

# Amazon Studios

## Contest Rules

*for the*

### Best Dialogue Track Award for July 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, best dialogue track 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 Dialogue Track Award for July 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. **Dialogue Track Eligibility.** To be eligible to be considered for a Contest award, a dialogue track must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each dialogue track that does so is referred to as an “**Eligible Dialogue Track Entry**”):

- i. be contributed by an Eligible Entrant;
- ii. be a dialogue track, which consists of an audio track containing substantially all of the dialogue of an Eligible Script Entry;
- iii. not include narration of non-dialogue elements (e.g., narration of action or setting components in the script);
- iv. be an audio file or, if a video file, not include any visual imagery (i.e., the screen must be blank);
- v. not include music or sound effects;
- vi. not have previously won a best dialogue track of the month award on Amazon Studios.

b. **Script Eligibility.** Certain scripts contributed to Amazon Studios may be eligible to receive a portion of the Contest Award for the Best Dialogue Track (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 Dialogue Track, 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 Dialogue Track 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 Dialogue Track 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 July 31, 2011 (the “**Contest Period**”).

4. **Award.** The total award for the Contest is **\$5,000 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 Dialogue Track.** We will select one Eligible Dialogue Track Entry as the Best Dialogue Track for the Contest (the “**Best Dialogue Track**”), 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 Dialogue Track. The Contest Award will be split into a \$4,500 USD “**Dialogue Track Share**” and a \$500 USD “**Script Share.**” The Dialogue Track Share and the Script Share may be divided among the Eligible Entries in the project in which the Best Dialogue Track was contributed (the “**Best Dialogue Track Project**”). How the Script Share is divided depends on whether the content first contributed as the Original Property that formed the Best Dialogue Track Project is an Eligible Entry. (“**Original Property**” is defined in the Amazon Studios Development Agreement, available at <http://studios.amazon.com/help/development-agreement>.)
  - a. **Dialogue Track Share.** We will allocate and pay \$4,500 USD divided among all Eligible Dialogue Track Entries in the Best Dialogue Track Project that meaningfully contributed to the Best Dialogue Track, based on our assessment of the relative merits and relative contributions of those Eligible Dialogue Track Entries, using the Evaluation Criteria.
  - b. **Script Share.** We will pay out the \$500 USD “**Script Share**” as follows:
    1. If the content first contributed as the Original Property that formed the Best Dialogue Track Project is an Eligible Script Entry, then:
      - i. We will allocate and pay \$250 USD to the contributor of the Original Property; and
      - ii. We will allocate and pay \$250 USD divided among all Eligible Scripts in the Best Dialogue Track Project that meaningfully contributed to the Best Dialogue Track, 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 content first contributed as the Original Property that formed the Best Dialogue Track Project is a script but 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 \$500 USD divided amongst those Eligible Script Entries in the Best Dialogue Track Project that meaningfully contributed to the Best Dialogue Track 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 Dialogue Track.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Dialogue Track: (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 Dialogue Track.
9. **Evaluation Criteria.** Eligible Dialogue Track Entries will be considered based on their relative merit as to any of the following criteria: Effective Expression of the Story and Sound Quality. Eligible Scripts 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>.