



## **DIGITAL MEDIA COMPETITION DETAILS**

The Imagine Cup is the world's premier student technology competition. While competing for cash and prizes, you will gain real life experience, make new friends, and turn your ideas into reality. Join together with your friends and use technology to take on the toughest problems facing our world today.

The *Digital Media* competition presents an opportunity for you to use your skills to create viral web videos that combine user-generated content. You and one friend team up to create a web video submission. Use the internet to communicate, explain, and touch on issues in our global society. This is the only competition that utilizes voting in the judging process. Make your team's video as interesting and as enticing as possible, so that people want to pass it on, share it, and get the entire world to vote for it. The videos that become the most viral - win!

The Imagine Cup 2010 theme is: "***Imagine a world where technology helps solve the toughest problems.***" When considering the design and the use of your digital media entry, get inspired and educated by reviewing the [2010 Theme](#) and the [United Nations Millennium Development Goals](#). Tackle, head on, issues related to: hunger relief, poverty, education, disease control, healthcare, the environment and other crucial problems facing our world today.

**PLEASE NOTE:** If you choose to submit an entry in this Competition, then you agree that your participation in this Competition is subject to the following:

- The [Imagine Cup Official Rules](#)
- The Imagine Cup Digital Media Competition Details described below.

If there are any inconsistencies between the Imagine Cup Official Rules, the Imagine Cup Terms of Use, the Imagine Cup Code of Conduct and/or these Competition Details, the [Imagine Cup Official Rules](#) will govern.

## WHAT ARE THE START AND END DATES?

This Competition starts at 00:01(12:01 AM) Greenwich Mean Time (GMT) on September 1st, 2009, and ends at 23:59 (11:59 PM) GMT on May 1st, 2010 (Entry Period). The Entry Period consists of the three (3) Rounds as described below. Each Round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging.

| <b>ROUND</b>   | <b>START DATE<br/>(all times 00:01 or<br/>12:01 AM GMT)</b> | <b>END DATE<br/>(all times 23:59 or<br/>11:59 PM GMT)</b> |
|--|---|---|
| <b>Round 1</b>                                       | September 1, 2009   | March 31, 2010  |
| <b>Round 2 –<br/>Worldwide Finals<br/>Qualifying</b> | April 5, 2010   | May 1, 2010   |
| <b>Round 3 –<br/>Worldwide Finals</b>                | July, 2010  | July 7, 2010  |

The Competition Sign Up Period begins on September 1, 2009 at 00:01 (12:01 AM) GMT, and ends on March 31, 2010, at 23:59 (11:59 PM) GMT ("Sign Up Period").

### **CAN YOU ENTER?**

You are eligible to enter this Invitational you meet the Eligibility Requirements set forth in the "Eligibility Criteria" section of the Imagine Cup Official Rules at: [Imagine Cup Official Rules](#).

### **HOW DO I SIGN UP FOR A COMPETITION?**

If you wish to participate in this Competition, you must sign up as instructed during the Competition sign up period, and create a Team or join an existing Team.

A Team may consist of up to two (2) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region.

It is recommended, but not required, that you have one (1) mentor for your Team in addition to your two (2) Team members. Limit one (1) mentor per team.

For additional important details on signing up for a competition, please see the requirements set forth in the "Team and Individual Competitions" section of the [Imagine Cup Official Rules](#).

## WHAT CONSTITUTES AN ELIGIBLE ENTRY?

To be eligible, your entry / entry materials must meet the following content and technical requirements:

- Your entry must address a social cause connected to the **Imagine Cup 2010 Theme**: *"Imagine a world where technology helps solve the toughest problems."*
- The actual entry (i.e., your video) can be in any language, but if the entry is not in the English language, then you must provide a transcript in the English language, or submit the film with English subtitles.
- All types of media included in your entry must comply with the requirements set forth in the General Standards for Entries section of the **Imagine Cup Official Rules**
- In addition, to be eligible for consideration, you must submit the materials described below during each designated round

### Round 1

During Round 1, your Team must create and submit the materials described below:

- Create a video that combines images, movies, voice, and/or music which tells a story that addresses the **Imagine Cup 2010 Theme**.
- The video must include an Imagine Cup intro and outro. Links provided on competition page.
- The video should be at least 2 minutes long but cannot be longer than 3 minutes and 30 seconds.

### Round 2 – Worldwide Finals Qualifying

During Round 2, your Team must create and submit the materials described below:

- A modified version of your Round 1 video or a completely new video that combines images, movies, voice, and/or music which tells a story that addresses the **Imagine Cup 2010 Theme**.
- The video must include an Imagine Cup intro and outro. Links provided on competition page.
- The video should be at least 4 minutes long but cannot be longer than 6 minutes.

### Round 3 - Worldwide Finals

During Round 3, your Team (if you are invited to advance to compete in Round 3) will compete in a 36 hour challenge. The details about the challenge will only be revealed on-site at the Worldwide Finals event, a few hours before the beginning of the challenge. Be prepared to be able to create a video using Microsoft MovieMaker.

## **HOW DO I SUBMIT MY ENTRY?**

### **Round 1:**

- Upload your video to the video sharing site of your choice, providing that the site generates HTML code to embed your video in a third party site.
- The video must include an Imagine Cup intro and outro.
- Navigate to the upper right corner of this Digital Media competition page and submit the embed code of your movie from the site where you uploaded your video. You are also required to submit a title, description and keywords for your entry. These will be entered on your page and can help search engines index your page for better search optimization.
- This video will appear on your entry page. Your entry page will have voting controls on it.
- Promote the URL of your team page in any legal method, for example, send it to your friends on your social network, email it to your contacts, Digg it, tweet it, etc.
- Visitors to your URL will be asked to watch the entry and vote on various aspects of the video.
- Votes are limited to one vote per video team, per IP, per sub-round.
- You may change your video embed code at any time during the month.

### **Round 2:**

- Upload your revised video to a video sharing site of your choosing.
  - The video sharing site must provide HTML code to embed your video on other web sites.
- The video must include an Imagine Cup intro and outro.

### **Round 3:**

We will provide instructions for how to submit your required entry materials for Round 3 on-site at the Worldwide Finals in Poland.

## **ENTRY LIMIT**

You may change your video at any time during the competition.

## **HOW WILL ENTRIES BE JUDGED?**

### **Round 1**

- There are six sub-rounds. Each sub-round begins on the 5th of the month and ends on the last day of the month, at 23:59 (11:59PM) GMT, beginning in October 2009 and ending in March 2010.
- At the conclusion of each sub-round, the top 20 videos with the most votes that met the entry requirements will be advanced to Round 2.
- Once a team has been advanced to Round 2, there is no need to continue competing in Round 1; therefore it will not be possible to vote on their entry.
- Once a team has advanced to Round 2, voting on the page will be disabled and team members will no longer be able to edit or modify their entry.

- At the end of Round 1, the top 20 teams who have not yet advanced and with the most votes for all 6 months combined, will also advance to Round 2.
- At the end of Round 1, a total of 140 teams will have advanced to Round 2.

### **Round 2 – Worldwide Finals Qualifying**

At the conclusion of the Round 2 Entry Period, all eligible entries received will be reviewed by a panel (or panels) of qualified judges based on the judging criteria set forth below to determine up to six (6) of the top Teams (each, a “Finalist”) that will advance to compete in the Worldwide Finals.

#### **Round 2 - Judging Criteria:**

- **30% Theme:** How well does the entry address the **2010 Imagine Cup Theme**.
- **20% Originality:** Usage of different approaches, concepts, or even old concepts created via different techniques.
- **25% Power of Communication:** How well the entry conveys its message, the relevancy of its message, and impacts the audience.
- **25% Viral Effectiveness:** How appealing is this video and how likely is it that this video would get redistributed in a viral manner.

### **Round 3 - Worldwide Finals**

At the conclusion of Round 3, all eligible entries received will be reviewed by a panel (or panels) of qualified judges based on the judging criteria set forth in the Round 3 Challenge Details that we will establish and provide to you on-site at the Worldwide Finals to determine the First, Second and Third Place Teams.

### **PRIZES**

#### **Round 2 - Worldwide Finals Qualifying:**

Finalists will receive a trip to Warsaw, Poland to compete in the Worldwide Imagine Cup Finals in July 2010. Trip includes round trip coach airfare from major airport closest to winner’s home, standard hotel accommodations, and select meals.

#### **Round 3 - Worldwide Finals:**

- **First Place:** \$8,000 USD
- **Second Place:** \$4,000 USD
- **Third Place:** \$3,000 USD