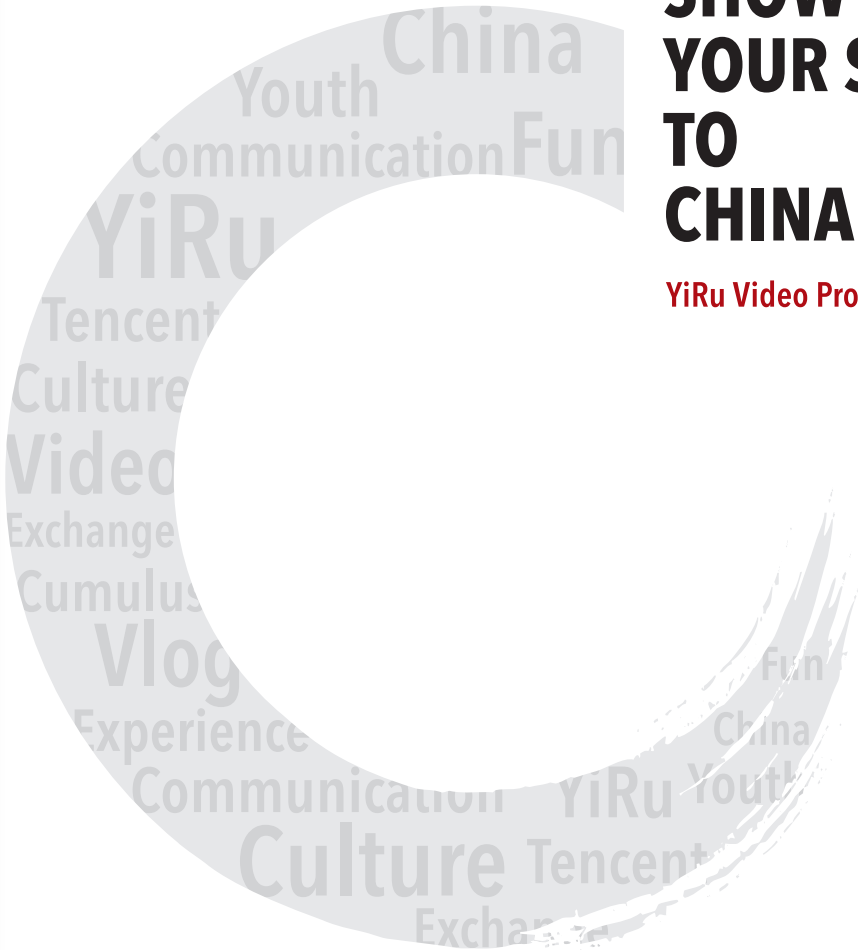


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**SHOW  
YOUR STORY  
TO  
CHINA**

YiRu Video Project

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**01**

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**WHAT IS**  
**YiRu**  
**VIDEO**  
**PROJECT**

The *YiRu Video Project* is a communication project jointly launched by Beijing Yiru Culture Ltd. and Cumulus. Using video, images, music and other media forms as the carrier, it aims to provide youth, young scholars and young artists from China and other countries a platform to understand each other, exchange cultures, spark creativity and share life through activities and the academic platform provided by Cumulus.

## 02

# ORGANIZER

**//** *With rich experience in international cooperation and cross-cultural communication, Yiru has established a mature operating system for movies, documentaries and other forms of content production for many years, and has China's top-notch web distribution channels.*

- **YiRu**

As a co-sponsor of the project with Cumulus, Beijing Yiru Culture Ltd. has team members from China Central Television and other state-level first-class media. Beijing Yiru Culture Ltd. has been working closely with several major institutes including Beijing Gehua Culture Group, China Millennium Monument World Art Centre, Tencent, iQIYI, etc. in the media and culture fields. With rich experience in international cooperation and cross-cultural communication, Yiru has established a mature operating system for movies, documentaries and other forms of content production for many years, and has China's top-notch web distribution channels. Participating videos of the *YiRu Video Project* will be simultaneously available on both the Internet and traditional media. We will also interact with video websites, social apps and blogs to enhance the overall influence of the project.




## 03

# PARTICIPANTS

We welcome registered students (degree/non-degree programs) and faculty members from Cumulus to participate in the *YiRu Video Project*.

## 04

# CONTENT REQUIREMENTS

- **Topics**

Culture / Arts / Society

- **Key Words**

Culture diversity / Fun

- **Format**

3 min series / 10 min series

## 05

# REGISTRATION AND SCREENING

- **China and Me+ My Campus**

One teacher + a group of students can participant as a team. It opens to all faculty and registered students (both degree and non-degree) from Cumulus Alliance.

- **Our Life Here**

It is open to all individuals from Cumulus Alliance, including faculty and registered students (both degree and non-degree).

- **Number of Participants**

**China and Me:**

No limit.

**My Campus:**

30 institutions.

**Our Life Here:**

No limit.

## 06

# DISTRIBUTION PLATFORMS

Videos will be released to major Chinese media platforms such as Tencent, People's Daily, iQIYI, Sina Weibo etc.

**Major Chinese media platforms:**

Tencent / People's Daily / iQIYI / Sina Weibo



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**07**

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**SUBMISSION**

The works could be uploaded and shared by OneDrive. Please email the link for document share to: video\_submission@as-wishes.com.

For every participant, all the narrative, dialogs, and other linguistic messages need to be written in English in a file attached to the video, in case of multi-language translation.

**All the files should be named in the following format:**  
COUNTRY-INSTITUTION-CREATOR-VIDEO NAME-LENGTH

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**08**

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**MEDIA  
PLATFORMS  
FOR  
DISTRIBUTION**

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**People's Net**

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**01**

People's Net is a large-scale information publishing website under People's Daily--one of the top ten newspapers in the world. It is also one of the largest Chinese and multilingual news websites, covering more than 200 countries and regions. People's Daily now has over 350 million new media users.

<http://en.people.cn/>

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**Tencent video**

02

Dedicated to the creation of China's leading online video media platform, its channels cover TV series, film, variety, kids, animation, documentary, music, sports and so on. The Tencent video app has more than 150 million daily active users and more than 540 million monthly active users; among them, short video users contribute more than 50 percent of the data traffic.

<https://v.qq.com/>

**iQIYI**

03

As one of the Top 3 apps that has the highest number of mobile device users, it is an authentic video library of more than a dozen types of content including film, TV series, and animation serving a large number of paid users. There are 400 million monthly active users and more than 60 million subscribers.

<https://www.iqiyi.com/>

**Headlines Today**

04

It is a personalized-recommendation-engine product based on data mining technology with the ability to make personalized recommendations according to user profiles such as interests, location, etc. Cooperating with nearly 3700 domestic media partners from various industries, it provides a full range of information services. The company currently has Headlines Today, Tik Tok, Volcano Video and other social media products.

<https://www.toutiao.com/>

**Sina Weibo**

05

It is China's largest blogger app, and one of the world's largest independent social networks with more than 400 million monthly active users. Using graphics and text content as the main source, it also contains videos, music, etc. Weibo has cooperated with over 1,200 MCN organizations in 53 vertical areas currently.

<https://weibo.com/>

**09****FUNDING**

**//** *The winning team (3 people) / individual will be awarded with a one-week cultural tour in China.*

For each topic, the jury will choose the winner from the 5 teams with the most clicks, the winning team (3 people) / individual will be awarded with a one-week cultural tour in China with the costs paid by the sponsor.

- Activities Include**

Participating in Beijing design week (every autumn) and related activities, visiting institutions such as the Central Academy of Fine Arts and Peking University, carrying out exchanges with young Chinese scholars and participating in workshops, participating in new culture & innovation ecological conference organized by Tencent or other creative, media, design or cultural events held by Internet platforms.



## APPENDIX

VIDEO PROJECT-CONTENT DISCRIPTION

10MINS VIDEO SERIES

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## 1.Topic

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### © China and Me

What does "China" mean for a generation growing up in the era of globalization? We welcome stories containing Chinese elements and contestant's understanding of contemporary China in their daily life.

For example, collecting and sharing Chinese elements around you. Subjects of shooting could be Chinese brands, Chinese cuisine, Chinese movies, stories between you and China or Chinese people, etc.

### © My Campus

Cumulus is an international alliance of colleges and universities, and each campus has its own unique richness and excellency due to its different national and cultural characteristics. We welcome content creators to share their different life and cultural experiences on campus under the "My campus" theme with the younger generation in China.

Contents can include campus scenery, design, fun activities, ceremonies, anecdotes, or special content during your professional learning etc., to show the unique side of your campus.

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## 2.Form

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Mini movies, documentaries, reality shows, interviews, MV..., try any forms you would like as long as they can fully express the topic and are interesting.

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## 3.Length

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5-10 minutes.

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## 4.Shooting Requirements

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1. Horizontal screen shooting, original content.
2. High-quality production, close to the theme.
3. Video format: PAL, 25 frames per second; MOV, MP4 (compressed code H264). 1920\*1080

# APPENDIX 2

VIDEO PROJECT-CONTENT DISCRIPTION

3MINS VIDEO SERIES

## 1.Topic

### ◎ Our Life Here -- Your Proudest Food / Landscape / Nature / Cultural Heritage

The landmarks, gourmet foods, beautiful sceneries, natural or cultural heritages etc. that can represent your country or hometown the most. The topics selected require beauty, novelty, peculiarity, contents can make people's eyes shine and pictures should be attractive and have impact.

## 3.Length

1-3 minutes.

## 4.Shooting Requirements

1. Vertical screen shooting, original contents.
2. Video requires editing, music and appropriate text if necessary. (The shooting or editing app watermark must not be exposed on the screen)
3. Video format: MOV, MP4, FLV and other mobile video formats.

## 2.Shooting Form

### ◎ Presentation

Landscape or other intuitive humanistic landscapes can be shot and displayed with only the lens. The shooting angle and the use of the lens needs to be designed.

### ◎ Stories

The content expressed through interesting stories that show cultural differences, customs, food etc.

### ◎ Records

Adopt a "host" to introduce the audience to the video topic.

### ◎ Interviews

Topics can be presented through interviews (with one or more people).

*ps. Explanation, subtitles, music, all kinds of methods can be used, and other creative forms and presentation methods are also welcomed. Our purpose is to show China's online audience rare scenery and human interests beyond the borders.*



# APPENDIX 3

VIDEO PROJECT-CONTENT DISCRIPTION

SUBMISSION DEADLINE

1. Participants could start to submit their work from May 10, 2019.
2. Submission deadline: June 31, 2019.

- **Note:**  
**Participants need to submit**

1. A text description along with the video.

Topic	Shooting location / Subject	Picture style / Story concept	Cast Description

2. A text file with all the narrative, dialogue, and other linguistic messages need to be written down in English.

**All the files should be named in the following format:**  
COUNTRY-INSTITUTION-CREATOR-VIDEO NAME-LENGTH

**Inquiries:**

service@as-wishes.com

**Submission:**

video\_submission@as-wishes.com

**Tel:**

+86-10-59712071

**Address:**#803, Tower A, No.3 Building, 32 Baiziwan Rd.,  
Chaoyang District, Beijing, China, 100022



**Inquiries:**

[service@as-wishes.com](mailto:service@as-wishes.com)



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