

Competition Rules and Regulations

1. **Title.** This competition is known as “The 2009 MSC Malaysia Intellectual Property Creators Challenge” or “The 2009 MSC Malaysia IPCC” (the “Competition”).
2. **Organiser.** The Competition is organised by the Multimedia Development Corporation Sdn Bhd (the “Organiser”).
3. **Objectives.** Key objectives of the Competition are as follows:
 - To catalyse and promote the creation of quality content that can be showcased and marketed globally;
 - To nurture new talent in content creation by turning ideas into reality; and
 - To attract content creators to develop greater ideas and stories.

4. **Categories.** There are four (4) categories under the Competition, as follows:
 - Category A: Animation
 - Category B: Digital Interactive Comic
 - Category C: Computer Casual Games
 - Category D: Mobile Games

5. **Competition Duration.** The Competition duration for the respective categories, are as follows:

	Start Date	Deadline
Category A	23 April 2009	11.59pm @ 2 July 2009
Category B	23 April 2009	11.59pm @ 2 July 2009
Category C	23 April 2009	11.59pm @ 2 July 2009
Category D	23 April 2009	11.59pm @ 2 July 2009

6. **Competition Structure.** Participation in the Competition must be in teams of individuals or as a company (“Participants”), subject to the following conditions:
 - a. **Team of individuals.** Each team must consist of the minimum number of individuals (as specified below) who are eligible as defined in Rule 7 below. Each eligible person can only participate in one (1) team. Substitution of team member(s) is prohibited without the express written consent of the Organiser. A team leader must be appointed to represent each team. The team leader is required to complete and submit the “Competition Entry” on behalf of the team. The team leader must be at least eighteen (18) years old. Member(s) of the team below the age of 18 years must seek the written consent from parents or legal guardian prior to participating in the Competition.

	Minimum Number of Team Members
Category A	Three (3)
Category B	Two (2)
Category C	Three (3)
Category D	Three (3)

- b. **Companies.** Only Malaysian companies as defined under the Companies Act 1965 with at least 51% equity owned by Malaysians are eligible for the Competition. A company must appoint a representative to submit the Competition Entry and for purpose of liaising with the Organiser on behalf of the company.
7. **Eligibility.** The Competition is open to all Malaysian citizens and permanent residents EXCEPT for:
 - a. Individuals who are still schooling and/or attending any institutions of higher learning, including but not limited to primary and secondary school students, undergraduates and persons pursuing post-graduate studies;
 - b. Winners under any of the categories of the 2008 MSC Malaysia Intellectual Property Creators Challenge Series; and

c. Employees and the immediate family members of the Organiser (and its subsidiaries), Art Square Creation Sdn Bhd (“Art Square”), TM Net Sdn Bhd’s Bluehyppo Portal (“Bluehyppo Portal”), Cubetech Asia Sdn Bhd, (“Cubetech”), sponsors and their group of companies, as well as employees and immediate family members of the mentors and judges.

8. **Competition Entry.** All entries to the Competition must be submitted to and received by the Organiser no later than the respective Deadline and containing:

a. A duly completed Application Form;

b. A complete Competition Proposal in accordance with the following format:

- (1) Language: In English, or if not in English then an English translation attachment must be included;
- (2) Proposal Cover;
- (3) Table of Contents;
- (4) Company / Personal Profile;
- (5) A letter to the Organiser declaring that the Competition Proposal and the works relating thereto (the “Works”):

- Are original;
- Have not been published;
- Have not been submitted to or otherwise produced in connection with other competitions;
- Have not previously received funding or grant from other sources;
- Are not commissioned works and have not otherwise been sold to any developers, publishers or other third parties; and
- Are not produced in connection with any school or university project / syllabus.

(6) Proposal Details:

Category A	<ol style="list-style-type: none"> 1. Overview of the Project / Synopsis 2. Main Character Design and Concept 3. Business Module 4. Production Timeline 5. Budget 6. Implementation Team
Category B	<ol style="list-style-type: none"> 1. Digital Interactive Comic description 2. Overview of the Project / Synopsis 3. Main Character Design and Concept 4. Proposed Digital Interactive Comic illustration samples (min 3 pages, max 8 pages) 5. Digital Interactive Comic concept / samples (min 2 pages) 6. Production Timeline 7. Budget 8. Implementation Team
Category C	<ol style="list-style-type: none"> 1. Overview of the Project / Synopsis 2. Game Details 3. Business Model and Target Demographic 4. Innovation and Unique Selling Point 5. Production Timeline 6. Budget 7. Implementation Team
Category D	<ol style="list-style-type: none"> 1. Overview of the Project / Synopsis 2. Game Details 3. Business Module 4. Production Timeline 5. Budget 6. Implementation Team

9. **No Multiple Entries.** An individual is only allowed to participate in ONE (1) team of individuals. A team of individual or a company is allowed to submit ONE (1) Competition Entry only.

10. **Withdrawal.** No withdrawal from the Competition is allowed after the respective Deadline.

11. **Submission of Competition Entry.** Submission of the Competition Entry (Application Form and Competition Proposal) can be made via :

a. Soft copy and email to submitipcc@mdec.com.my. SUBJECT: <The 2009 MSC Malaysia IPCC (Category: please state ANIMATION* / COMICS* / GAMES* or MOBILE*)>. The maximum size of each email is 5MB; or

b. Hard copy by hand or mail to:
Multimedia Development Corporation Sdn. Bhd.
Creative Multimedia Department
MSC Malaysia Headquarters
2360 Persiaran APEC
63000 Cyberjaya, Selangor
Office Hours: 9.00am – 6.00pm (Monday to Friday)
Attn: Mr Vernon Fernandez or Ms Shahrizan Mohd Sharif

Hardcopy of the Competition Entry must contain the following:

- (1) A softcopy of the Application Form and Competition Proposal in CD / DVD;
- (2) A printed copy of the Competition Proposal in A4, portrait format with comb bind; and
- (3) A printed copy of the Application Form (the 1st page of the Application Form) must be separated from the bind Competition Proposal. Attach the 1st page of the Application Form to the Competition Proposal with paper clip.

Failure to comply with any of the above submission requirements may result in automatic disqualification. Submitted materials will not be returned. Participants are encouraged to keep a copy for records purposes.

12. **Originality.** All Competition Entry and the works relating thereto must be original. Failure to submit an original entry will result in disqualification from the Competition.

13. **No Infringement.** Infringement of any third party rights is strictly prohibited and will result in automatic disqualification. In the event of any claims, the Participant(s) must take full responsibility and deal with the said third party claims at their own costs. The Organiser accepts no responsibility or liability in such matter. The Participant(s) shall indemnify the Organiser against any claims or indirect, special, incidental, or consequential damages from any party that may arise from the Competition Entry submitted under the Competition.

14. **Judging.** There are two (2) stages in the judging process, as follows:

a. Stage (1) – Shortlist: A panel of four (4) judges from the industry will review the Competition Entries and shortlist specified number of Competition Entries to proceed to the next stage of the Competition, “Pitching”.

	No. to be shortlisted for Pitching
Category A	Ten (10)
Category B	Twenty (20)
Category C	Eight (8)
Category D	Ten (10)

b. Stage (2) – Pitching: Upon notification that the Competition Entry is shortlisted for Pitching, the team is required to submit the presentation / pitching materials to the Organiser at least one (1) week before the Pitching Day. During the Pitching Day, each team will be required to test the presentation / pitching materials one (1) hour before the presentation starts. Each team will be given ten (10) minutes to pitch its idea(s), main character and concept, business module,

schedule and budget, together with the commercialization potential of the Works. Each team is allocated another ten (10) minutes for Q&A. Laptop and LCD Projector will be provided during Pitching Day.

15. **Judging Criteria.** Judging is at the sole and absolute discretion of the judges and all decisions made are final. Judging will be conducted based on the following criteria:
- Business plan & competitive analysis;
 - Development schedule & budget;
 - Main Character design and concept (where relevant);
 - Commercialization potential; and
 - Pitching day presentation aids and styles.

16. **Conditional Grant.** Winners under each of the categories of the Competition will be given a grant to allow the winner to proceed to develop the Works described in its Competition Entry SUBJECT to the following conditions:

- The winner signing an agreement with MDeC to regulate the terms and conditions of the development of the Works and the disbursement of the Conditional Grant (“**Grant Agreement**”);
- The Conditional Grant will be disbursed to each of the winners in accordance to the milestones in the Grant Agreement;
- All winners are required to complete the Works in accordance with the respective project duration which will be incorporated in the Grant Agreement:

	Project Duration
Category A	Five (5) Months
Category B	Six (6) Months
Category C	Eight (8) Months
Category D	Six (6) Months

- Within the said respective project duration, the winners are required to undergo a mentorship program with selected mentors, where the winners and mentors will meet up on monthly basis to discuss the progress of their respective Works (“**Mentorship Program**”) during the Mentorship Program, the winners are required to complete and submit to the Organizer the following:

	Submission
Category A	3-minutes short animation
Category B	50- pages comic illustrations and interactive comics
Category C	30 - 45 minutes gameplay
Category D	Completed playable mobile games

- Winners are required to submit a progress report of the Works as further stated in the Grant Agreement; and
- Winners are invited to use the facilities at the Creative Application Development Centre Lab for their production and also be part of the MSC Malaysia Content Accelerator Program during the production of the Works; and
- Specifically for Winners of Category A: The Mentorship Program, including but not limited to the meeting/discussion between the winners and their respective mentors, may at the Organizer’s sole discretion be recorded and broadcasted by a broadcaster as decided by the Organizer and the winners shall render all cooperation required in this regard.
- Specifically for Winners of Category B: The winners will have the opportunity to publish their Works into a graphic novel with Art Square and/or in digital format at Bluehyppo Portal, provided however that Art Square and/or Blue Hypo Portal shall have the right to refuse any such publication as they may in their respective discretion deem fit. Any publication of the

winners' Works shall at all times be subject to the winners agreeing to the terms and conditions of the publication of the Works.

- i. Specifically for Winners of Category C: The winners will have the opportunity to publish their casual games with Cubetech, provided however that Cubetech shall have the right to refuse any such publication as they may in their respective discretion deem fit. Any publication of the winners Works shall at all times be subject to the winners agreeing to the terms and conditions of the publication of the Works.

17. **Winner(s) and Conditional Grant.**

- a. The number of winners and amount of Conditional Grant for each of the category are as follows:

	No. of Winner	Amount of Conditional Grant for each winner
Category A	Six (6)	RM50,000
Category B	Ten (10)	RM20,000
Category C	Five (5)	RM50,000
Category D	Five (5)	RM50,000

- b. The Organiser is entitled to seek full reimbursement of the grant disbursed to the winners in the event of any breach and/or non-fulfilment of the terms and conditions in the Grant Agreement by the winner(s).

18. **Ownership of Competition Materials.**

- a. By entering the Competition, the Participants agree to provide the Organiser with the right to use the Works for purpose of showcasing any and all works produced by the Participants under the Competition for promotional purposes. The Participants further agree that the Organiser reserves the right to use the Participants' name in connection with such promotional showcasing, but shall have no obligation to do so.
- b. Winners of the Category A (Animation) Competition hereby agree that the broadcaster (if any) shall retain the broadcasting rights to the Works.

19. **No Revision(s).** Upon submission of Competition Entries, no revision will be accepted and any request for the return of the Competition Entry will not be entertained.

20. **Limitations on Liability.** The Organiser, Art Squire, Bluehyppo Portal, Cubetech, sponsors and their group of companies and their employees, agents and representatives hereby disclaim any and all liabilities that may arise in connection with the Competition Entry(ies) and any materials produced in relation thereto. Further, the Organiser and its employees, agents and representatives shall not be held responsible for any Competition Entries that are lost or damaged in transit. Competition Entries are automatically rejected if incomplete, unreadable, damaged, mutilated, tampered with, falsified, mechanically reproduced, irregular in any way or otherwise not in compliance with the Competition Rules & Regulations. The Organiser reserves the right to cancel, terminate, modify, suspend, or extend the Competition at any time.

21. **Disputes.** As a condition of participating in the Competition, the Participants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with the Competition, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in Malaysia having competent jurisdiction, which court shall apply the laws of Malaysia.

22. **Rules & Regulations.** By submitting a Competition Entry and therefore participating in the Competition, each Participant agrees to be bound by and abide to these Rules & Regulations including decisions made by the Organiser, including any amendments, modifications and/or interpretation of these Rules & Regulations.

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