

BON ORP 评分标准简要说明

Guidelines for BON ORP Grading Standards

ORP 评分反馈是 BON 生产流程中非常重要的一个环节。目前我们的评分系统运行平稳有效，远程审核人员工作认真高效，针对我们的短片给出了非常多的有价值的反馈信息，这对于我们把握受众需求、提高制作质量，是非常有帮助的。

ORP grading work is an essential step in the production process for BON content. So far, overall, the BON grading mechanism is working steadily and effectively. Our pool of ORPs has proven to be reliable, dedicated and professional in attitude, working efficiently and effectively to provide valuable feedback. All this greatly helps us to better meet our viewership' s expectations and to identify the key areas where BON' s production process needs to improve.

但是在近两个月的 ORP 评分中，我们也发现，不同评分人的评分标准存在明显差异。

However, as with any new system, we have come across a few teething problems which need to be addressed. Chief amongst these is a wide discrepancy in quality standards applied to videos being graded.

例如，有的 ORP 人员给所有片子的打分都在 9 分以上，其中还有为数不少的 10 分评价；而有的 ORP 人员的打分以 7 或 8 分为基准，上下浮动范围在 5-9 分之间。

For instance, some ORPs tend to mark at the upper end of the scale, using '9' as a standard and in many cases awarding full marks of '10' . Others meanwhile use '7' or '8' as a benchmark and award higher or lower marks accordingly.

再如，有的 ORP 指出了短片中的一些明显的不足之处，但仍然给出 9.5 分以上的高分；而有的 ORP 认为片子的各项指标都没问题（No issues），却只给出了 7 分的评价。

Another problem is that some ORPs mention specific defects for a video in the comments section yet still award a grade of '9.5', for example; meanwhile others might enter a comment of "no issues" in all four grading categories yet award a grade of just '7'.

这就使得送审短片的综合评分计算存在较多的偶然因素。很多时候一个片子的评分高低，取决于系统将它随机分配给了哪些审核评分人员。

In short, the final average scores awarded to videos through the grading system appear inconsistent and rather subjective. Essentially, whether a video receives a high or low grade depends very much on which an ORP has been assigned to review it.

为尽可能实现评分系统的公正性，我们对各分数级做出以下简单约定，希望 ORP 们能够依据这样的统一标准进行评分。

In order to try to ensure a fairer, more objective and more effective grading system, we are providing the following guidelines to help ORPs achieve more consistent grading results.

Please read carefully and take into account when grading assigned videos in future.

各分数级的对应标准——

Each score represents a distinct level of production values:

10 分：顶级制作，堪称行业内的典范，超出欧美主流电视媒体（BBC, CNN, Discovery 等）播出节目的常规制作水准；

10 points: Absolute top level. The video is impeccable and exceeds the average quality of programs broadcast by major western television networks such as BBC, CNN, Discovery etc. (Note: Very few videos will achieve this mark.)

9分：优秀制作，达到欧美主流电视媒体播出电视节目的常规制作水准；

9 points: Outstanding/Excellent. The video meets the average quality standards for major western network programming.

8分：制作水准良好，略低于欧美主流电视媒体播出节目的制作水准，但也仍然具有较好的吸引力；

8 points: Good. The video does not meet all criteria for broadcast on major western TV networks; however, it tells a good, engaging story and still has substantial merit.

7分：制作水准中等，摄制质量尚可，基本能够将信息传递清楚，但缺少有效的编排和设计，对观众的吸引力一般；

7 points: Average. Production values and camera work are acceptable. It gets the basic story across - but poor structure, editing and other flaws result in a piece that is not as interesting or attractive to viewers as it could be.

6分：制作水准勉强合格，属于能够被接受范围的低限；

6 points: Borderline. The video is just passable, but scrapes the bottom line in terms of structuring, camerawork and production values. This is the lowest grade considered to meet minimum BON standards.

5分——1分：不及格，叙事有明显欠缺，摄制质量差，不适合通过公共媒体向观众传播。

这一范围内不再针对每一个分数进行具体说明，ORP可以根据个人感觉进行评分。

1-5 points: Unacceptable. The video exhibits poor storytelling, camera work, editing etc. Production values fall well below the acceptable standards for average western television programming. Videos within this score range are deemed not to have met minimum BON standards.

There is no specific description of each rating level ranging from 1-5 points. ORPs are encouraged to use these grades at their own discretion along with relevant comments in the four grading categories to help guide production teams to improve.