

## Amazon Studios

### Contest Rules

*for the*

### Best Actor Award Contest for February 2012

**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 actor, 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 Actor Award for February 2012** (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 an 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, perform and be credited as an actor in either an Eligible Dialogue Track Entry or an Eligible Movie Entry, and not have previously won a best actor award on Amazon Studios for that performance. 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 and participants that do not satisfy all eligibility requirements.

- (a) An “**Eligible Movie Entry**” is a movie that meets the following criteria:
  - (i) meets the eligibility requirements set forth in the General Contest Rules;



- (ii) be contributed to Amazon Studios by a participant that meets the eligibility requirements set forth in the General Contest Rules; and
    - (ii) be between 70 and 180 minutes in length.
  - (b) An “**Eligible Dialogue Track Entry**” is a dialogue track that meets the following criteria:
    - (i) meets the eligibility requirements set forth in the General Contest Rules;
    - (ii) be contributed to Amazon Studios by a participant that meets the eligibility requirements set forth in the General Contest Rules;
    - (iii) be a dialogue track, which consists of an audio track containing substantially all of the dialogue of an Eligible Script Entry (as defined below);
    - (ii) not include narration of non-dialogue elements (e.g., narration of action or setting components in the script);
    - (iii) be uploaded as a dialogue track (i.e., in MP3 format); and
    - (iv) not include music or sound effects.
  - (c) An “**Eligible Script Entry**” is a script that meets the following criteria:
    - (i) meets the eligibility requirements set forth in the General Contest Rules;
    - (ii) be contributed to Amazon Studios by a participant that meets the eligibility requirements set forth in the General Contest Rules;
    - (iii) be a script for a full-length motion picture; and
    - (iv) be between 85 and 160 pages in length, in 12 point font and in compliance with the Amazon Studios formatting requirements described at <http://studios.amazon.com/help/submitting-a-script>.
2. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on November 17, 2010 and ends at 11:59 p.m. Pacific Time on February 29, 2012 (the “**Contest Period**”).
3. **Award.** The total award for the Contest is **\$1,000 USD** (the “**Contest Award**”), which we will allocate and pay to the Best Actor, based on our assessment of the relative merits and relative contributions of those Eligible Entries, using the Evaluation Criteria.
4. **Entry Procedures.** All Eligible Entrants credited in any Eligible Dialogue Track Entry or Eligible Movie Entry will be automatically entered into the Contest. If you do not want to be



entered into the Contest, you can request that you not be entered using the means we provide on Amazon Studios.

5. **Selection of Best Actor.** We will select one actor as the Best Actor (the “**Best Actor**”), using the process and the Evaluation Criteria below.
6. **Process for Determining Best Actor.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Actor: (a) Audience Feedback; (b) Analyst Review; and (c) Judging Panel Determination.
  - i. *Audience Feedback.* In this round we will use a variety of audience metrics to narrow down the field of Eligible Entrants based on their performances in Eligible Dialogue Track Entries or Eligible Movie Entries. One or more of the Eligible Entrants 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 Entrant’s performance in an Eligible Dialogue Track Entry or Eligible Movie Entry and score the Eligible Entrant’s performance in the Eligible Dialogue Track Entry or Eligible Movie Entry using the Evaluation Criteria to further narrow down the field of Eligible Entrants.
  - iii. *Judging Panel Determination.* In this round our panel of judges will each review each Eligible Entrant’s performance and score the Eligible Entrant’s performance using the Evaluation Criteria to determine the Best Actor.
7. **Evaluation Criteria.** Eligible Entrants’ performances will be considered based on their relative merit as to any of the following criteria: Effective Expression of the Story and Effective Portrayal of the Character (collectively, the “**Evaluation Criteria**”).

