

Amazon Studios

Contest Rules

for the

Best Promo Video Award for May / June 2012

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

Welcome.

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 Promo Video Award for May / June 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. **Promo Video Eligibility.** To be eligible to be considered for a Contest award, a promo video must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each promo video that does so is referred to as an “**Eligible Entry**”):
 - i. be contributed by an Eligible Entrant;
 - ii. be a promo video based on an any Eligible Episodic Materials on Amazon Studios;
 - iii. not incorporate any audio or video from any other project on Amazon Studios; and
 - iv. be between ten and sixty seconds in length.
 - b. **Episodic Materials Eligibility.** The pilot script or mini-bible on which the promo video is based must meet the general eligibility requirements in the General Contest Rules and the following specific eligibility requirements (each pilot script or mini-bible that does so is referred to as “**Eligible Episodic Material**”):
 - i. be contributed by an Eligible Entrant;
 - ii. be part of the project in which the Best Promo Video or Finalist Promo Videos were contributed; and
 - iii. be a pilot script, mini-bible, or video content for an episodic series.
3. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on May 2, 2012 and ends at 11:59 p.m. Pacific Time on June 30, 2012 (the “**Contest Period**”).
 4. **Total Award.** The total award for the Contest is **\$7,000 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 Promo Video and Finalist Promo Videos.** We will select one Eligible Entry as the best promo video for the Contest (the “**Best Promo Video**”) and two other Eligible Entries as finalists for the Contest (the “**Finalist Promo Videos**”), in each case 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 for the Best Promo Video and Finalist Promo Videos 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 Promo Video and Finalist Promo Videos. The Contest Award for the Best Promo Video will be split into a \$4,500 USD “**Best Promo Video Share**” and a \$500 USD “**Best Promo Video Writer Share.**” The Best Promo Video Share will be awarded to the Eligible Entrant that submitted the Best Promo Video. The Best Promo Video Writer Share will be awarded to the Eligible Entrant that contributed the Eligible Episodic Materials creating the project in which the Best Promo Video was contributed. The Contest Awards for the Finalist Promo Videos will each be split into a \$900 USD “**Finalist Video Share**” and a \$100 USD “**Finalist Promo Video Writer Share.**” Each Finalist Promo Video Share will be awarded to the Eligible Entrant that submitted the Finalist Promo Video. Each Finalist Promo Video Writer Share will be awarded to the Eligible Entrant that contributed the Eligible Episodic Materials creating the project in which the Finalist Promo Video was contributed.

8. **Process for Determining Best Promo Video and Finalist Promo Videos.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best Promo Video and Finalist Promo Videos: (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 Promo Video and Finalist Promo Videos.

9. **Evaluation Criteria.** Eligible Entries will be considered based on their relative merit as to any of the following criteria: entertainment value, compelling presentation of the Eligible Episodic Material, humor, picture quality, and sound quality.