

Amazon Studios

Contest Rules

for the

Best Trailer Award for First Week of January 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 trailer 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 Trailer Award for First Week of January 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 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. **Trailer Eligibility.** To be eligible to be considered for a Contest award, a trailer must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each trailer that does so is referred to as an “**Eligible Entry**”):
 - i. be contributed by an Eligible Entrant;
 - ii. be a movie trailer based on an Eligible Script or an Eligible Movie;
 - iii. not incorporate any audio or video from any movie other than an Eligible Movie;
 - iv. be between one and six minutes in length; and
 - v. not have previously won a best trailer award on Amazon Studios.
 - b. **Script Eligibility.** The script on which the trailer is based 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**”):
 - i. be contributed by an Eligible Entrant;
 - ii. be part of the project in which the Best Trailer was contributed;
 - 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. **Movie Eligibility.** The movie on which the trailer is based must meet the general eligibility requirements in the General Contest Rules and the following specific eligibility requirements (each movie that does so is referred to as an “**Eligible Movie**”):
 - i. be contributed by an Eligible Entrant;
 - ii. be part of the project in which the Best Trailer was contributed;
 - iii. be a script for a full-length motion picture; and
 - iv. be between 70 and 180 minutes in length.
3. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on September 22, 2011 and ends at 11:59 p.m. Pacific Time on January 6, 2012 (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 Trailer.** We will select one Eligible Entry as the Best Trailer for the Contest (the “**Best Trailer**”), 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 Trailer. The Contest Award will be split into a \$4,000 USD “**Trailer Share**,” a \$500 USD “**Script Share**,” and a \$500 “**Movie Share**.” The Trailer Share will be awarded to the Eligible Entrant that submitted the Best Trailer. The Script Share and the Movie Share may be divided among the Eligible Entries in the project in which the Best Trailer was contributed (the “**Best Trailer Project**”). How the Script Share is divided and paid depends on whether the script first contributed as the Original Property that formed the Best Trailer Project is a script. (“Original Property” is defined in the Amazon Studios Development Agreement, available at <http://studios.amazon.com/help/development-agreement>.) How the Movie Share is divided and paid depends on whether the Best Trailer incorporates audio or video from any Eligible Movie in the Best Trailer Project.
 - a. If the content first contributed as the Original Property that formed the Best Trailer Project is a script, 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 Trailer 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 Trailer Project that meaningfully contributed to the Best Trailer, 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 Trailer 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 \$500 USD divided amongst those Eligible Script Entries in the Best Trailer Project that meaningfully contributed to the Best Trailer 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 Trailer Project is a movie or if we determine that there are no Eligible Script Entries to which the \$500 USD should be payable (for example, because there were no Eligible Script Entries or were no Eligible Script Entries that meaningfully contributed to the Best Trailer, based on our assessment), then we will pay the \$500 USD Script Share to the Eligible Entrant that contributed the Best Trailer.
 - c. If we determine that the Best Trailer incorporates video or audio from any Eligible Movie Entry in the Best Trailer Project, then we will allocate and pay \$500 USD divided amongst those Eligible Movie Entries in the Best Trailer Project that were incorporated into the Best Trailer and that meaningfully contributed to the Best Trailer based on our assessment of the relative merits and relative contributions of those Eligible Movie Entries, using the Evaluation Criteria.
 - d. If we determine that there are no Eligible Movies Entries to which the \$500 USD should be payable (for example, because the Best Trailer does not incorporate any video or audio from any Eligible Movie Entry or there were no Eligible Movie Entries that meaningfully contributed to the Best Trailer, based on our assessment), then we will pay the \$500 USD Movie Share to the Eligible Entrant that contributed the Best Trailer.
8. **Process for Determining Best Trailer.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Trailer: (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 Trailer.
9. **Evaluation Criteria.** Eligible Entries will be considered based on their relative merit as to any of the following criteria: Entertainment Value, Picture Quality and Sound Quality.

