

## USER TERMS & CONDITIONS – MOFILM (LONDON 2009) – (Version 2 – 210709)

ANY PERSON OR ENTITY ("User"), REGISTERED TO USE OR ACCESS THE SITE AT [www.mofilm.com](http://www.mofilm.com) ("Site") OR ANY OF THE INFORMATION CONTAINED IN THE SITE, AGREES TO AND IS BOUND BY THE FOLLOWING TERMS AND CONDITIONS OF THIS AGREEMENT AND THE CONTENT LICENCE AGREEMENT ("Agreement").

### **CONTEST RULES**

#### 1. CONTEST SCHEDULE

You may enter the Contest between 12:00:01 am Greenwich Mean Time ("GMT") on August 14th 2009 and 11:59:59 am GMT on October 5th 2009 ("**Contest Period**").

#### 2. TO ENTER

To enter the Contest, go to <http://www.mofilm.com/> ("**Website**") during the Contest Period and register your email address and click submit. You will then be sent an email which will include a link to confirm your email address. BEFORE YOU WILL BE ALLOWED TO CONTINUE, YOU MUST EXPRESSLY AGREE AND CONSENT TO BE BOUND BY ALL THE TERMS AND CONDITIONS OF THE MOFILM TERMS OF SERVICE AND PRIVACY POLICY. IF YOU DO NOT AGREE TO ANY OF THESE TERMS, PLEASE DO NOT USE THE WEBSITE OR ENTER THE CONTEST.

Follow the on-screen directions to properly complete and submit a registration form for the Contest, or if you have already registered, you can login with your username and password you first entered with. When prompted, you will be asked to upload your original Submission to the Site. Before uploading the Submission, you will be required to agree that you have (a) read or have had these Terms read to you and you are in agreement with these Terms, and (b) received permission for the use of the image/likeness of any and all identifiable persons appearing in your Submission, and (c) agreed to the Content Licence Agreement. You may be required to submit a release (in a form provided or approved by MOFILM) signed by each identifiable person appearing in your Submission granting MOFILM or Participating Brands permission to use his or her image/likeness if your Submission is selected as a Finalist or as a winner in the Contest. Submissions that do not include all required information and adhere to these Terms may be considered void.

#### 3. CREATIVE ASSIGNMENT

The participating brands each have different creative assignments (or "briefs"). Please refer to each creative assignment at <http://www.mofilm.com/>.

Your submission should be in commercial form consistent with these Terms.

#### 4. JUDGING CRITERIA

Judging Criteria ("**Judging Criteria**") is as follows:

1. Originality and Creativity - 50%
2. Adherence to Creative Assignment - 50%

#### 5. TECHNICAL REQUIREMENTS

A Video File must be submitted – the Video file (s) must be no more than 90 Seconds (excluding

Credits or titles) in length (and all third-party copyrighted material may be removed where not previously notified to and approved by MOFILM)

- The Video file size should be kept at or under 100 MB for quicker upload/encoding time (max file size is 500MB) (High Quality Version will be required if shortlisted).
- Video Files must be provided in one of the following file formats: .MPEG; .MOV; .AVI; .WMV
- Finalists may be asked to provide the original audio and video files used during production of the entry for broadcast purposes. This may include uncompressed QuickTime files, final audio mix and/or separate audio tracks for dialogue, music, and effects. These items are not mandatory to become a Finalist
- Submission must be primarily in English or subtitled

Please note that, once uploaded, Submissions will not be returned. Participating Brands may, in its sole discretion, remove, delete and/or forfeit any Submission it deems inappropriate or otherwise non-compliant.

## 6. SELECTION OF WINNERS

Finalist Submissions (three (3) from each brand) will be selected by a brands judging process in which a designated panel of judges/internal personnel will evaluate each eligible Submission based on the judging criteria set forth above. Each brand will have a winner and a runner-up. The winner for each brand will then compete at the festival in London for the Grand Prize. The selected winners across all brands will be judged by an impartial jury and overall 1st, 2<sup>nd</sup>, and 3rd Prize winners for the 2009 London Film Festival Contest will be chosen. Prizes for each brand can be viewed at <http://www.mofilm.com/>. The twelve Finalist Submissions will be posted for the public at <http://www.mofilm.com/> starting on Oct 22nd 2009 at 12:00:01 am GMT. All Finalists are subject to verification, including without limitation, verification of eligibility, compliance with this Agreement and completion of the required release forms. If an attempted notification is unsuccessful, if a Finalist cannot be verified, or if a Finalist is otherwise unable to accept a prize, such prize will be forfeited and may be awarded to an alternate Finalist provided sufficient time remains, in Participating Brands discretion.

## 7. FINALIST PRIZES

The overall winner prizes are as follows:

1st Prize - Trip to London Film Festival, walk the red carpet and have the winning ad shown before the premier to the worldwide audience. The winner will also be the guest of honour at the after premier party. (Cash prizes amounts to be confirmed)

2nd Prize - Trip to London Film Festival and premier and premier party (Cash prizes amounts to be confirmed)

3rd Prize - Trip to London Film Festival and premier and premier party (Cash prizes amounts to be confirmed)

In addition to the above, a total of over \$100,000 in prizes from all of the brands for the winning Submissions (details of these further prizes can be found at [www.mofilm.com](http://www.mofilm.com/)).