

Amazon Studios

Contest Rules

for the

Best Seed Book Trailer

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 Seed Book Trailer** (the “**Contest**”). These rules and the General Contest Rules are referred to together as the “**Contest Rules.**”

The Contest is sponsored by Amazon Services, LLC (“Amazon”, “we”, “us” or “our”), 410 Terry Ave N, Seattle WA 98109-5210.

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 another person or a company or other legal entity, you represent that you have the legal authority to bind that other person, 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 book trailer must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each book trailer that does so is referred to as an “**Eligible Entry**”):

- a. be contributed by an Eligible Entrant;
 - b. be a book trailer for the book *Seed* by Ania Ahlborn based on the summary of the book located at <http://studios.amazon.com/seed-book-trailer-project>; and
 - c. be between 30 and 90 seconds in length
3. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on July 19, 2012 and ends at 11:59 p.m. Pacific Time on August 31, 2012 (the “**Contest Period**”).
4. **Entry Procedures.** To enter the Contest, follow the directions on the Amazon Studios website to upload your book trailer.
5. **Selection of Best Book Trailer.** We will select one Eligible Entry as the best book trailer for the Contest (the “**Best Book Trailer**”) and 10 other Eligible Entries as finalists for the Contest (the “**Finalist Book Trailers**”), in each case using the process below and the Evaluation Criteria (identified below).
6. **Selection of Fan Favorite Book Trailer.** The public will select one Eligible Entry as the fan favorite book trailer for the Contest (the “**Fan Favorite Book Trailer**”) using the process below.
7. **Process for Determining Best Book Trailer and Finalist Book Trailers.** We will have analysts and a judging panel to determine the Best Book Trailer and Finalist Book Trailers. At the end of the Contest Period, the one Eligible Entry with the highest score will be determined the Best Book Trailer. The 10 Eligible Entries with the next highest scores will be determined the Finalist Book Trailers. The analyst review and judging panel determination process will be as follows:
 - i. *Analyst Review.* Our analysts will review all of the Eligible Entries received and score the Eligible Entries using the Evaluation Criteria to further narrow down the field of Eligible Entries.
 - ii. *Judging Panel Determination.* Our panel of judges will review each Eligible Entry and score the Eligible Entry using the Evaluation Criteria to determine the Best Book Trailer and Finalist Book Trailers.
8. **Evaluation Criteria.** Eligible Entries will be considered based on their entertainment value and as to how effectively they do any of the following:
 - Communicate the basic plot and outline primary characters;
 - Convey the chilling and suspenseful tone of the book;
 - Establish a contemporary style; and
 - Demonstrate polish and sophistication in its storytelling.
9. **Process for Determining the Fan Favorite Book Trailer.** All Eligible Entries will be uploaded to the project page for *Seed* located at <http://studios.amazon.com/seed-book-trailer-project> throughout the Contest Period where individuals who are 18 years of age or older will be able to view and rate the Eligible Entries on a 5 star scale. At the end of the Contest Period, the Eligible Entry with

the highest average rating (and a minimum of 40 ratings) will be determined the Fan Favorite Book Trailer. In the event of a tie amongst Eligible Entries with the highest average rating, the judges will select the Fan Favorite Book Trailer from amongst those Eligible Entries in accordance with the process described in Section 7 above.

10. **Rating Conditions.** There is a limit one rating per person using only one email address per Eligible Entry. We may void ratings received from any person or email address in excess of the stated limitation. Eligible Entrants are prohibited from obtaining ratings by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by us in our sole discretion. **An Eligible Entry must have a minimum of 40 ratings in order to be considered for the Fan Favorite Book Trailer award.** The use of script, macro or other automated systems to submit a rating or the intent to impair the integrity of the rating process is prohibited and we may void any such ratings.
11. **Contest Awards.** \$3,000 USD will be paid to the Eligible Entrant who submitted the Best Book Trailer. Each of the 10 Eligible Entrants who submitted the Finalist Book Trailers will receive a signed copy of the book *Seed* by Ania Ahlborn (Approximate Retail Value: \$14.95 each). A \$500 Amazon.com gift certificate will be provided to the Eligible Entrant who submitted the Fan Favorite Book Trailer. The total approximate retail value of all awards is \$3,649.50.