Content and application criteria/guidelines for open call

ABSTRACT

The FI-CONTENT 2 project is launching a competitive Open Call, which aims to recruit new content usage driven partners to complement the three platforms that the project is building, by creating new applications or providing missing technologies to extend the platforms' capabilities. This document presents the content and application criteria/guidelines for this open call, derived from the requirements collected from the FI-CONTENT2 platforms. It provides some rationale and further details for the topics that are described in the call announcement.

Additionally to the open call, the project will also launch a competition, enabling small and medium enterprises as well as motivated developers to build services and applications on top of existing FI-CONTENT enablers. This document also presents the scope and process for this competition.

EXECUTIVE SUMMARY

This document presents content and application criteria and guidelines for the open call and competition that are launched by the FI-CONTENT 2 project.

TABLE OF CONTENTS

LIST OF FIGURES AND TABLES

LIST OF FIGURES

LIST OF TABLES

ABBREVIATIONS

ADSL	Asynchronous Digital Subscriber Line
AR	Augmented Reality
B2B	Business To Business
CDI	Connected Device Interface
CMS	Content Management System
DRM	Digital Right Management
DVB	Digital Video Broadcasting
EPG	Electronic Program Guide
ETHZ	ETH Zurich
FTTH	Fibre To The Home
GUI	Graphic User Interface
HbbTV	Hybrid Broadcast Broadband TV
IM	Instant Messaging
IPTV	Internet protocol TV
LTE	Long Term Evolution
OTT	Over The Top
PEGI 7	Pan European Game Information
SCG	Smart City Guide
STB	Set Top Box
UGC	User Generated Content
UI	User Interface

Content and application criteria
for Open Call – September 2013

1 - IDENTIFICATION OF REQUIREMENTS AND EXPECTATIONS FROM FI-CONTENT PLATFORMS

This chapter summarizes the expectations and requirements from FI-CONTENT2 work packages 2, 3 and 4 for the open call. The following sections gathers all platform specific input for the Social Connected TV platform, Smart City platform, and the Gaming platform.

The main questions that will be addressed are:

- What did each WP expect from the open call?
  - Applications
  - missing technology / additional features to enablers
  - support for specific platform functions
- Which target audience will be address?
  - developers,
  - SMEs,
  - content producers,
  - creatives
- What services and functions will be provided by the 3 platforms?
  - outcome of the scenario requirements work performed in each WP

1.1 - WP2 – Social Connected TV Platform

1.1.1 - *What did you expect from the open call?*

- We expect responders to the Open Call to fill identified gaps in technology by providing technological solutions or certain functions that we consider necessary or attractive but cannot for various reasons provide.
- Applicants should also plan to develop applications that tie-in with and extend existing services clearly showcasing the added value.
- Specifically for the area of second-screen interaction, we are looking for solutions that extend the existing second-screen framework by supporting additional/alternative methods for device discovery (other the QR code) and that support the establishment of a local messaging channel for the app-to-app communication of the browsers on the TV and on the secondary device.

1.1.2 - *Which target audience will you address?*

The open call should target:

     a) Developers or SMEs specialized in Applications development who want to build innovative applications around Social Connected TV (e.g. showcasing the potential of the second-screen framework with the help of meaningful applications)

     b) Companies (preferable SMEs) SMEs who operate as IT solution/service providers for publishing houses, broadcasters, online media, etc.

     c) SMEs who provide TV or cinema information and/or content providers

1.1.3 - *What services and functions will be provided by the 3 platforms?*

- Through the Open Call, WP2 partners want to become able to offer additional services based on the developed/enhanced Second Screen Framework, extending the phase 1 scenarios to include multiple screens/users, multiple services and enhanced interaction with TV programmes as described in the Social

Connected TV Scenarios in D.2.1. We will provide access to the second-screen framework, to development guidelines as well as to interoperability testing facilities.

- Technicolor will provide open access to Social Connected TV platform for SMEs in Applications development sector in order to build customized VOD portals for specific categories of users such as young people, seniors or deaf and hard-of-hearing people by using Search & Discovery technologies.
- Technicolor will provide Search & Discovery technologies to TV or cinema information providers or to content providers in order to offer new ways to explore catalogues based on metadata enrichment and on social network activities.

1.1.4 - *Outcome and key requirements for WP2*

One of the result of the Open Call should contribute towards the creation of a technically stable and scalable Service for large user-groups.

Key factors will be:

- qualifications and experience of key personnel
- realistic timeframe and outcomes
- provision of innovative ideas for services that use and extend the basic services provided
- fostering of new ideas around Social Connected TV on the basis of the Social Connected TV Platform technologies

The outcome of the Open Call for WP2 is also the fine tuning of the APIs for the technological components of the TV platform exposed to SMEs.

And finally, the Open Call for WP2 is a way to valorise the resulting technologies for Social and Connected TV applications in the domain of Media Entertainment.

1.1.5 - *Main objectives to be addressed for WP2*

While supporting the creation of new user stories, RBB will seek to fill technological gaps which have been identified in the Scenario Analysis descriptions and to incorporate tie-in services into the existing framework. We will also encourage the development of creative and compelling user stories for the toolbox.

Two technology gaps are currently identified in the Scenario Overview for the **ARD EPG**, **Cross-Screen Toolbox** / **Dashboard** and the **rbbtex**t services. We would like to find enablers to:

- provide automatic discovery of devices based on standard web technologies
- provide direct communication between devices without an intermediate web server.

One of the objective for Technicolor is to integrate new partners for the Social Connected TV platform in order to bring more applications regarding media consumption, and also to transfer some FI-CONTENT 2 results into existing commercial offers.

1.2 - WP3 – Smart City Platform

The open call shall ask for innovative experiments and application and services using the smart city guide platform.

1.2.1 - <u>What did you expect from the open call?</u>

Enrich the platform with new potential enablers:

- Content Translation:
  - Supported content types: Text, Video (ad of sub-titles)
  - Real time translation: streaming, live streaming, content reading/download...
  - Supported languages: all European Languages
    - Mandatory: English, French, German, Spanish, Catalan, Italian
    - Optional: all other European languages
- Additional functionalities (optional):
  - Word spotting: key words of the content
  - Sum up of a content.

- Service continuity / complementarity between devices:
The enabler allows the user to begin his visit with his mobile device and continue seamlessly with his tablet, his PC or TV and vice versa. It should also allowed to get additional information on a tablet, using the mobile as a remote

- Insert advertising:
The enabler allows any announcer or any person working in advertising to easily insert advertising in the smart city guide.
This advertising could be adapted to end user according his profile.
The main objective in our context is to assess the level of acceptability of end users by experiment different type and format of advertising.

Enrich the platform with new data's and contents:

- Cultural and knowledge contents

- Extend or build Open City Databases :

  - OCD is an web app for mobile devices
  - Provides the user information of different cities and their POIs
  - Collection of POI (detail view: rating, comments, opening hours, public transport, contact)
  - Quick switch to another city (search for cities)
  - Weather information's

1.2.2 - <u>Which target audience will you address?</u>

Different targeted audience are addressing according the type of enabler:

- Content Translation: SME, Start up

- Service continuity between devices: SME

- Insert advertising: SME, announcers and people who are working in advertising, corporate body (local newspapers, …)

- Cultural and knowledge contents: content producers or creators, cultural actors, digital artists, designers

- Extend or build open city databases: SME, Content producers

1.2.3 - _What services and functions will be provided by the 3 platforms?_

The actual Smart City Guide platform is described in the WP3 Roadmap and D3.1 gives details about functions available in the first experiment.

Some additional functions are expected from these additional enablers:

- Content Translation :
  Real time translation: streaming, live streaming, content reading/download...
  Supported languages: all European Languages.
  Some are mandatory: English, French, German, Spanish, Catalan, Italian

- Service continuity / complementarity between devices :
  While having identified a point of interest, a centre of interest on a device the user have the possibility to retrieve his information, data and contents on any device seamlessly without having to do make the search again.

- Insert advertising :
  Insert advertising in a webpage (HTML5) or android/IOS/Windows.
  This advertising could be adapted to end users according his profile.

- Cultural and knowledge contents: enrich end user experience with a transmedia cultural experience

- Extend or build open city databases:
  The open city database is a webapp and POI database for smartphones and tablets. The user gets information's about POI in a city he decides. He can quick change the city by choosing another one in the list. There are three different views for the user: "gallery", "map" and "list". The user can switch the views by handle the "swiper". In every view is a collection of POIs. If the user selects a POI, he gets information that is more detailed, like opening hours, public transport, contact. The user can also rate POI or write a comment.

1.2.4 - _Outcome and key requirements for WP3_

Some criteria will be generic:
- Answer to our needs
- Performance
- Innovation
- Price
- Capacity to integrate the consortium in an ongoing collaborative project.

Some will be specific to the enabler:

- Content Translation:
  o Answer to our need: diversity of supported languages (road map)
  o Performance: new language integration easiness, real time translation, capacity in terms of number of users (scalability).

- Service continuity between devices:
  o Answer to our need: seamlessly having an experience from one device to another one
  o Performance: response time, nice user experience, diversity of devices addressed

- Insert advertising:
  - o Answer to our need: as the main objective is to test acceptability, richness in the type of advertising will be important
  - o Performance: ease of advertising insertion, format adaptation (?)

- Cultural and knowledge contents:

- Extend or build open city databases:
  - o Answer to our need: collection of content for the SCG (POI, rate, comments etc., cities, pictures)
  - o Performance: connect POI with their cities, quick search/choose of cities, user experience for further SCG

1.2.5 - *Main objectives to be addressed for WP3*

The main objective is to integrate new partners for the Smart City Platform to enrich the Smart City Guide "reference service" with innovative functionalities and to develop and experiment a new innovative service.

1.3 - WP4 – Gaming Platform

1.3.1 - *What did you expect from the open call?*

- Partners successful in the open call would support extension of the Pervasive Game Platform through integrated technologies and impactful video game business oriented applications, including selective from the following, advanced AR tracking methods, internet of things devices integrated with AR, crowd game behavioural analysis, advanced interactive location based events, facial animation retargeting, automated player community adaption based on big data analysis, AR toy fabrication and unencumbered augmented reality displays.
- We have discussed such topics recently with ForthDD, Inition, Hide&Seek, Pervasive Media Studio, Face4It, Bear Trap Games, Natural Motion, Oberon Microsystems, Dundee City of Culture bid team, AHRC, Edinburgh Napier University, Edinburgh University, Bath University and UCL.

1.3.2 - *Which target audience will you address?*

- The audience should be engaged through a range of access points to enablers of alternative levels of engagement, such as, end users, web developers, SMEs, professional game developers, including open source, cloud service hosting and functional game engine plugins.
- For SME engagement, the audience covers both server and client side enabler uses.
- Some may opt for browser only applications, other may choose both, and some client only uses of the Game Platform.
- Some may wish to extend our enablers in an integrated fashion to provide their own middleware/platform extensions.
- Being able to selectively use results and various parts of the Game Platform will permit more SMEs to make use FIC2's efforts in a variety of ways.

1.3.3 - *What services and functions will be provided by the 3 platforms?*

- The Pervasive Game Platform tackles the greatest challenge of the future internet, where interactive responsiveness and end-user experience must be as fluid and seamless as possible over often distantly located participants.
- We aim to provide augmented reality technologies of tracking and presentation (Reality Mixer).

1.3.4 - *Outcome and key requirements for WP4*

- The proposed work should mainly rely on technology provided by or add some technology to the Pervasive Game Platform.
- The proposed work should exploit Fi-Ware technology suitable to the tasks at hand.
- The proposed work is applicable to today's hardware of mobile devices (smart phones, tablets, …)
- Distinction between games/content and technology

For Games / Content

- The proposed work presents an innovative game concept by taking advantage of recent capabilities of the Pervasive Game Platform
- The proposed work should target a clear community of players with a respective size
- The content of the proposed work should be appropriate for minors
- The proposed work should be made available through stores, websites and the portal of the platform

For Technology

- The proposed work targets an identified gap of functionality of the Pervasive Game Platform
- The proposed work provide tools/utilities to improve the convenience of the Pervasive Game Platform and their used technology for developers or content providers
- The proposed work seamlessly fits into the Pervasive Game Platform

1.3.5 - *Main objectives to be addressed for WP4*

The Pervasive Game Platform provides 3 tiers of support for games and virtual worlds spanning physical and virtual scenarios with augmented reality toys, location-based games and city-wide games. In terms of Hardware we aim to further develop the Future Internet distribution to mobile, wearable and unencumbered devices interacting with Things. Provision for software integration and deployment with Xml3D (3D Web Services) and Unity3D are targeted to expand the established developer communities with robust infrastructure technology enablers and it is an objective. Our Spider Demo, Augmented Resistance and Skye Wars demonstrations provide initial examples of user stories of the platform. Creative and innovative uses of the platform that lead to further enablers growing the platform ecosystem are encouraged.

Our platform architecture groups further areas of contribution into the following gaps and opportunities for enhanced platform innovation,

- Augmented Reality Tracking: Improving the context awareness of games, e.g. live scene geometry capture, immersive continuous environment tracking with sub-pixel accuracy, poseable toy & people tracking suitable for visual graphical overlay.
- Reality Mixer: Seamless and believable integrations of reality augmentation covering visual, audio and physical dimensions, e.g. expanding beyond reality mixer enablers with physical capture and simulation, and providing immersive low-latency hardware AR devices.
- Games with Things: Tools and technologies supporting innovative game development with Internet of Things, e.g. novel location and identification of Things both passive and active (powered/instrumented), and novel interactions between Things.
- Game Content: Advanced enablers supporting rapid high quality game content development, e.g. motion capture of faces, people, animating virtual characters, automated augmented speech synthesis, technologies for native access to hardware acceleration on connected internet devices (on the web).
- Game Social Platform: Social game play enablers, e.g. crowd game enablers, and big data analysis

2 - FI-CONTENT2 OPEN CALL

All relevant administrative details, required information and a description of the formal process regarding the Open Call are presented in the official call announcement and in the "Guide for applicants". These documents are available on the call announcement website of FICONTENT http://mediafi.org/open-call.

Content and application criteria
for Open Call – September 2013

3 - FI-CONTENT2 COMPETITION

3.1 - Introduction

Following the industry-driven approach of the FI-PPP programme to build and deploy harmonised European-scale technology platforms and their implementation in European industry, FI-CONTENT2 will foster the validation and experimentation of enablers and applications of our three platforms (Social Connected TV, Smart City Guide, Gaming) by developers, experts and especially European SMEs, which are active in the relevant areas.

3.2 - Objectives and goals

- attract SMEs and encourage use of our platforms understand how they work
- it is about reaching out to organisations beyond those already familiar with EU projects, their processes and the PPP programme
- competitions for each specific FI-CONTENT 2 content platform
- competitions are not a prerequisite to participate to the open call
- will be planned for a duration of 3-4 months, starting earliest at the end of month
- FI-CONTENT2 will evaluate the applications or services that will be built by SMEs and developers on top of FI-CONTENT2 functions.
- Given they'll have information on how the platforms/systems work, their architecture, they can simulate how their ideas could be built or integrated. Best ideas win.
- best ideas and solutions will be suitably rewarded by FI-CONTENT2
  - o e.g. via publications on the project's website, events, exhibitions, small budget, etc.
  - o we will encourage SMEs to submit proposals for the FI-CONTENT2 open call according to the FI-PPP guidelines for open calls in use case projects. These competitions will support especially SMEs with potential
- FI-CONTENT2 competitions will create high incentives for participating SMEs and helps to bring interested parties in contact with the project and related platforms and technology without the need to incur a liability.
- Developers and SMEs will be able to perform experimentations on top of FI-CONTENT2 platforms and enablers in an easy, less formal and direct manner.
- competitions will promote the FI-CONTENT2 project to industry and domain experts → marketing instrument
- drives new features and guide new applicants to the FI-CONTENT2 open call

3.3 - Organization and budget

- FI-CONTENT2 will reserve a dedicated budget of app. 20kEUR for each platform related to WP2, WP3, and WP4
- The budget is reserved for logistics/operational, promotion of competitions part, some prizes (e.g. vouchers, gadgets, devices dedicated to the use cases)

3.3.1 - *Prerequisites*

- Each platform needs to provide component descriptions, usable functions and API descriptions of their enablers in terms of a developer website, open specification or similar
- Platform documentation that enables interested developers, SMEs and domain expert to start building ideas and apps with our enables (both GEs and SEs)

3.3.2 - *Participation*

- Each individual person shall be able to participate in the competition

- Based on the documentation provided by all three platforms (each separately but hosted on one main competition info website) developers shall start creating ideas and build apps using our components (APIs, etc)
- Participation steps:
    1. Build an app / describe your idea
    2. Register to FIC2 portal (competition website)
    3. Upload your app
    4. Fill an application form / Questionnaire (see example below)

3.3.3 - *Evaluation of apps and ideas*

- FI-CONTENT2 will create a panel of judges consisting of experts from each platform / work package
- Judges will select up to 3 finalists per platform
- Expectation for submissions are innovative, cool applications and app ideas that will be build on top of the functions and features provided by the FI-Content2 platforms

3.3.4 - *Terms and Conditions*

The terms and conditions for the FI-CONTENT2 competition shall be created by expert legal advisors from the FI-C2 consortium A first version / example can be found in Annex 1 of this document.

3.4 - Schedule of the competition

Date	Task	Details
October 31 2013	*Publish competition Announcement*	Publish FI-CONTENT2 competition announcement
February 28 2014	Close competition	End of the competition
March 7 2014	App evaluation	conduct evaluation
March 15 2014	Evaluation report	Finalize evaluation report and select winners
March 2014 (Event and date will be selected during the project lifecycle)	FIC2 Competition Awards	Winners will be awarded during a FI-Content2 event

Table 1 - Schedule of the Competition

Annex I

The FI-CONTENT2 Competition

Terms & Conditions

IMPORTANT NOTICE FOR PARTICIPATION OF EMPLOYEES:

In case you participate as an employee in this competition it is your sole responsibility to review and understand your employer's policies regarding your eligibility to participate in trade promotions. The FI-CONTENT2 Consortium and all FI-CONTENT2 Consortium Partners disclaim any and all liability or responsibility for disputes arising between an employee and its employer related to this matter.

COMMON TERMS USED IN THESE RULES:

These are the official rules that govern how the FI-CONTENT2 Competition promotion (hereinafter referred to as "Competition") will operate.

In these rules, "we," "our," and "us" refer to the **FI-CONTENT2 Consortium**, the sponsor of the Competition; "you", "yourself", "I", "me" and "my" refers to any eligible Competition entrant.

1. COMPETITION DESCRIPTION

Entrants shall create and submit a FI-CONTENT2-based application (hereinafter: "Entry") to the FI-CONTENT2 Competition website. Refer to Section 3 (WHO CAN ENTER) for eligibility determination, Section 4 (HOW TO SUBMIT AN ENTRY) and Section 5 (WHAT CONSTITUTES AN ELIGIBLE ENTRY) for additional Entry requirements and details. All eligible Entries received will be assessed in accordance with the assessment criteria described in Section 7 (HOW ENTRIES WILL BE ASSESSED).

2. WHAT ARE THE START AND END DATES?

This Competition is open for submission of an Entry from **(October 30th, 2013)** to **(February 30th, 2014)** (hereinafter referred to as "Entry Period"). Note that an Entry must have been <u>received</u> within the Entry Period to be eligible.

3. WHO CAN ENTER?

You are eligible to enter this Competition if you meet the following requirements at time of entry:

- You are of 18 years or older or provide written permission by your parent or legal guardian.
- You are NOT a member of the FI-CONTENT2 Consortium or an employee of a FI-CONTENT2 Consortium partner or of a FI-CONTENT2 Consortium partner's subsidiary; and
- You are NOT involved in any part of the administration and execution of this Competition; and
- You are NOT an immediate family or household member of a FI-CONTENT2 Consortium partner's employee or an employee of a FI-CONTENT2 Consortium partner's subsidiary.

4. HOW TO SUBMIT YOUR ENTRY?

Applications must be submitted and get accepted following the submission process described on the Competition website in order to be eligible. In addition the submission of the completed online survey at the end of the application

form must have been provided.

To submit your Entry, navigate to (http://mediafi.org/competition) and enter the Competition by submitting your Entry, as instructed on the website. We will accept up to three (3) Entries per person. It is your sole responsibility and risk to ensure that your Entry is submitted correctly, timely and in a form that we are able to access and that it is complete and eligible.

We reserve the right to reject any Entry, in our sole and absolute discretion, that we determine does not meet the eligibility criteria in Section 5 or violate any existing legal provision.

5. WHAT CONSTITUTES AN ELIGIBLE ENTRY?

To be eligible to enter the Competition, your Entry must meet the following requirements:

- Your Entry must make use of at least one FI-CONTENT2 API.
- The Entry may utilize any combination of approved libraries as specified on the FAQ's page without modification.
- Your Entry must be your own original creative work and must not violate the rights of any other person or company.
- Use of third party material, such as data from third-party web services, third-part source code, libraries, or assemblies is only permitted if you have obtained all consents, approvals, or licenses required for using such material in the particular form used and within this Competition. Proof of such consent, approval or license has to be submitted along with your Entry.
- If an Entry requires special hardware (e.g. fixed appliances/machinery or very expensive equipment) or is intended to use proprietary/confidential/sensitive data sets in order for its full functionality to be tested, we may request additional proof of the functionality claims (e.g. arrange a live demo). Potential of public demonstration / show-casing during the awards event needs to be settled before submission can be approved. It is at the sole discretion of the judges panel to decide whether such Entry, due to its special requirements, shall be eligible or not. .
- Entry must be accompanied by a clear description and optionally (but we recommend to) screenshots, a video and/or screen-capture demoing their usage. At your discretion you may submit additional documentation and/or instructions.
- Successfully absolved interview for quality/technical feedback and/or marketing purposes.

6. HOW MY ENTRY MAY BE USED

Other than what is set forth below, we are not claiming any ownership rights to your Entry. However, by submitting your Entry, you:

- Agree that, FI-CONTENT2 may: (i) use, review, assess, test and otherwise analyse your Entry and all its content in connection and restricted to the purpose of this Competition; (ii) feature your Entry in connection with the promotion of this Competition and FI-CONTENT2 events in all media (now known or later developed).
- Agree to grant FI-CONTENT2 a perpetual, worldwide, irrevocable, royalty-free, and non-exclusive license to use the App for the purposes of promoting the FI-CONTENT2 Project and in relation to the FI-CONTENT2 platform.

Content and application criteria
for Open Call – September 2013

- Agree that FI-CONTENT2 shall have the right to use, reproduce, publicly perform and display the App in connection with the advertising and promotion of this Competition by, but not limited to making and providing screenshots, animations and video clips available for promotional purposes.
- Understand that you are not entitled to any compensation or credit for use of your Entry, other than what is described in these Terms & Conditions.

Please note that following the end of this Competition your Entry may be posted on a website selected by us for viewing by visitors to that website. We are not responsible for any unauthorized use of your Entry by visitors to this website. While we reserve these rights, we are not obligated to use your Entry for any purpose, even if it has been selected as a winning Entry.

If you (or your parent or legal guardians) are not willing to grant us these rights to your Entry, please do not enter this Competition.

7. HOW ENTRIES WILL BE ASSESSED

Following the close of the Entry Period, a jury (jury members as listed on the Competition website) will review all eligible Entries received and, based on the assessment criteria, select a number of finalists.

The jury will judge Entries based upon the following criteria:

> Ability to demonstrate the capabilities of the FI-CONTENT2 interfaces,
> User experience,
> Originality, and
> Innovative design.

The finalists will be invited to the Competition awards event in order to present their submissions.

During the Competition awards event, the winners will be selected either by the jury or the audience of the Competition awards event:

- In case the jury makes the selection of the winners, winners will be selected based on their presentations using the assessment criteria mentioned above.
- In case the winner is selected by the audience of the Competition awards event, the winners are determined by voting by the audience. To ensure fairness:
- Only members of the audience who are physically present at the event are allowed to vote. No remote voting is allowed.
- The voting will be started and closed during the Competition awards session. No votes will be accepted before or after the designated period. The voting period will be announced during the event.
- Any member of the audience shall only have one vote.

We reserve the right to cancel the voting process and if we detect any attempt to falsify the voting results during the entire process. The selection of the winners may be done by the jury.

8. THE PRIZES

Prizes for each Competition will be published by the FI-CONTENT2 project.

If you are selected as a winner of this Competition:

- The prize will be awarded to you. In case you are participating as an employee you shall ensure it is used and/or distributed in accordance with your company's policies (Note: We are not responsible for the re-distribution of prizes within your company, if required); and
- You may not designate someone else as the winner; if you are unable or unwilling to accept your prize, we will award it to an alternate winner; and
- If you accept a prize, you will be solely responsible for all applicable taxes related to accepting the prize.

9. HOW FINALISTS WILL BE NOTIFIED

If you are a finalist, we will notify you by sending a message to the e-mail address provided on your application within seven (7) days following finalists' determination. If the notification that we send is returned as undeliverable, or you are otherwise unreachable for any reason, we will consider an alternate finalist.

10. OTHER CONDITIONS YOU ARE AGREEING TO BY ENTERING THIS COMPETITION

By entering this Competition you (your parent or legal guardian if you are a minor) agree and understand that:

- You will abide to these Terms and Conditions;
- You, to the extent allowed by law, will indemnify and hold harmless the FI-CONTENT2 consortium and the FI-CONTENT2 partners, their respective parent companies, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with your participation in this Competition or any prize won;
- You will accept that the FI-CONTENT2 project decisions will be final and binding on all matters related to this Competition; and
- You agree that the FI-CONTENT2 project may publish your real name and country of residence online and in print, or in any other media, in connection with this Competition, without payment or compensation to you, except where prohibited by law.

11. IF SOMETHING UNEXPECTED HAPPENS AND THE COMPETITION CAN'T RUN AS PLANNED

If any unforeseen or unexpected event that cannot be reasonably anticipated or controlled, (also referred to as force majeure) affects the fairness and / or integrity of this Competition, we reserve the right to cancel, change or suspend this Competition.

12. FIND OUT WHO WON

We will post the winning Entries online after **(March, 2014)** at (**http://mediafi.org/competition**). This posting will remain active for at least 30 days.

13. COMPETITION SPONSOR

The FI-CONTENT2 project is the main sponsor of this Competition. Other sponsors may be added.

14. PRIVACY

FI-CONTENT2 project Privacy Policy will apply to this Competition, and to all information that we receive from your

Entry. Please read the Privacy Policy on the FI-CONTENT2 project (http://mediafi.org) site before accepting the Official Rules and submitting your Entry. Please note that by accepting these Terms and Conditions you are also accepting the terms of the Privacy Policy.

15 JURISDICTION

Unless specifically stated otherwise on the Competition Entry page, the Competition is operated in Germany, is subject to German law and is governed by the exclusive jurisdiction of German courts.