connected with a children's TV programme or series. The winner will be selected by delegates' votes, following a presentation

and discussion of the nominees which will be open to all PRIX JEUNESSE participants. (Please check Contest Rules Interactivity for detailed information).

Next Generation Prize

is awarded to the best entry by a programme maker at the beginning of his/her career, working under difficult circumstances or in a developing or emerging production environment.

Mark the entry form if you wish to be considered for this prize. The PRIX JEUNESSE office will contact you for the name and role of the individual nominee.

The award consists of training and networking opportunities via sponsored participation in three workshops or international conferences.

DEADLINES / REGISTRATION DOCUMENTS

For Preselection: 12 December 2011

- 1 Entry form
- 1 DVD (codefree or region code 2) containing only the contest entry, with English subtitles or voice-over/dub.
- Finalists will be notified by the beginning of February 2012.

Link: [Programme registration form](#)

For Finalists: 2 March 2012

- 2 identical Betacam SP cassettes or digital Beta (PAL/625 lines/50 Hz, 4:3 or 16:9 - please submit in format as broadcast) of English-subtitled/-voiced or dubbed programme entry.
(Even original English programmes should be subtitled in English!)
- 1 English-language script, in digital format.
- 3 photos for copyright-free reproduction, in digital format.

Participants: 30 April 2012

Link: [Participant registration](#)

EXTRA FESTIVAL FEATURES:

DISCUSSIONS

on the programmes are held after the screening of each category. These discussions are the core element of the festival for learning how other people and cultures think about children's television, and for comparing reactions to the finalist programmes.

Discussions will be held in English, with some support for at least one other language (Spanish or German) in most groups.

The moderators summarise and compare their groups' views in two plenary sessions.

INFORMATION UNITS

on the PRIX JEUNESSE 2012 festival theme "Watch, Learn and Grow with Children's TV" will be held during the festival week, in the form of info sessions, 5-minute lectures and "Guessing Games".

MEDIA BAR

for personal viewing of entries not nominated as finalists. Finalist programmes are available after their scheduled screening.

COPY BAR

offers "take-away" DVDs of any contest programme for which copying authorisation was given on the programme entry form. DVDs are marked with a special signal to prevent unlicensed telecast. Each organisation attending PRIX JEUNESSE is allowed up to 3 programmes.

NEWCOMERS

will be offered a tour of the premises and a "rough guide" to making the most of their time at the festival. The tour is scheduled for the morning of the opening day.

Plenty of opportunities for

SOCIALIZING

at beer parties, receptions and a gala award ceremony.

QUALITY PROMOTION / USE OF ENTERED MATERIALS

With regard to the entered programme, the entrant grants to the PRIX JEUNESSE Foundation free of charge the non-exclusive rights, unlimited in place, time and content, for utilisation of the programme as a whole and/or in excerpts for educational, research and training purposes (for example in the PRIX JEUNESSE Suitcase) and transmission on German-speaking television (excerpts of up to 5 minutes). Those are in particular the

- transmission rights (only for excerpts of up to 5 minutes)
- right to duplicate and disseminate
- right of making available to the public
- right to public screening
- right to archive the programme
- right to edit and to promote,
- right for printing and ancillary printing.
- right to transfer those rights to third parties

LEGAL NOTICES

- Claims made by third parties are to be resolved by entrants.
- Submission of a registration request constitutes agreement with the contest rules.
- Voting results are final, and recourse to legal action is precluded.

REGISTRATION FEE

There are no programme entry or participant registration fees.

Deadline for entries: 12 December 2011

www.prixjeunesse.de

PRIX JEUNESSE INTERNATIONAL

c/o Bayerischer Rundfunk

Rundfunkplatz 1, D 80335 Munich

Tel: +49 89 5900 2058, Fax: +49 89 5900 3053

info@prixjeunesse.de

The PRIX JEUNESSE Interactivity Prize 2012

RULES

Purpose:

The "PRIX JEUNESSE Interactivity Prize" honours excellence in digital extensions of a broadcaster's multi-platform strategy, for a children's TV program or series. Eligible media include (but are not limited to) websites, interactive TV, games, and mobile apps.

Two Interactivity Prizes will be given, one in each age category.

Criteria:

The criteria are similar to the television competition, but adapted to the special possibilities of interactive digital media and its cross-media relationship with associated television programming. Entries will be scored in four major areas: Idea, Script (or Content), Realization and Target Audience. Judges will also consider special factors such as safety and responsibility to the child audience, extraordinary efforts to connect with young people "where they are," and innovation in content or format.

Who May Enter:

Up to 2 entries are allowed per company. They may come from the broadcaster or an independent interactive producer, with permission of the rights-owning or licensing broadcaster.

The related television programme does not have to be entered in PRIX JEUNESSE.

Categories:

Two age-group categories: Up to 6, 7-12.

Entry Requirements:

We realize there are technological, cultural, linguistic and other challenges in reviewing diverse forms of interactive media from around the world. Therefore, we will leave it to the producer/distributor to decide how best to "show off" the entry. Beyond the entry form, you are invited to submit a brief presentation in any medium that PRIX JEUNESSE can easily post on a (closed) web site for judges to review.

For example: A website entry could include links to the live site. A mobile application may submit download codes if the app is available worldwide, or instead provide short videos that show and explain the idea, if the app is geoblocked or limited to certain mobile carriers. A game-maker could send screen shots, video of game play, or even an interactive demo.

Finalists:

There will be 3 finalists per age-group, chosen by an international jury of children's media experts. The jury will review the entry forms and presentations, discuss them online, and vote for the finalists.

Presentation at PRIX JEUNESSE INTERNATIONAL:

As with the TV contest, the goal is not only to honour outstanding work, but to discuss and evolve standards of excellence for emerging technologies. Therefore, all finalists will be presented during a special session at the festival (1-6 June 2012 in Munich), to be followed by discussion and voting.

Finalists are strongly encouraged to ensure that someone attends PRIX JEUNESSE to represent their entry at the special session.

Finalists will be presented parallel to each other at "stations," in six brief presentation rounds, so participants get a chance to see all finalists. After the short presentations, participants will be given a chance to test and play with the applications.

Any PRIX JEUNESSE delegate who attends the Interactivity session is eligible to vote. Final ballots must be turned in after the special session. Voters can use a worksheet listing the criteria to calculate their final rating, which will be an overall score between 1 and 10. The entry in each category reaching the highest average score will be given the Interactivity Prize.

The entry deadline is 12 December 2011

PRIX JEUNESSE INTERNATIONAL

Bayerischer Rundfunk

Rundfunkplatz 1, 80335 Munich/Germany

Tel: +49 89 5900 2058, Fax: +49 89 5900 3053

info@prixjeunesse.de

Judging Criteria

All participants may register as judges (per telecaster limited to four), and may vote on any program except those from their own company or organization. Prizewinners are determined by the average of all judges' scores on the following criteria:

Target Audience

Is it appropriate for the intended age group? Is it culturally relevant? Is it successfully entertaining? Does it inform? Does it respect children / take children seriously? Does it empower children?

Idea

Is the idea interesting? Is it original? Does it have a new approach? Does it make the viewing think? Does it motivate the viewer? Does it achieve its objectives or purpose?

Script

Is the structure or balance good? Is the subject well researched and developed? Is the dialogue of high quality? Are the characters well developed and their actions motivated?

Realisation

Is the idea well translated to television (art direction, camerawork, editing, etc.)? Is the pace/rhythm of the program successful? Is television the best medium for this idea?

PRIX JEUNESSE INTERNATIONAL 2012 Schedule

Provisional schedule only! Detailed schedule available in April 2012!

Friday, 1 June	
Morning	Registration & Tour of Festival Site Festival Opening Screening Cat 12-15
Afternoon	Screening Cat 12-15
Evening	Opening Reception
Saturday, 2 June	
Morning	Info Teaser Screening Cat 7-11 NF
Noon	Info Session
Afternoon	Screening Cat 7-11 NF
Evening	Soccer Match
Sunday, 3 June	
Morning	Info Teaser Screening Cat 7-11 NF
Afternoon	Screening Cat 7-11 F
Evening	Info Night
Monday, 4 June	
Morning	Info Teaser Screening Cat 7-11 F
Noon	Info Session
Afternoon	Screening Cat 7-11 F
Evening	Karaoke Night
Tuesday, 5 June	
Morning	Info Teaser Screening Cat Up to 6 NF
Afternoon	Screening Cat Up to 6 F
Evening	Info Session
Wednesday, 6 June	
Morning	Info Teaser Screening Cat Up to 6 F
Afternoon	Interactivity Prize Session Announcement of Nominees
Evening	Award Ceremony

PRIX JEUNESSE INTERNATIONAL 2012 Practical Information

Competition Address

Bayerischer Rundfunk (Marmorfoyer)
Rundfunkplatz 1
D-80335 Munich, Germany
Entrance: Rundfunkplatz 1 (corner Marsstrasse/Hopfenstrasse)

Postal Address & Contact Details

PRIX JEUNESSE INTERNATIONAL

Bayerischer Rundfunk
Rundfunkplatz 1
D 80335 Munich/Germany
Tel: +49 89 5900 2058
Fax: +49 89 5900 3053
E-mail: info@prixjeunesse.de

Your contact

[Kirsten Schneid](#), Festival Coordinator

[Anne Lassner](#), Assistant Coordinator

Transport

Munich Airport is located 40 km outside of the city.

S-Bahn from Airport: every 10 minutes (S1 or S8). Journey time to Hauptbahnhof (Central Railway Station, for all hotels): 40 minutes.

Bus from Airport to Hauptbahnhof (Central Railway station, for all hotels): every 20 minutes. Journey time to Hauptbahnhof: approx. 45 minutes.

Weather

We hope for pleasant, sunny and warm weather (between 18-28°C).

But always be prepared for rain and cooler temperatures.

Hotel Information

Participants in PRIX JEUNESSE INTERNATIONAL 2012 receive special rates at the five hotels below. Please make your reservation directly with the hotel (by e-mail or phone), using the code word "PRIX JEUNESSE" and your credit card details. We recommend an early reservation. Special rates at the different hotels are available until dates listed below (or until our reserved block of rooms is fully booked).

All hotels are 5 minutes walking distance from the festival site.

Hotel Eden-Wolff

Arnulfstrasse 4, 80335 Munich

Tel: +49 89 55115 0

Fax: +49 89 55115 555

E-mail: info@ehw.de

Prices per night including breakfast: To be announced.

Hotel Regent

Seidlstrasse 2, 80335 Munich

Tel: +49 89 55159 0

Fax: +49 89 55159 154

E-mail: reservierung@regent-muenchen.net

Prices per night including breakfast:

Single room: € 99,—

Double room: € 129,—

Special rate available until 30 April 2012.

Reserved rooms can be cancelled free of charge until 3 May 2012. For cancellations between 4-24 May 2012 you will have to pay 50% of the booking rate. For cancellations after 24 May 2012 you will have to pay 100% of the booking rate.

Hotel Ibis München City

Dachauerstrasse 21, 80335 Munich

Tel: +49 89 55193 0

Fax: +49 89 55931 02

E-mail: h1450@accor.com

Price per night including breakfast:

Single room: € 84,—

Double room: € 109,—

Special rate available until 23 April 2012.

[King's Hotel Center](#)

Marsstrasse 15, 80335 Munich

Tel: +49 89 515530

Fax: +49 89 515533 00

E-mail: reservations.center@kingshotels.de

Price per night including breakfast:

Single room: € 81,—

Double room: € 102,—

Special rate available until 16 April 2012.

[ViVadi Hotel](#)

Marsstrasse 6-10, 80335 München

Tel: +49 89 545190

Fax: +49 89 54519 100

E-Mail: reservierung@vivadihotel.de

Price per night (without breakfast):

Single room: € 55,—

Double room: € 75,—

Breakfast: € 10,—

Each room is equipped with a small kitchen.

Special rate available until 30 April 2012.

Tips for low-budget accomodation alternatives:

[A&O Hotel & Hostel](#)

[The 4You Hostel and Hotel](#)

(Guests over the age of 27 can only be accommodated if the guesthouse is not already occupied)

