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# Join The Filmmaking Party in Annual Short Video Contest 2021

***Shenzhen, China, July 13, 2021 -*** On June 30th, the Annual Short Video Contest 2021 hosted by ZHIYUN is officially launched. Sponsored by platinum sponsors NIKON and HONOR, and silver sponsors Three Squirrels Package, BoJue Photography, Ulanzi, RØDE, Hollyland, YC.Onion, Aputure, Desview, and FiLMiC, this contest offers about $77,000 worth of prizes to call for high-quality short video submissions from all over the world. The submission of the contest will end on October 20th, 2021 and reveal the winners in November.

The Annual Short Video Contest 2021 is the third large short video contest with rich prizes hosted by ZHIYUN. It aims to better develop the filmmaking industry and inspire more quality creators to participate and voice their creative ideas through videos. In the Annual Short Video Contest 2020, the event has covered more than 50 countries and regions all over the world, received support from more than 300 professional video creators, and more than 10,000 creators submitted their videos. The exposure of this event reached 2 billion times worldwide, creating a buzz in the field of video creation and attracting the support of short video fans. This year, the contest continues to call for submissions in the category of travelog, vlog, drama, documentary/humanities, creative videos, and advertising/promotional clip, with a stronger judges lineup.

This contest has two groups which are “Camera Videos Group” and “Mobile Phone Videos Group”. The competing entry should be an original video of 1 minute or longer (30 seconds or longer for mobile phone videos) and must include an opening clip designated by the contest. There are no restrictions on the theme, but the entry should be in 1080P or higher resolution, with at least 80% of the video shot on a camera or a mobile phone. To enter the contest, participants can upload their entry to YouTube with the tag #**ZHIYUN Annual Short Video Contest 2021**#.

After viewing all the entries, the judges will pick the winners of all the awards, including “Best Short Video”(1 winner), “Best in Category”(6 winners), “Nikon Fresh Clip”(5 winners), and “Outstanding Clip”(3 winners) for the camera group. For the mobile phone group, the awards are “Best Short Video”(1 winner), “Best in Category”(2 winners), “Honor Fresh Clip”(3 winners), and “Outstanding Clip”(3 winners). The winner of the highest prize for an individual award can get to receive $16,000 worth of prizes, which are sponsored by ZHIYUN and sponsor partners.

This year, the contest takes a step forward for a stronger judges lineup. Film producer from South Africa, well-known travel videographer Brynnorth will join the lineup along with TIM, the founder of Mediastorm and Bilibili TOP 100 Content Creator in 2020, and NanC, the famous globetrotter, travel videographer, and Forbes 30 Under 30. They will judge the entries in four criteria: Theme Expression & Presentation of the Work (40%), Camerawork & Editing Skills (40%), Visual Creativity (10%), and Popularity (10%, depends on the total views on all platforms).

In recent years, ZHIYUN, the leader and pioneer of stabilizer brands all over the world, has continued to explore more in the field of short videos. In the process of going international and global, ZHIYUN continues to follow up the globalization strategy, digging deeper into what the users need and spreading community communication and professional creation to various fields of profession and interest. This contest keeps on bringing excellent content creators and great works by creating a new platform for millions of users and inspire them to keep creating. There had been many outstanding entries in the past contests, and this year will surely be the year to expect for the best.

### About ZHIYUN

ZHIYUN Tech is a pioneer and a world leader in gimbals and stabilizers for both professional filmmakers and personal video creators. ZHIYUN believes in innovation as the primary productive force, keeps making breakthroughs, and pushes forward technological and industrial development. Its product line ranges from professional to consumer gimbals. ZHIYUN is dedicated to arduous research and innovation for delivering a better experience for global filmmakers and video content creators. Learn more about ZHIYUN Tech at [www.ZHIYUN-tech.com](http://www.zhiyun-tech.com/) or check us out on Facebook: [@ZHIYUNGlobal](https://www.facebook.com/ZhiyunGlobal/) or follow us on Instagram: [@ZHIYUN\_Tech](https://www.instagram.com/zhiyun_tech/)