

Amazon Studios

Contest Rules

for the

Best Kids & Family Script Award for November 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 Kids & Family Script Award for November 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.** To be eligible to be considered for a Contest award, a script must meet the general entry eligibility requirements in the General Contest Rules and the



following specific entry eligibility requirements (each script that does so is referred to as an “**Eligible Script Entry**”):

- a. be contributed by an Eligible Entrant;
 - b. be a script for a full-length motion picture;
 - c. be in the kids & family genre;
 - d. 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>; and
 - e. not have won a best script of the month award on Amazon Studios.
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 November 30, 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 Script Entries will be automatically entered into the Contest. If you do not want your Eligible Script 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 Kids & Family Script.** We will select one Eligible Script Entry as the Best Kids & Family Script for the Contest (the “**Best Kids & Family Script**”), 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 Kids & Family Script. The Contest Award will be divided among the Eligible Script Entries in the project in which the Best Kids & Family Script was contributed (the “**Best Kids & Family Script Project**”). How the Contest Award is divided depends on whether the content first contributed as the Original Property that formed the Best Kids & Family Script 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>.)

- a. If the content first contributed as the Original Property that formed the Best Kids & Family Script Project is an Eligible Script Entry, then:
 - i. We will allocate and pay \$10,000 USD to the contributor of the Original Property; and
 - ii. We will allocate and pay \$10,000 USD divided among all Eligible Script Entries contributed to the Best Kids & Family Script Project that meaningfully contributed to the Best Kids & Family Script based on our assessment of the relative merits and relative contributions of those Eligible Script Entries, using the Evaluation Criteria.
 - b. If the content first contributed as the Original Property that formed the Best Kids & Family Script Project is not an Eligible Script Entry (for instance, because it was too short to qualify as an Eligible Script Entry): We will allocate and pay \$20,000 USD divided among all Eligible Script Entries in the Best Kids & Family Script Project that meaningfully contributed to the Best Kids & Family Script, 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 Kids & Family Script.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Kids & Family Script: (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 Script Entries. One or more of the Eligible Script 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 Script Entry and score the Eligible Script Entry using the Evaluation Criteria to further narrow down the field of Eligible Script Entries.
 - iii. *Judging Panel Determination.* In this round our panel of judges will each review each Eligible Script Entry and score the Eligible Script Entry using the Evaluation Criteria to determine the Best Kids & Family Script.
9. **Evaluation Criteria.** 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>.