



**GOLDEN  
HORSE**

**SOP of  
2024 Taipei Golden  
Horse Film Festival  
Press Accreditation**

① Enter the official website → Click [Industry | Press]

Online Ticketing Virtual Cinema News Events Highlights Sponsorship About Us **Industry | Press** Sign In | Sign Up 中文

AWARDS **FILM FESTIVAL** FPP ACADEMY

# 第61屆金馬獎

劇情片 | 紀錄片 | 動畫片  
7.01 - 7.31 開放報名

The 61<sup>st</sup> Golden Horse Awards

- ▶ Narrative Feature
- ▶ Documentary Feature
- ▶ Animated Feature

7.01 - 7.31 Call for Submission



② Click[Press]→ Read the procedure and notes full and clearly → Go Back to the [Industry | Press] page and click [submit]



Industry | Press

Taipei Golden Horse Film Festival Non-competition Submission

Golden Horse Awards (For Chinese-Language film only) +

Golden Horse FPP/WIP/Series Project +

Golden Horse FPP Guest +

Press -

- Only for 2024 Taipei Golden Horse Film Festival Press Accreditation.
- Please read the **Guideline** carefully before starting your application.
- Click the "Submit" to apply for the 2024 Golden Horse Press Accreditation. (New applicants shall sign up as a Taipei Golden Horse Film Festival member on the official website.)
- Application opens from 1<sup>st</sup> August 2024 (12:00) to 12<sup>th</sup> September 2024 (20:00) [GMT +8].

Submit

Festival Badge Accreditation +

Please go back to the [Industry | Press] page and click [submit] to start the accreditation.

2024 Taipei Golden Horse Film Festival Press Accreditation

The 2024 Taipei Golden Horse Film Festival runs from November 7<sup>th</sup> through November 24<sup>th</sup>. The 61<sup>st</sup> Golden Horse Awards Ceremony will be held at **Taipei Music Center** (No. 99, Sec. 8, Civic Blvd., Nangang Dist. Taipei City, Taiwan) at **19:00, Saturday November 23, 2024**; Red Carpet starts at 17:30.

There are two types of Press accreditation: **[Press Pass]** and **[Press Pass with Access to Screenings]**

A completed online application at the official website of Golden Horse Film Festival, with submission of profile photo and supporting materials is required for accreditation. Submission opens on August 1<sup>st</sup>, 2024. Due to limited capacity, the approval of applications is subject to availability.

**APPLICATION: from Thursday, August 1<sup>st</sup> (12:00) to Thursday, September 12<sup>th</sup> (20:00).**

**FEE: for the approved media, each Press Pass will be charged NTD \$500; each Press Pass with Access to Screenings will be charged NTD \$1,500. No refund permitted once the payment is made.**

**PROCEDURE:**

- Click the [Online Application] on the Golden Horse Film Festival website and log in to your account to apply for the 2024 Golden Horse Press Accreditation.  
(If you do not have the account yet, please register first.)



② Click[Press]→ Read the procedure and notes full and clearly → Go Back to the [Industry | Press] page and click [submit]

PROCEDURE:

1. Click the [Online Application] on the Golden Horse Film Festival website and log in to your account to apply for the 2024 Golden Horse Press Accreditation.  
(If you do not have the account yet, please register first.)
2. Fill in the full name of your organization, with relevant materials and the number/type of Press Pass. **Taipei Golden Horse Film Festival Executive Committee (The Committee) reserves the rights to approval of the application.**
3. The online submission shall be reviewed within two working days. **If your organization has not applied before, please submit a press coverage schedule as a reference for review.** (To the e-mail address: [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw)). Due to limited capacity, the approval is subject to availability. **For those applicants unable to be given Press Pass, the Committee may authorize the rights to use the official photos (offered through the official download link), based on the Committee's sole discretion and evaluation.**
4. The approved applicant will receive a Press Account Activation letter, followed by the Notification for Payment. Please make the payment accordingly by credit card within due date. Once the payment is confirmed, the Press Account will be activated to allow the completion of online application form. Please upload **one photo shot within one year with clear face, front in full** (100-500 KB in JPG format) for each attending journalist. Previously registered applicants may choose from their last uploads within the system.
5. Once the online application is completed and successfully submitted, please print out the completed **application form** and **letter of consents**, validating with **organization stamp** for authentication. The application materials shall be sent by e-mail (scanned copy), postal mail (hard copy and validated by postmark) or delivered in person to the Committee **no later than September 12<sup>th</sup>**. Delayed or incomplete application will not be accepted.

★[SOP]



Notification 1 : You may submit all the application materials by **e-mail (scanned copy)**.

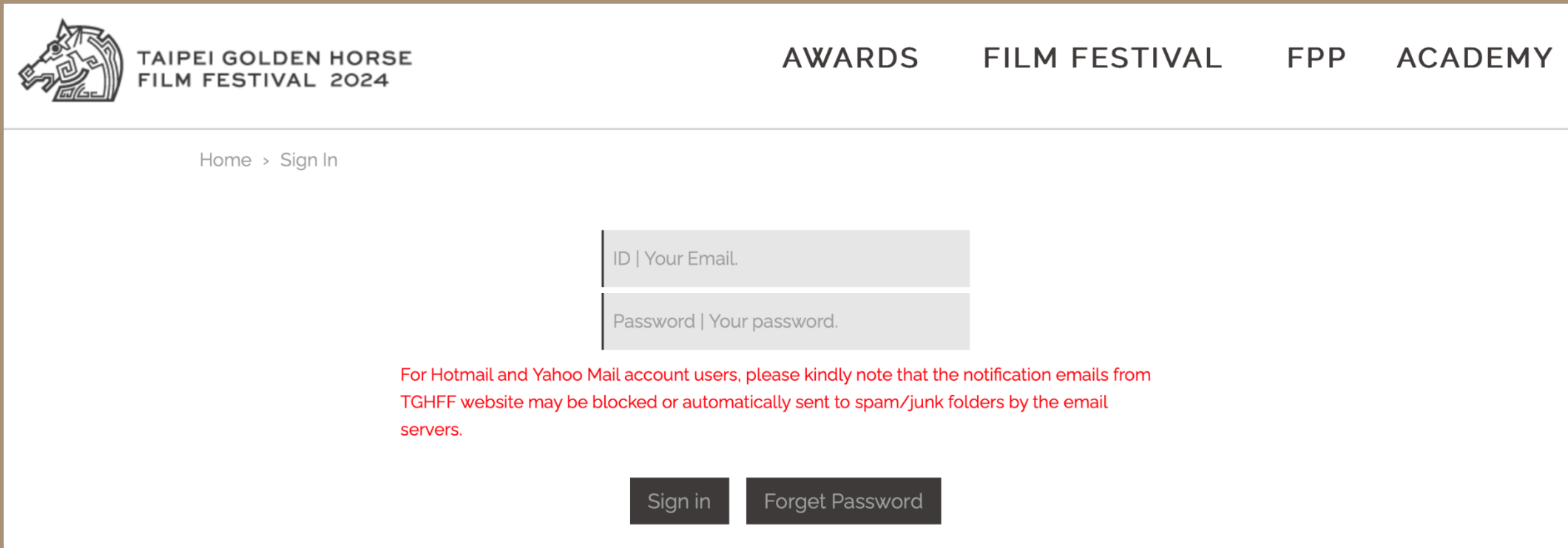
6. Type of Press Pass and its according privilege:

TYPE	ACCESS
Press Pass	<b>[Golden Horse Film Festival] 11/7 – 11/24</b> Press Area for the Press Conference, Meet with Press events, and etc. during the festival
	<b>[Golden Horse Film Project Promotion] 11/20</b> Press Area for the Closing and Awards Ceremony of the Golden Horse Film Project Promotion
	<b>[The 61<sup>st</sup> Golden Horse Awards Ceremony] 11/23</b> <ol style="list-style-type: none"> <li>1. 11/22 Press Center at the Nominee Party</li> <li>2. 11/23 Press Area on the Red Carpet</li> <li>3. 11/23 Press Center of the Awards Ceremony</li> </ol>
Press Pass with Access to Screening (Redeem code)	<b>[Press Screening] 11/7 – 11/24</b> <ol style="list-style-type: none"> <li>1. The pass holder can redeem electronic tickets with the code printed on the pass. One ticket per screening only with a maximum of 30 tickets in total.</li> <li>2. Opening Film &amp; Closing Film are not redeemable.</li> <li>3. Ticket may be redeemed online the day before the screening, starting from 12 p.m. Ticket redemption service NOT available on site at the festival venue.</li> <li>4. Redeemed ticket must be used along with the Press Pass. Failure to show the Press Pass is subjected to rejection of entry.</li> <li>5. Taipei Golden Horse Film Festival may reject the Pass issuance in the future for those who fail to use redeemed tickets more than three times.</li> </ol>



Notification 2 :You can only redeem **electronic tickets** with redeem code.

## ※ Notification : Please register and sign in first



The screenshot shows the top navigation bar of the Taipei Golden Horse Film Festival 2024 website. On the left is the festival logo, a stylized horse head. To its right is the text "TAIPEI GOLDEN HORSE FILM FESTIVAL 2024". Further right are four menu items: "AWARDS", "FILM FESTIVAL", "FPP", and "ACADEMY". Below the navigation bar is a breadcrumb trail: "Home > Sign In". The main content area features two input fields: the top one is labeled "ID | Your Email." and the bottom one is labeled "Password | Your password.". Below these fields is a red text warning: "For Hotmail and Yahoo Mail account users, please kindly note that the notification emails from TGHFF website may be blocked or automatically sent to spam/junk folders by the email servers." At the bottom of the form are two buttons: "Sign in" and "Forget Password".

※ For the [Chinese Name] on the registration form, just fill in your English Name.



### ③ Start your Application

※ If applied before: Organization name was saved in the system.



TAIPEI GOLDEN HORSE  
FILM FESTIVAL 2024

Home > Industry | Press > Press

#### Press

Company Name :

※ First Application: Enter the full name of your organization and add it.



TAIPEI GOLDEN HORSE  
FILM FESTIVAL 2024

Home > Industry | Press > Press

#### Press

Company Name :

No data found, please create a new one.

### ③ Start your Application → Submit your application

<h4>Press</h4>	
<h4>Company Data</h4>	
<p>*Required</p>	
<p>Invoice Method *</p>	<p><input type="radio"/> Company(Taiwan) <input checked="" type="radio"/> Company(Overseas)</p>
<p>Billing Email *</p>	<input type="text"/>
<p>Billing Name *</p>	<input type="text"/>
<p>Press Area Request *</p>	<p><input type="checkbox"/> Photography <input type="checkbox"/> Video (Recording) <input type="checkbox"/> None</p>
<p>The Number of [Press Pass] Applications *</p>	<input type="text"/>
<p>The Number of [Press Pass with Access to Screenings] Applications *</p>	<input type="text"/>
<p>Company Name (Chinese) *</p>	<input type="text"/> <small>( Please fill in the complete English company name if no Chinese name available. )</small>
<p>Company Name (English) *</p>	<input type="text"/>
<p>Country / Region *</p>	<p>Select <input type="text"/> <input type="text"/> × Delete</p> <p>+ Add</p> <p>( limited to 4 places )</p>
<p>Company Address *</p>	<p>Zip Code <input type="text"/></p> <p>Company address (Chinese) <input type="text"/></p> <p>Company address (English) <input type="text"/></p>
<p>Company Phone *</p>	<p>Company Phone *</p> <p>+ Countr ( Area Ci ) <input type="text"/> - <input type="text"/></p> <p>Company Fax</p> <p>+ Countr ( Area Ci ) <input type="text"/> - <input type="text"/></p>
<p>Email *</p>	<input type="text"/>
<p>Cancel Submit</p>	

- ※ Fill in the numbers of two types of Press Pass separately.
- ※ First Application: Please fill in your company information.
- ※ Applied before: Please confirm your company information.

Your application for the 2024 Golden Horse PRESS is in audit. You may go to " My Account" to check the process of your application.

Ok



## ④ The applicant will receive Press Pass Application letter. Please wait patiently for our notification.

2024台北金馬影展媒體採訪證申請信 Notification of 2024 Golden Horse PRESS [REDACTED] 收件匣 x

Taipei Golden Horse Film Festival <webmaster@goldenhorse.org.tw> 下午9:03 (1小時前) ☆  
寄給我 ▾

[REDACTED] 您好：

您的2024台北金馬影展媒體身分資格正在審核中，經審核通過後，我們將會啟用您的帳號，並寄發通知信給您。屆時您即可使用本年度媒體身分之各項功能。

首次申請之媒體請先送交金馬報專相關計畫至 [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw) 信箱，作為本會審核之依據。

提醒您，我們在審核身分資格的同時，將確認您最終可申請採訪證的數量上限，並可能衍生相關報名費用，屆時會於帳號啟用通知信件中列明。

以下為您所填的資料  
=====

申請人帳號：[REDACTED]  
申請人姓名：[REDACTED]  
公司名稱：[REDACTED]  
=====

謝謝您的支持和參與！

Dear [REDACTED]

Your application for the 2024 Golden Horse PRESS is in audit. Once approved, the confirmation letter will be sent to you automatically. You may then use all functions of your account. Go to your account on the official website to check the progress.

If this is the first time for your press accreditation, please email the press coverage schedule to [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw) for review.

Reminder: As we audit your application for PRESS account, we will confirm the number of applicable credentials and its application fee. All details shall be listed in the notification of account activation.

Please check your information below.  
=====

ID: [REDACTED]  
Name: [REDACTED]  
Company Name: [REDACTED]  
=====

Thank you for your participation and support to Golden Horse Film Festival.

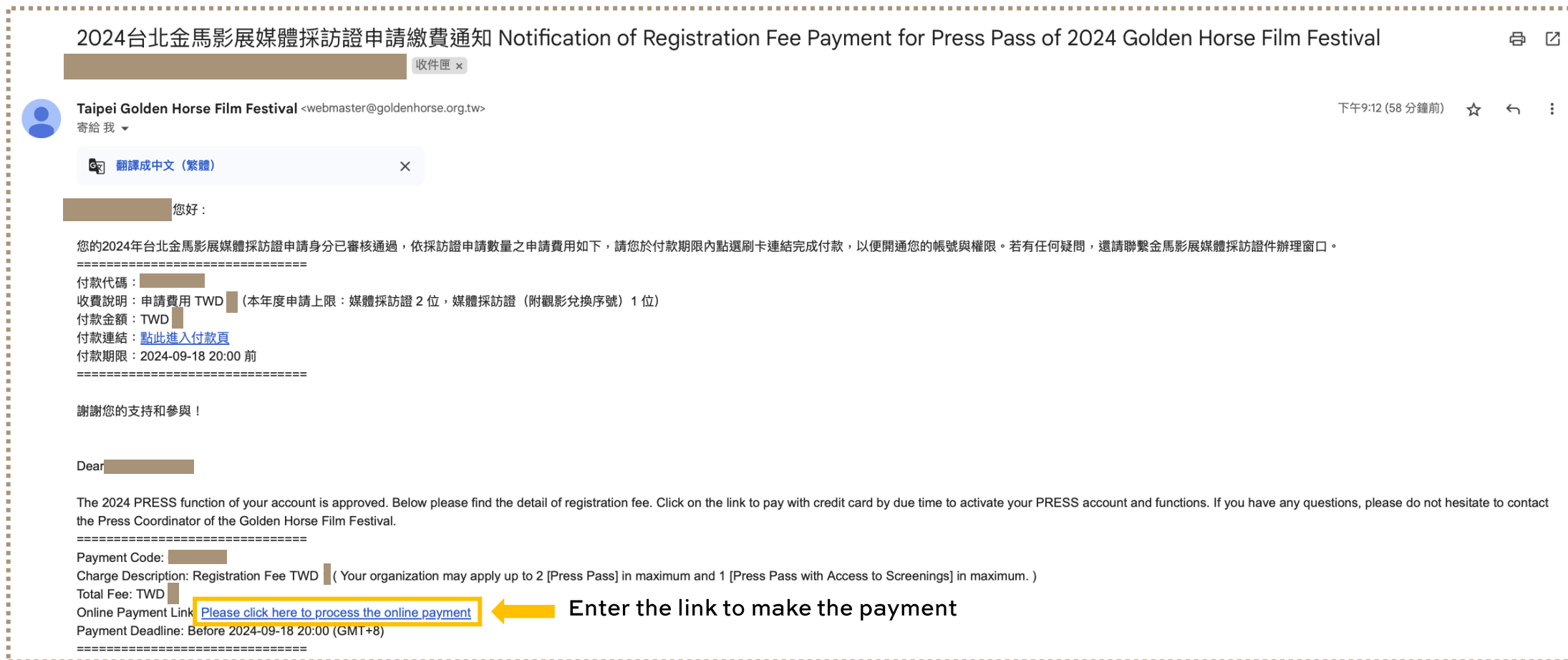
If your organization has not applied before, please submit

- Press coverage schedule.
- Recent press coverage related to Golden Horse Film Festival.

as a reference for review



# ⑤ The approved applicant will receive a letter of Notification for Payment. Please make the payment accordingly by credit card within due date.



⑤ The approved applicant will receive a letter of Notification for Payment. Please make the payment accordingly by credit card within due date.

TAIPEI GOLDEN HORSE FILM FESTIVAL 2024

AWARDS FILM FESTIVAL

Home > Order > Payment Detail

Dear Sir or Madam,

Below please kindly find the detail for your account payable. Please complete the transaction within the time limit to ensure your rights. Thank you.

Payment Code: [Redacted]

Detail: [Registration Fee TWD \[Redacted\]](#) (Your organization may apply up to 1 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum.)

Total due Amount: TWD [Redacted]

Expire: [Redacted]

Billing Email: [Redacted]

Company Tax ID Number: [Redacted]

Billing Name: [Redacted]

VISA · MasterCard · JCB (American Express/Diners Club not accepted)

Union Pay

WeChat Pay

1.This payment function is only available for registered users with PRC identification card.  
2.Does not support 'press QRcode payment feature', please scan QRcode to proceed the WeChat payment.  
3.We kindly remind you to save the QRcode via photo or screenshot beforehand in case of unstable Internet connection.  
If the transaction fails during the payment process, please wait 2 hours for WeChat Pay to generate new QRcode.

The order will expire in 14:44.

Order Number [Redacted]

Order Amount NT\$ [Redacted]

Card Numbers [Redacted]

Expiration Date Month [Redacted] Year [Redacted]

CVC [Redacted]

The last 3 digits on the back of the card

**Payment Records** ( Payment Record will only be displayed for 90 days. )

Payment Code	Total due Amount	Payment Status	Detail
[Redacted]	TWD [Redacted]	Completed	Registration Fee TWD [Redacted] ( Your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum. ) <a href="#">( Invoice : Not yet issued )</a>

## ⑥ Once the payment is confirmed, the approved applicant will receive Press Account Activation letter.

※ The limit of Press Pass numbers you can apply for will be determined after reviewing and listed in the letter.

2024台北金馬影展媒體帳號啟用通知 Activation of the 2024 Golden Horse PRESS account [Redacted] 收件匣 x

台北金馬影展網站 <webmaster@goldenhorse.org.tw>  
寄給我 ▾

[Redacted] 您好：

您的2024台北金馬影展媒體帳號已啟用。  
接下來您可以繼續進行 [ [2024台北金馬影展媒體採訪證申請表填寫](#) ]

提醒您，本年度您可申請【媒體採訪證】的上限為 2 位，申請【媒體採訪證（附觀影兌換序號）】的上限為 1 位。

謝謝您的支持和參與！

Dear [Redacted]

Your account of Golden Horse PRESS has been activated; you may now continue [ [Press Pass Online submission](#) ]

Reminder: This year your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum.

Thank you for your participation and support to 2024 Golden Horse Film Festival.

## ⑦ Complete the online application form

### Method 1 : Click the link in Press Account Activation Letter

2024台北金馬影展媒體帳號啟用通知 Activation of the 2024 Golden Horse PRESS account 收件匣 x

台北金馬影展網站 <webmaster@goldenhorse.org.tw>  
寄給我 ▾

您好：

您的2024台北金馬影展媒體帳號已啟用。  
接下來您可以繼續進行 [ [2024台北金馬影展媒體採訪證申請表填寫](#) ]

提醒您，本年度您可申請【媒體採訪證】的上限為 2 位，申請【媒體採訪證（附觀影兌換序號）】的上限為 1 位。

謝謝您的支持和參與！

Dear [Redacted]

Your account of Golden Horse PRESS has been activated; you may now continue [ [Press Pass Online submission](#) ] ←

Reminder: This year your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum.

Thank you for your participation and support to 2024 Golden Horse Film Festival.

## ⑦ Complete the online application form

Method 2: Sign in your account on the official website → Click [My Account] → [Press] → [Press Accreditation] → [Online Submission].

The image shows a sequence of three screenshots from the Taipei Golden Horse Film Festival website, illustrating the steps to complete an online application form for press accreditation.

**Top Screenshot:** Shows the website's main navigation menu. The "My Account" link is highlighted with a yellow box. Below the navigation bar, a dropdown menu is open, and the "Press" option is highlighted with a yellow box.

**Middle Screenshot:** Shows the "Press Accreditation" page. The "Press Accreditation" button is highlighted with a yellow box. Below the button, a note states: "(This year your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum.)"

**Right Screenshot:** Shows the "Press Pass Pick-Up" details page. The "Online Submission" button is highlighted with a yellow box. The page includes the following information:

- Press Pass Pick-Up (Approved accreditation will be notified via email)**
- Date:** November 4<sup>th</sup> (Mon) ~ November 23<sup>rd</sup> (Sat)
- Location:**
  - Nov 4<sup>th</sup> (Mon) ~ Nov 6<sup>th</sup> (Wed): Office of Taipei Golden Horse Film Festival Executive Committee
  - Nov 7<sup>th</sup> (Thu) ~ Nov 21<sup>st</sup> (Thu): Press Room at the festival venue
  - Nov 22<sup>nd</sup> (Fri): Reception for the Press at the Nominee Party
  - Nov 23<sup>rd</sup> (Sat): Press Center at the Golden Horse Awards Ceremony
- Please present your ID or Passport for Press Pass pick-up.** You may assign a delegate to pick up; in that case, please present the delegate's ID, delegation certification with signature and one copy of the principle's ID card.
- To protect the rights of copyright owners,** all applicants must sign the authorization and copyright agreement, and regulations of the use of photos at Press Pass pick-up.
- Any further change about the press accreditation will be published at the Golden Horse official website (www.goldenhorse.org.tw). For inquiries, please contact the Taipei Golden Horse Film Festival Executive Committee directly.
- Contact:** Press Coordinator / LU, I-Ching(Grace)
- Taipei Golden Horse Film Festival Executive Committee:**
  - Address: 17F, No.39, Sec. 1, Jhonghua Rd., Taipei City, 100413, Taiwan
  - Phone: +886-2-2370-0456 EXT 228
  - E-mail: intlpress@goldenhorse.org.tw / press@goldenhorse.org.tw
  - Website: www.GoldenHorse.org.tw

## ⑦ Complete the online application form: Each reporter's private information

**Press Accreditation**

\* Required ( You can continue or check your submission at "My Account > Press" anytime. )

Type	<input type="radio"/> Press Pass <input type="radio"/> Press Pass with Access to Screenings
Chinese Name	<input type="text"/>
English Name *	<input type="text"/>
ID or passport number *	<input type="text"/>
Title *	<input type="radio"/> Reporter <input type="radio"/> Photographer
Press Area Request	Video (Recording)
Contact Number *	Office + Countr ( Area C. ) <input type="text"/> - <input type="text"/> # <input type="text"/>
	Mobile + Countr ( Area C. ) <input type="text"/> - <input type="text"/>
Photo *	<input type="text" value="選擇檔案 未選擇任何檔案"/> (The file shall be in jpg/bmp format. The file size should be at least 100KB and limited to 500KB.)

( This year your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum. )

→ Complete the first submission and click save → Add another submission (according to limit of Press Pass numbers)

This submission is completed. Add another submission?

Ok

Cancel



## ⑦ Complete the online application form: Each reporter's private information

※ Notice : Please double check before sending out. The information is not available for correction after submission.

Submission form cannot be modified once submission is sent.

Ok

Cancel

The screenshot shows the 'My Account > Press' page of the Taipei Golden Horse Film Festival 2024 website. The page includes a navigation menu with 'AWARDS', 'FILM FESTIVAL', 'FPP', and 'ACADEMY'. A breadcrumb trail reads 'Home > My Account > Press'. A notice states: '( This year your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum. )'. There are two main sections for adding press passes:

- Press Pass**: Contains two entries. Entry 1 is for a 'Reporter' with a 'Modify' and 'Delete' button. Entry 2 is for a 'Photographer' with a 'Modify' and 'Delete' button.
- Press Pass with Access to Screenings**: Contains one entry for a 'Reporter' with a 'Modify' and 'Delete' button.

At the bottom, a yellow box contains an [NOTE] section with the following text: 'Once click the "SUBMIT" bottom, the online submission will be completed and no further modification could be made. Please print out the full application form ( Download the Letter of consents from : <https://bit.ly/3PqvEgo> ) , authenticate with your company's official stamp, and attach with recent news coverage on Golden Horse Awards (in newspaper clipping, publication or DVD format). Please mail or deliver in person ALL the material above to Taipei Golden Horse Film Festival Executive Committee before September 12. (validated by postmark) We'd like to remind you that your application is NOT completed until all the supplemental materials are received by the committee.' A button labeled 'Online application is completed, Submit' is highlighted with a yellow box at the bottom right of the page.

※ After completing the online application form, you can check your application by clicking [Preview and Print].

The screenshot shows the Taipei Golden Horse Film Festival 2024 website. The navigation bar includes 'Home > My Account > Press'. A yellow box highlights the 'Preview and Print' button, with a yellow arrow pointing to a detailed view of the accreditation form. The form is titled '2024 Taipei Golden Horse Film Festival Press Accreditation' and includes fields for 'Company name', 'Applicant', 'Phone/Fax', and 'E-mail'. Below these fields is a section for 'Press Pass' with a table listing applications. The table has columns for 'Name / ID Number (Passport Number)', 'Title', and 'Contact Number'. Two rows are shown, both with 'Reporter' selected as the title.

# ⑧ After completing the online application form, the applicant will receive Notice of Online Registration letter .



⑨ The completed **application form** and **letter of consents**, validating with company stamp for authentication. Attached please enclose recent press coverage on Golden Horse Film Festival/Golden Horse Awards, the application materials shall be scanned and mailed to [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw), or printed out and delivered in person to the Committee no later than **September 12<sup>th</sup>**.

※ Application form : Please print from [My Account] > [Press], application form should be validated with company stamp for authentication.

2024 Taipei Golden Horse Film Festival  
Press Accreditation

Company name: [Redacted] (Please complete the application)

Applicant: [Redacted]

Phone/Fax: 82-02-2548-1647 / ---

E-mail: [info\\_press@goldenhorse.org.tw](mailto:info_press@goldenhorse.org.tw)

【Press Pass】  
Please refer to the location of the festival only, not online.

Name / ID Number (Please print Number)	Title	Contact Number
[Redacted]	Reporter [Redacted]	[Redacted]
[Redacted]	Reporter [Redacted]	[Redacted]
[Redacted]	Reporter [Redacted]	[Redacted]

• Size of uploaded photo: 200-500 KB in .JPG format.  
 • By submitting the application, the applicant agrees to comply with all the rules and regulations set by the Committee.  
 • Application is due on **Thursday, September 12, 2024**.  
 • Please print out the completed application form, validated by organization stamp, and send by e-mail (scanned copy) or postal mail (hard copy) to:

Taipei Golden Horse Film Festival Executive Committee  
 107 No. 39, Sec. 1, Zhonghua Rd., Taipei City 10543, Taiwan

Press Coordinator / 王小姐  
 Phone: +886-2-2701-0127 EXT. 222  
 Fax: +886-2-2701-0126  
 E-mail: [info\\_press@goldenhorse.org.tw](mailto:info_press@goldenhorse.org.tw) / [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw)

TAIPEI GOLDEN HORSE FILM FESTIVAL 2024

Home > My Account > Press

Preview and Print Print Golden Horse Label

(This year your organization may apply up to 2 [Press Pass] in maximum and 1 [Press Pass with Access to Screenings] in maximum.)

Press Pass

1: [Redacted] Online application is submitted. ( Reporter )

2: [Redacted] Online application is submitted. ( Photographer )

Press Pass with Access to Screenings

1: [Redacted] Online application is submitted. ( Reporter )

第六十一屆金馬獎採訪證  
The 61<sup>st</sup> Golden Horse Awards Press Pass

From  
 Addr: 102545  
 102545-42 Hsiangang-district, Yongsun District, Seoul, 南韓  
 Tel: +82-02-6548-1547  
 Contact Person: 李瑞菁  
 Gin-Ma Tsuan

TO  
 台北金馬影展執行委員會 行銷部 收  
 Press  
 台灣台北市100413中正區中華路一段 39號17樓  
 17F, No. 39, Sec. 1, Zhonghua Rd., Zhongzheng Dist.,  
 Taipei City 100413, Taiwan  
 TEL: +886-2-2370-0458 # 224 / 223

注意事項 Attention  
 憑交資料後，請來電確認資料與證件齊備且合格，因大會活動動員人力有限，恕不保證當天最快申請。

Print Close

⑨ The completed **application form** and **letter of consents**, validating with company stamp for authentication. Attached please enclose recent press coverage on Golden Horse Film Festival/Golden Horse Awards, the application materials shall be scanned and mailed to [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw), or printed out and delivered in person to the Committee no later than **September 12<sup>th</sup>**.

**台北金馬影展執行委員會**  
TAIPEI GOLDEN HORSE  
FILM FESTIVAL EXECUTIVE COMMITTEE

**第 61 屆金馬獎頒獎典禮暨星光大道  
「媒體新聞照片」與「典禮畫面」使用承諾書**

茲於西元 2024 年 11 月 23 日在台北流行音樂中心舉辦的「第 61 屆金馬獎頒獎典禮暨星光大道」(以下簡稱此節目), 由台北金馬影展執行委員會主辦(以下簡稱主辦單位)、台視承辦製作, 立書人擬同意簽署本使用承諾書, 並承認其所屬記者、攝影師等工作人員為報導此節目, 所屬自行拍攝或使用主辦單位提供之新聞照片及典禮節目畫面, 應遵守使用規範如下:

- 一、主辦單位或立書人擬提供此節目(包含星光大道、典禮、新聞中心採訪畫面)所拍攝之新聞照片、僅限於申請取得主辦單位核發之採訪證之媒體自行使用、拍攝, 該媒體不得轉授權、轉送或販售照片/檔案等任何資料予其他媒體使用。
- 二、此節目新聞照片/影片/影像畫面/聲音等僅限當年度金馬獎相關新聞時事報導使用, 若日後各媒體如報導此節目以外之新聞, 不得引用於此節目所拍攝之照片/影片/影像畫面/聲音等(包含藝人、節目內容等畫面均在內)。
- 三、此節目新聞照片/影片/影像畫面/聲音等僅限金馬獎相關新聞時事報導使用, 未取得授權者(含此節目之出處資訊、演員、主持人、導演、編劇、製片、製作團隊及金馬獎獎等)再會轉播之舉, 不得將照片/影片/影像畫面/聲音等印製成文宣品或其他任何型式之內容物, 且不得將該內容物以散佈、發行、贈送或銷售等方式為任意使用, 亦不得作為包裝設計等任何商業或非商業行為。
- 四、立書人擬同意其拍攝此節目之相關新聞照片/影片/影像畫面/聲音等內容, 皆不得侵害主辦單位及第三人之任何權益, 包含但不限於隱私、名譽、工商標記及相關智慧財產權等。
- 五、立書人擬同意其拍攝此節目之相關新聞照片/影片/影像畫面/聲音等內容, 皆不得侵害主辦單位及第三人之任何權益, 包含但不限於隱私、名譽、工商標記及相關智慧財產權等。
- 六、立書人擬同意其遵守金馬獎委員會相關規定, 禁止任何一切關於典禮畫面及盜攝等違法行為。
- 七、立書人擬同意其遵守上述相關規定, 經查證屬實, 主辦單位除採取法律行動外,

**台北金馬影展執行委員會**  
TAIPEI GOLDEN HORSE  
FILM FESTIVAL EXECUTIVE COMMITTEE

對照申請單位、其所屬子單位及該名違反規定之員工二年内不得申請金馬獎典禮採訪證, 如當日現場發現翻拍及盜攝等違法行為, 將當場取消採訪資格, 並要求立即離場, 主辦單位或第三方如有任何損害, 立書人擬應負損害賠償責任。

上述規定請各媒體配合執行, 若發生違規行為, 金馬獎委員會保留相關法律追訴權利, 請各媒體先瞭解上述規範, 若無執行問題請於下列簽名處蓋印可也:

立書承諾人(公司名稱): \_\_\_\_\_ (公司印章)  
代表人: \_\_\_\_\_ (簽 章)  
地 址: \_\_\_\_\_  
電 話: \_\_\_\_\_  
本家聯絡人: \_\_\_\_\_ 手機: \_\_\_\_\_

**Sign and validate by company stamp here.**

台北金馬獎展覽與行銷部 Taipei Golden Horse Film Festival Executive Committee  
【印務部】  
Tel: +886-2-2370-0456 or 228 / 224 / 230 E-mail: [press@goldenhorse.org.tw](mailto:press@goldenhorse.org.tw)  
聯絡人: 呂怡甫 +886-921-007-453 / 呂宏明 +886-958-921-550 / 廖廷 +886-972-850-106

**台北金馬影展執行委員會**  
TAIPEI GOLDEN HORSE  
FILM FESTIVAL EXECUTIVE COMMITTEE

**2024 第 61 屆金馬獎  
頒獎典禮畫面使用媒體承諾書**

立書承諾人(公司名稱) \_\_\_\_\_ (以下稱本公司), 向主辦單位台北金馬影展執行委員會(以下稱執委會)、製播單位臺灣電視事業股份有限公司(以下稱台視公司), 意欲取得「2024 第 61 屆金馬獎」之「星光大道」與「頒獎典禮」部份視聽畫面之使用授權, 願承諾遵守下列事項:

- 一、本公司媒體類型:
  - 電視媒體
  - 新媒體
- 二、授權範圍:
  1. 執委會由台視公司於西元(以下稱)2024 年 11 月 23 日轉播「2024 第 61 屆金馬獎」之「星光大道」與「頒獎典禮」活動部份畫面, 包含本公司自行拍攝及台視公司提供之畫面。
  2. 如使用台視公司提供之畫面, 本公司承諾於畫面上註明「畫面由台視提供」, 且不得將原畫面內容中之台視公司商標及金馬獎標記作複製或任何修改。
- 三、使用期間(期間屆滿後, 本公司承諾立即將授權之相關內容刪除):
  - 電視媒體: 「星光大道」與「頒獎典禮」自 2024 年 11 月 23 日起至 2024 年 11 月 24 日止, 共兩日。
  - 新媒體: 「星光大道」與「頒獎典禮」自 2024 年 11 月 23 日起六個月。
- 四、使用地區及平台:
  - 台灣(台、澎、金、馬)地區: \_\_\_\_\_
  - 馬來西亞: \_\_\_\_\_
  - 大陸地區: \_\_\_\_\_
  - 新加坡: \_\_\_\_\_
  - 港澳地區: \_\_\_\_\_
  - 日本: \_\_\_\_\_
  - 韓國: \_\_\_\_\_
  - 其他: \_\_\_\_\_
- 五、使用範圍:
  1. 僅限為報導「2024 第 61 屆金馬獎」之目的, 於本公司所屬電視、網路頻道之新聞、公開播送或公開傳輸授權之畫面。未經執委會授權同意, 本公司不得就授權之轉授權予第三人使用或自行作使用範圍以外之其他任何利用(包括但不限於新聞性節目、專題報導或短片、或於

**台北金馬影展執行委員會**  
TAIPEI GOLDEN HORSE  
FILM FESTIVAL EXECUTIVE COMMITTEE

YOUTUBE 網站等平台轉輪利用)。

2. 所有授權之畫面, 所含之他人肖像或聲音、音樂(含詞、曲)、視聽著作, 本公司應依法取得授權(包含但不限於肖像使用及公開播送、公開傳輸等), 並負擔授權費用, 與執委會與台視公司無涉。

六、使用長度(含播出、直播及重播時間合計):

- 電視媒體: 所有授權之畫面, 本公司承諾每一小時於新聞中各別累計使用總長不超過 3 分鐘。
- 新媒體: 所有授權之畫面, 本公司承諾每一小時於新聞中「頒獎典禮」單則長度不超過 3 分鐘(含), 各別累計使用總長度合計不超過 12 分鐘(含); 「星光大道」單則長度不超過 3 分鐘(含), 各別累計總長度合計不超過 6 分鐘(含)。

七、注意事項:

本公司承諾於執委會指定區域進行拍攝及採訪, 絕不自行或使第三人進入受管制區域, 更絕不於受管制區域為任何形式之拍攝或採訪行為。

八、其他約定:

本公司承諾使用授權之畫面, 絕不違反本承諾書任一條款約定, 亦絕不發生侵害台北金馬獎執行委員會、台視公司及任何第三人權益之情形, 如有違反則執委會、台視公司沒有法律責任, 執委會得逕行終止畫面授權並得依媒體管理辦法為議處, 本公司願負相關民、刑、以及損害賠償責任。

九、本承諾書未盡事宜, 悉依中華民國現行相關法律辦理, 若因本承諾書所生爭議, 本公司同意以臺灣台北地方法院為第一管轄法院。

此致  
台北金馬影展執行委員會  
臺灣電視事業股份有限公司

立書承諾人(公司名稱): \_\_\_\_\_ (公司印章)  
代表人: \_\_\_\_\_ (簽 章)  
地 址: \_\_\_\_\_  
電 話: \_\_\_\_\_  
本家聯絡人: \_\_\_\_\_ 手機: \_\_\_\_\_

西 元 2 0 2 4 年 月 日

**Sign and validate by company stamp here.**

