

CONTEST RULES “PREMIOS RUPERTA”

PROINTEL remains loyal to its identity signs in the search of talent, creativity and innovation on the creation of new formats. PROINTEL has created the contest “**PREMIOS RUPERTA**”, whose aim is to promoted entertainment formats to respond the actual preferences. This initiative is intended to promote the commercialization of new formats both in national and international levels.

1. OBJECT:

Prointel S.L. Spanish legal entity, with register office in Madrid, Apolonio Morales street, 13E, with identification number B-28245447 (Before and henceforth “PROINTEL” or the “**Organization**”) calls the first edition of “**PREMIOS RUPERTA**” to promote the creation, production and international distribution of new **entertainment television Formats**, submitted to the following participation guidelines (henceforth the “Guidelines”).

The Guidelines, the registration, the documentation and communication shall exclusively submitted in Spanish or English for the good purpose of the contest.

2. TYPES OF FORMATS:

The first edition of “**PREMIOS RUPERTA**” chooses the **best format of entertainment** amongst the projects submitted according to the criteria of the Jury. The formats can be registered in the following genres:

- 1) **Contest/ Game show:** participants can register ideas of formats of any topic, as long as it implies a contest-like mechanic.
- 2) **Factual:** Participants can register formats of different kinds within the scope of the reality television: reality, docu-realty, reality life style, reality of competition, dating show, talent show... or any possible new factual formulas that all participants can submit.

The term **Format** understood the series of common elements that, ordered in a logical way, define the spine or basic structure of a television program. **PREMIOS RUPERTA** will assess the projects in their embryony stage, where the keys of the format, the matrix idea, the target audience, the profile of the characters that may appear and whatever they consider appropriate to illustrate the idea of the program are shown to illustrate the main ideas of the latter.

3. PARTICIPANTS:

Individuals with legal majority in their country, of any nationality, can participate.

The participants can present their projects both individually and in cooperation with other people, as long as they individually meet the criteria stipulated on the Guidelines to participate.

Note: the Term “**AUTHOR**” will be used to refer author or authors.

4. SELECTION CRITERIA:

Only the formats original and unpublished, written in Spanish or English will be admitted.

By *original* it is understood that the author is the exclusive owner of the work. By *unpublished* it is understood that the format has not been produced nor broadcasted and neither exhibited publicly or domestically within the national or international market.

The Jury will assess the format which has the best potential to be developed in the international markets. The Jury will evaluate the originality, notoriety and innovation of the format and also its adaptation to the tastes and actual trends in the content audio-visual market.

In the event that according to the Jury none of the registered formats meet the criteria in which base this Contest is been evaluated, the Jury reserves the right to declare this call deserted.

5. AWARDS:

The winner format contemplates the next benefices:

Economic Award

- A direct economic award of **TWO THOUSAND EUROS GROSS (2.000€)**. The amounts indicated will be subjected to taxes and withholding taxes resulting from the application at that time; according to the current Spanish tax Rules and the applicable legislation in this moment, when applicable, regarding the tax existing in the Winner’s residence.

If the Winner of a format corresponds to more than one author, the Award will be delivered to the authors that registered the format; the monetary award will be dispensed in proportion to their authorship percentages mentioned in the registration form.

Format's development and promotion

- PROINTEL will provide its human and technical resources, as a producer, to promote the sale of the winning format in the national and international market.

PROINTEL undertakes to evaluate the Format in depth, to develop the commercial material for its promotion and define the best strategy to the format's presentation into the market.

Marketing/ commercialization

- National level, the presentation of the Format to the head of contents of the different Spanish television channels that PROINTEL considers appropriate in cause of affinity with the content will be pursued.
- International level, the format will be added into the distribution catalogue, that PROINTEL will take to the international television content market MIPCOM in Cannes. PROINTEL will develop all the commercial activity prior to fixing appointments, to the appointment of presentation meetings during the market, as well as the post-market monitoring to generate the following: exploitation agreement, broadcasting agreements, or coproduction agreements of the format with TV Channels, broadcasters and others producers.
- Recognition:
The Winning Format will be introduced during the closing ceremony of the FesTVAl that takes place in September 2019; in this ceremony the winner will receive the trophy, which certifies him as Winner of the Contest. The trophy shall be handed by PROINTEL.

PROINTEL only will be in charge of the accommodations and transfers to Victoria (in the Spanish territory) of the Winner or Winners who attend the trophy's collection (2 people maximum, only transfers in Spanish territory).

- Shared benefits
The Winning Format will become part of the PROINTEL's repertory who shall be co-titular of the right of the format along the author, prior signing a Share Benefit Agreement or a Collaboration Agreement. In these Agreements the author will receive twenty five (25) per cent of the net income that the Format generates for PROINTEL, without any time or geographical limit.

6. DATA AND DOCUMENTATION TO BE SUBMITTED- REGISTRATION FORM

Each and every participant and author of the Formats must fill a single Registration Form for each Format that they submit, the Registration Form can be found in PROINTEL Website: www.prointel.es. In this Form they must attach the registration documents also their personal data, to be send between the 9th September and 15th December 2018.

The Prointel Website Registration Form, as is indicated in the Annex of this Guideline, shall include the next documentation. The following documentation must be attached as well:

- 1. Data authorship, Intellectual Property Statement and Format data sheet.** Each author will sign digitally, according their authorship percentages, following the guidelines of the submitted registration form. The documents (free format and may contain photos or graphics) that define the Format, must be attached as well and will be automatically codified by the access system, although every document should be appointed in any case, with the title of the format. These Documents will have to be submitted in PDF format.
- 2. Audio-visual Material:** The presentation of the Format can be completed with an audio-visual material. In this material the author will explain the Format that is presented including references of its style or any other resource that the author or authors might find interesting in order to enrich the Format's explanation. If the format already has a trailer or a demo those must be attached as well.

In the even the Applicant wishes to submit this complementary Audio-visual Material. He/she must tick the box that corresponds in the web form's. Once the request has been processed, the Applicant will receive a message leading to an e-mail to which he can reply with said material through WeTransfer.

Filling the Submitted Form is not enough to complete the registration. The applicant must fulfil all the requirements referred in the Guideline of the Contest and the Annex.

The non-compliance regarding the requirements of sending the documentation to participate in the competition may be cause of disqualification.

If the situation of the registered format changes during the process of inscription or selection of this Contest, as if it happens to have another contractual commitment of distribution or broadcasting, or if there is a restriction on these rights, the participant should immediately inform the Organization by email premiosruperta@prointel.es, in order for this format to be excluded from the Contest.

The registration is free. The participants will be informed about the stages of the Contest through the website www.prointel.es

7. REASONS FOR THE EXCLUSION:

The following reasons will be cause for an automatic exclusion from this Contest:

- Not including the documentation required in the previous section.
- The Formats whose documentation is submitted without the Spanish or English translation.
- The detection of any irregularity or doubt about the originality of the Format.
- The detection of any irregularity or doubt about innovation of the Format (Format unpublished), according to what has been defined in the previous section 4.
- The Format might have been presented in other festivals, events or awards, yet they must not have been produced, broadcasted or exhibited.
- The detection of any irregularity or doubt regarding the ownership of the intellectual property rights of the participant format, such as, for example, but not limited (I) that the Organization has been to know about conflict between the co-authors about the ownership percentages (ii) there are third-party claims regarding the ownership or co-ownership of the participant format. (iii) all the statements regarding the ownership on the part of the co-authors, amongst others things have not been stipulated.
- Any other reason that according with the Organization can jeopardize the principles of transparency, equity and equal opportunity, on which relies the participation in this Contest.

8. JURY

The Jury will be composed by:

- **Alejandro Ibáñez** (PROINTEL Director)
- **Joseba Fiestras** (FesTVaI CEO)
- **José María Castillo** (PROINTEL Executive producer)
- **Mariola Cubells**. Journalist and television analyst ('Cadena Ser/La Ventana')
- **Borja Terán**. Specialized journalist in television ('La Información')

All Jury members will sign a solemn declaration in which they commit not to be inspired, reveal or use as a model any of the Format submitted to their valuation indicating specifically that they are not personally involved with any of the participating formats.

9. SELECTION PROCESS:

1. First selection: Once the inscription period has ended on December 15th 2018, the Jury will select **10 Nominees Format**.
2. Finalist selection: Afterwards, the Nominees Formats will be submitted to the Jury's valuation, from which they will choose **3 Finalists**.
3. Finalists' exposition: The 3 appointed Finalists will be convoked to PROINTEL's headquarters to perform an on-site **exposition** in front of the Jury. Said exposition will consist of 15 minutes with an additional 5 minutes time for questions. If they do not live in Madrid, it is possible for the participants to use other telematics media (such as Skype) if desired.
4. Winner: After the expositions, **the Jury will choose the Winning Format** and will inform its author, whose name will be, published in the following webpage www.prointel.es after the FesTVal'19 gala.

The author of the Winner Format, authorizes the Organization to use, reproduce, disclose, print, publish and broadcast by any media their names, photographs and images depicted by any mean, biographies, etc., to directly or indirectly perform acts of promotion and communication of the Format, now audio visual works during this edition and in future editions and activities carried out by PROINTEL. Likewise the author of the Winning Format will offer their on-site availability for possible acts of promotion in which may necessary their presence and to make them part of the process of their idea of their format, if and when needed.

All non-winning Formats of **PREMIOS RUPERTA** will be released from their engagements. PROINTEL and the members of the Jury will delete all files of the non-winning formats. PROINTEL will not be required or be responsible to return the files to their authors.

10. WORK PROCESS WITH THE WINNING FORMATS:

If the first place is not declared deserted, once the Winning Format is chosen, PROINTEL will notify its author or authors with whom will reach to a Collaboration Agreement. If they win, the Participants, commit to negotiate in good faith and subscribe with PROINTEL all documents that the latter considers appropriate to determine the rights and obligations issued according to this guidelines, being indispensable to be considered as a Winner and receive therefore the award.

PROINTEL will work on the Development of the Format for its introduction to the market. All changes that PROINTEL may perform on the format in a way that may change the essence of the main idea shall be consulted with the author or authors, who can take part on the process of development.

The Format’s Development Process and all commercial materials for its promotion will be held from February 15th, 2019 to August 31st, 2019 so that it can be prepared by the time of:

- **The awards ceremony** that takes place during the Festival de Television of Vitoria **FesTVal** during a public act in the closing ceremony in which the Winner Format will be presented and the Trophy will be handed to the winner.
- PROINTEL’s team will carry out the appropriate **actions to present the Format** as a part of its catalogue to international channels and broadcasters within the most notorious market television contents of the history during **MIPCOM the world’s entertainment Content Market in Cannes**. Additionally, and as long as PROINTEL considers it appropriate, the Winning Format will be presented to other national or international broadcasters.

11. SCHEDULE SUMMARY:

According to what hereby has been stipulated and in a nutshell, the participation process, the selection, the award handing and the presentation of the Winning Format to the market will consider the following terms:

- Participation: Period for submitting the applications	Sept. 9 th –Dec. 15 th , 2018
- Selection process: Nominees, Finalists and Winner	Dec.16 th , 2018 –Feb. 15 th , 2019
- Pitch in front of the jury of the finalist format projects	Feb 01 st , Feb.- 10 Feb. th , 2019
- Notification of the decision to the Participants	Feb. 15 th , 2019
- Developing the Winning Format , promotional materials and commercial strategy	Feb. 16 th –Aug. 31 st , 2019
- Announcement and Awards ceremony to the Winner or Winners during the public at FesTVal (Vitoria)	Sept. 2019
- Presentation format at MIPCOM (Cannes)	Oct. 2019

12. ACCEPTANCE:

Participation in the Contest implies the participant’s full acknowledging, understanding acceptance of these guidelines, the privacy policy and the conditions of participation and use.

The non-compliance of the participation Guidelines will be a motive for the Participant’s exclusion from this Contest. The Participant accepts the responsibility regarding the conditions that are stipulated in this document and therefore shall not harm PROINTEL in case of a breach.

In case of a non-planned event on the Guidelines, or in case of needing to clarify anything regarding the celebration of the Contest, PROINTEL reserves the rights of partially reconfigure any of the hereby Guidelines.

The participation on the **PREMIOS RUPERTA** implies the Consent to transfer all the documentation to the members of the Jury and the administrative collaborators or relevant technicians related to the contest execution.

The participants acknowledge that the inscription of the ideas for the formats in this Contest is realized voluntarily. With its participation, the Participant recognizes and accepts that it is common within the audio visual production and creative industry to encounter similarities on the nature and ideas of different contents on different creative projects often moving in similar universes regarding their themes, creative resources, etc.

The **PREMIOS RUPERTA** works under “good practices” and PROINTEL commits not to disclose or use as model any of the non-winning projects submitted to the Jury’s valuation. Nonetheless, the participants must be made aware that PROINTEL in its activity as a producer, counts with multiple format ideas in its catalogue, and keeps on developing its own ideas and has received to be taken into consideration many proposals from third parties, so at some point the ideas submitted by the participants may match partially or tangentially with proposals that other creators have submitted to these awards or with projects that are already developing or on upcoming development stages at PROINTEL. Therefore, even if PROINTEL is be guided by “good practices principles”, it is out of its reach to avoid possible similarities. That is why the participant refuses any kind of reclaim towards PROINTEL in the case of possible coincidences.

13. DATA PROTECTION:

In compliance with the Spanish personal data legislation, PROINTEL, S.L. informs the Participants, which must accept and consent to participate, that all personal data introduced in the registration form, as well as the personal data included in any of the forms submitted to enter the Contest, will become part of the computerized file, owned by PROINTEL S.L. Spanish legal entity, with register office in Madrid, Apolonio Morales Street, 13E (28036), with identification number B-28245447. The data will be treated according to the applicable rules mentioned above, with the purpose of managing the participation of the Applicant in the Contest, based on the consent given by the Participants.

Once the Contest is concluded, the gathered data and any received material will be proceed to be erased and destroyed before notary, PROINTEL only preserves the winner’s personal data according to a contract that will be signed between the parts.

PROINTEL S.L. will not give or provide the Participant’s personal data to third parties, except if this transfer is necessary for the development, fulfilment, maintenance or execution of the

obligation arising of the contract and they are authorized by a legal provision. An International transfer data is not planned.

The Participants can learn more about their personal information rights (Right of access, Right of rectification, Right to be forgotten, Right to restriction, Right to portability, Right to object, Right to request deletion) in this website www.prointel.es. To exercise these rights, please contact us at lopd@prointel.es

14. GENERALITIES:

Any questions or doubts which may arise concerning the interpretation of the Guidelines will be resolved according PROINTEL's Criteria. Any reclamation in relation with this Guideline shall be subjected to the Spanish legislation and the courts of the city of Madrid.

For more information or for any doubts, please write an email to premiosruperta@prointel.es.

I. Technical file

- **Title of the format**
- **Genre** (e.g. Contest/ factual, In case of factual indicate the kind... reality, dating, docu-reality, talent show...).
- **Theme** (e.g.: music, travel, gastronomy, personal relationship, adventure, anthropology, childhood)

II. Description

- **Overwrite** (max. 180 word). This Document will have to be submitted in PDF format.
- **Described plan:** Reflecting the matrix idea of the program and the common element of the structure that converts it in a format: the plot, mechanic, characteristic of the program, target audience, character profiling and whatever they consider appropriate to illustrate the idea of the program, it can include a detailed description of the Pilot (7 pages high included photos and graphics. This Document will have to be submitted in PDF format.

III. Audio-visual Material: The presentation of the Format can be completed with an audio-visual material. In this material the author will explain the Format that is presented and including references of its style or any other resource that the author or the authors might find interesting in order to enrich the explanation about the Format. If the Format already has a trailer or demo those must be attached as well.

In the event that you wish to submit this complementary Audio-visual Material. You must tick this box:

FIRST EDITION PREMIOS RUPERTA

I wish to submit complementary Audio-visual Material

Once your request has been processed, the Organization will contact the Applicant to the email address indicated in the Form, you will receive a message with an e-mail to which you can reply with said material through WeTransfer.

STATE

- 1) That the author or the authors of the WORK, in the regime and percentages indicated above, and in his creative contribution, the WORK is his original creation.
- 2) That, according to what is stated above; he/she holds the intellectual property rights for taking part in the Contest **PREMIOS RUPERTA** according to the Guideline.
- 3) If the format becomes winner of the Contest, he/she holds all the intellectual property rights necessary so that PROINTEL can develop the format, market and broadcast it according with the Guideline, so that given the case, the format can be produced to become a television program and/or audio-visual work.
- 4) That the rights described in points 2) and 3) above, do not have any type of temporal or territorial limitation and are free of any burden, restriction or encumbrance on the part of any third party, without there being any limitation of any kind to proceed as has indicated in said preceding points, in any language and exploits it by any modality or mechanism of exploitation, in any territory and up to the public domain of the same, without this entailing or constituting a breach or event that, through the notification or the lapse of time, or both, constitutes the breach or infraction of any contract, commitment or other agreement, of which the undersigned is a party or through which the signer or his assets are obligated or committed.
- 5) That the signatory assumes, jointly and in solidarity with the other co-authors, if any, the commitment of full indemnity in favor of PROINTEL, the collaborators and / or sponsors of the contest and the third parties that may be acquirers or assignees of the rights over the format, as the case may be, with respect to any kind of claim that due to the falsity, inaccuracy and / or non-compliance of the statements of this document, that any third party could make.

DIGITAL FIRMS DATE:

Digital signature schemes may be implemented