

Amazon Studios

Contest Rules

for the

Best Photo Storyboard Movie Award for March 2011

NO PURCHASE IS NECESSARY TO ENTER OR WIN. THIS IS NOT A PRIZE DRAW BUT A SKILL-BASED COMPETITION.

Welcome.

Amazon Studios runs a number of best movie, best script and other competitions.

The rules provided below and the rules provided in the [Amazon Studios General Contest Rules Version 2010.1](#) (the “General Contest Rules”) are the rules for the Amazon Studios **Best Photo Storyboard Movie Award for March 2011** (the “Contest”). These rules and the General Contest Rules are referred to together as the “Contest Rules.”

You accept the Contest Rules by clicking to confirm acceptance or by asking that content you contribute to Amazon Studios be considered for the Contest. If you are accepting the Contest Rules on behalf of a company or other legal entity, you represent that you have the legal authority to bind that company or legal entity to the Contest Rules. If you do not have the legal authority or do not agree to the Contest Rules, you may not participate in the Contest and will not be eligible to receive a Contest award.

The Contest Rules have important information about how we will run the Contest and about rights you grant and obligations you accept by participating in the Contest. Please read them carefully and make sure you understand and agree with them before participating.

1. **Your Eligibility.** To enter the Contest, an Amazon Studios participant must meet the eligibility requirements in the General Contest Rules. Each participant who does so is called an “**Eligible Entrant**” in these Contest Rules. We have the right, but not the obligation, to disqualify entries that do not satisfy all eligibility requirements.
2. **Entry Eligibility.**
 - a. **Photo Storyboard Movie Eligibility.** To be eligible to be considered for an award for the Contest, a movie must meet the general entry eligibility requirements in

the General Contest Rules and the following specific entry eligibility requirements (each movie that does so is referred to as an “**Eligible Photo Storyboard Movie Entry**”):

- i. be contributed by an Eligible Entrant;
- ii. be a photo storyboard movie, which primarily consists of a series of still photographs, accompanied by an underlying soundtrack that includes character dialogue and may also have music or sound effects;
- iii. not consist primarily of drawings or computer-generated images that are either still or animated (but may contain such drawings or images);
- iv. be based on a script available on Amazon Studios; and
- v. be between seventy (70) and one hundred eighty (180) minutes in length.

b. **Script Eligibility.** Certain scripts contributed to Amazon Studios may be eligible to receive a portion of the Contest Award for the Best Photo Storyboard Movie (as defined below), as we may divide the Contest Award among Amazon Studios participants using the approach described below and as set forth in the General Contest Rules. To be eligible to be considered to receive a share of a Contest Award for the Best Photo Storyboard Movie, a script must meet the general eligibility requirements in the General Contest Rules and the following specific eligibility requirements (each script that does so is referred to as an “**Eligible Script Entry**”):

- i. be contributed by an Eligible Entrant;
- ii. be part of the Best Photo Storyboard Movie Project (as defined below);
- iii. be a script for a full-length motion picture; and
- iv. be between eighty-five (85) and one hundred sixty (160) pages in length, in twelve (12) point font and in compliance with the Amazon Studios formatting requirements described at <http://studios.amazon.com/help/submitting-a-script>.

c. **Entry Eligibility.** “**Eligible Photo Storyboard Movie Entries**” and “**Eligible Script Entries**” are referred to together as “**Eligible Entries.**”

3. **Contest Period.** The Contest period commences at 12:00 a.m. Pacific Time on November 16, 2010 and ends at 11:59 p.m. Pacific Time on March 31, 2011 (the “**Contest Period**”).
4. **Award.** The total award for the Contest is **\$20,000 USD** (the “**Contest Award**”), which may be split among multiple Eligible Entrants as more fully described below.

5. **Entry Procedures.** All Eligible Entries will be automatically entered into the Contest. If you do not want your Eligible Entry to be entered into the Contest, you can request that it not be entered using the means we provide on Amazon Studios.
6. **Selection of Best Photo Storyboard Movie.** We will select one Eligible Photo Storyboard Movie Entry as the Best Photo Storyboard Movie for the Contest (the “**Best Photo Storyboard Movie**”), using the process below and the Evaluation Criteria below.
7. **Division and Payment of the Contest Award.** Unlike some contests in which the entire contest award goes to the entry selected as the winner, we may divide the Contest Award and pay portions of it to different Eligible Entrants in order to recognize multiple Eligible Entrants who may have contributed, in one way or another, to the development of the Best Photo Storyboard Movie. The Contest Award will be split into a \$16,000 USD “**Movie Share**” and a \$4,000 USD “**Script Share.**” The Movie Share will be awarded to the Eligible Entrant that submitted the Best Photo Storyboard Movie. The Script Share may be divided among the Eligible Entries in the project in which the Best Photo Storyboard Movie was contributed (the “**Best Photo Storyboard Movie Project**”). How the Script Share is divided depends on whether the script first contributed as the Original Property that formed the Best Photo Storyboard Movie Project is an Eligible Script Entry. (“Original Property” is defined in the Amazon Studios Development Agreement, available at <http://studios.amazon.com/help/development-agreement>.) We will pay out the \$4,000 USD “**Script Share**” as follows:
 1. If the content first contributed as the Original Property that formed the Best Photo Storyboard Movie Project is an Eligible Script Entry, then:
 - i. We will allocate and pay \$2,000 USD to the contributor of the Original Property; and
 - ii. We will allocate and pay \$2,000 USD divided among all Eligible Scripts in the Best Photo Storyboard Movie Project that meaningfully contributed to the Best Photo Storyboard Movie, as determined based on our assessment of the relative merits and relative contributions of those Eligible Script Entries, using the Evaluation Criteria.
 2. If the script first contributed as the Original Property that formed the Best Photo Storyboard Movie Project is not an Eligible Script Entry (e.g., because it was too short to qualify as an Eligible Script Entry), then we will allocate and pay \$4,000 USD divided amongst those Eligible Script Entries in the Best Photo Storyboard Movie Project that meaningfully contributed to the Best Photo Storyboard Movie based on our assessment of the relative merits and relative contributions of those Eligible Script Entries, using the Evaluation Criteria.

8. **Process for Determining Best Photo Storyboard Movie.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Photo Storyboard Movie: (i) Audience Feedback; (ii) Analyst Review; and (iii) Judging Panel Determination.
 - i. *Audience Feedback.* In this round we will use a variety of audience metrics to narrow down the field of Eligible Entries. One or more of the Eligible Entries selected as a result of this process may advance directly to the Judging Panel Determination round.
 - ii. *Analyst Review.* In this round an analyst will review part or all of an Eligible Entry and score the Eligible Entry using the Evaluation Criteria to further narrow down the field of Eligible Entries.
 - iii. *Judging Panel Determination.* In this round our panel of judges will each review each Eligible Entry and score the Eligible Entry using the Evaluation Criteria to determine the Best Photo Storyboard Movie.

9. **Evaluation Criteria.** Eligible Photo Storyboard Movie Entries will be considered based on their relative merit as to any of the following criteria: Effective Expression of the Story, Visual Style, Soundtrack Quality and Voice Acting. Eligible Script Entries will be considered based on their relative merit as to any of the following criteria: Premise, Structure, Character, Stakes, Dialogue, Genre Conventions, Cinematic Value, Commercial Prospects, and Special Qualities. Further information on these criteria (the “**Evaluation Criteria**”) is posted at <http://studios.amazon.com/help/participation-guidelines>.