

SONY

For Immediate Release

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Sony Australia Ltd

Entries open for Sony's inaugural Film Festival to celebrate short-form filmmaking talent



SYDNEY, 2 February 2021 - Sony has today announced that entries are open for the inaugural Sony Film Festival, an annual competition which will recognise and celebrate the best short-form filmmaking shot on Sony cameras in Australia and New Zealand. From passionate amateurs to industry veterans, the Film Festival encourages filmmakers and cinematographers of all levels to showcase their exceptional talents and abilities.

Building on Sony's deep roots in the global film and television industry, and its technology leadership in digital imaging, the Sony Film Festival aims to support the vibrant and flourishing filmmaking community in Australia and New Zealand.

Embracing the diversity of the filmmaking landscape, entrants can submit entries across Sony Film Festival's three categories; **Fiction (scripted)**, **Non-Fiction (documentary)** and **Music Video**.

The finalist judges will include executives from both Sony Pictures Releasing and Sony Music, in addition to Writer/Director and Producer, [Will Gluck](#), known for films including Peter Rabbit, Annie and Easy A, as well as Cinematographer, [Peter James](#) ACS ASC, with film credits including Black Robe, Ladies in Black, Meet the Parents and Double Jeopardy.

Over \$18,000 worth of Sony camera gear will be available to win at the 2021 Sony Film Festival – including \$6,000 of Sony digital imaging gear per category. In addition, in partnership with Sony Pictures Releasing and Sony Music, each of the category winners will be awarded a unique experience specific to their winning category as well as a screening and VIP tickets for the Sony Film Festival Opening Night in Sydney (pending any COVID-19 restrictions).

Jun Yoon, Head of Digital Imaging, Sony Australia & New Zealand comments: *“The launch of the first ever Sony Film Festival is incredibly exciting. It's fantastic to have the opportunity to formally acknowledge and reward the spectacular work that is created by our talented filmmaking community.”*

All applicants can submit their entry through the Sony Film Festival landing page [here](#). To be eligible to apply, no less than 80% of the footage must be recorded on Sony cameras, with 20% stock and drone footage allowed, where applicable.

Submissions for the Sony Film Festival close at 11:59PM AEST on 18 June 2021.

-END-

NOTES TO EDITOR:

All entries to the Sony Film Festival are free via the [Sony Film Festival](#) landing page. Please refer to this page for conditions of entry and further information.

Key dates:

- 02 February, 2021 (12:00PM AEDT) - entries open
- 18 June, 2021 (11:59PM AEST) - entries close
- From 2 August, 2021 - finalists contacted
- August, 2021 (exact date TBC) - winners announced at Sony Film Festival Opening Night

Sony Film Festival - Category and Prize Summary

Fiction (Scripted) category

Fiction film, narrative film, or fictional film is a film that tells an original (undocumented) fictional or fictionalised story, event or narrative. A fictional film is wholly unique and is considered original by the production team. Lighting and camera movement, among other cinematic elements such as sound and musical components, and visual editing, are deployed to create a cohesive fictional narrative and are considerations for judging in this category.

Any film content depicting real life people, events, or narratives, is considered Non-fiction and these films should be submitted into the Non-fiction category.

Fiction winner prize

- Screening & VIP tickets for the Sony Film Festival opening night in Sydney for up to 5 people from the production crew.
- A film-maker's prize package containing \$6000 worth of Sony digital imaging products.
- Up to 3 people from the production team will receive a Sony Pictures Professional Development Session with the Director of Sales at Sony Pictures Releasing and a prominent Australian producer.
- A screening at a local theatre for you and up to 20 of your closest friends.
- Your placement will be included in Sony press release/s and you will receive official graphics and trophy denoting your prize.

Non-Fiction (Documentary) category

Non-fiction is any film that is presented as a depiction of real-life events, people, or narratives. Non-fiction (i.e. documentary) content may be presented either objectively or subjectively, and can take the form of a story. Typical submissions for this category are documentary and mockumentary films.

Films that present information, events, or characters that are largely imaginary, or are fictionalisations of real events, are considered to be fiction and these films should be submitted into the Fiction category.

Non-Fiction winner prize

- Screening & VIP tickets for the Sony Film Festival opening night in Sydney for up to 5 people from the production crew.
- A film-maker's prize package containing \$6000 worth of Sony digital imaging products.

- Up to 3 people from the production team will receive a Professional Development Session with a panel of industry professionals including the category judge, Cinematographer, [Peter James](#) ACS ASC.
- A screening at a local theatre for you and up to 20 of your closest friends.
- Your placement will be included in Sony press release/s and you will receive official graphics and trophy denoting your prize.

Music Video category

A music video is a short film which is shot and edited to a pre-existing piece of music. The use of cinematic elements such as camera movement, lighting, and editing, are deployed to support the piece of music.

There is no restriction on music genre, and purely instrumental work is also eligible for submission.

If the video is largely made of a narrative and only partially features an original song/musical score, consider submitting the film into the Fiction or Nonfiction categories.

Music Video winner prize

- Screening & VIP tickets for the Sony Film Festival opening night in Sydney for up to 5 people from the production crew.
- A film-maker's prize package containing \$6000 worth of Sony digital imaging products.
- The opportunity for the credited Director to work with the Sony Music team to create a music video for a Sony Music emerging artist, subject to acceptance of terms (see T&Cs [here](#), Clause 10).
- Your placement will be included in Sony press release/s and you will receive official graphics and trophy denoting your prize.

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About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

About Sony Australia: Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, α digital interchangeable lens cameras and Cyber-shot digital cameras, Walkman MP3 players, headphones and

other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.