

STORYHIVE MUSIC VIDEOS COMPETITION.

BY REGISTERING TO SUBMIT A PROJECT FOR CONSIDERATION, YOU HEREBY ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND AND AGREE TO ALL OF THE FOLLOWING TERMS AND CONDITIONS (the "TERMS").

TELUS Optik™ Local ("TELUS") has developed a digital funding platform called STORYHIVE to award grant funding and distribution to local content creators (the "Competition"), and support the creation of locally-produced programming available on TELUS Optik TV On Demand (via TELUS Optik Local / TELUS Community Television).

Through Stage 1 of this online Competition, participants ("Project Leads" and/or "Teams") submit a multi-media application for a music video (the "Project"), and in a scheduled voting window, compete to garner crowd support (i.e. votes) to attract one of 20 available \$10,000 CAD grants from TELUS to produce their Project (the "Grant(s)" or the "Award(s)"). Finalists from Stage 1 of the Competition then move on to Stage 2 where they will compete for \$20,000 for a music video grant (one in each province), \$10,000 for a documentary grant (one in each province), plus a training and mentorship opportunity and distribution on select TELUS platforms. There will be one Stage 2 finalist from each province of British Columbia and Alberta.

Teams will retain the rights to their finished Projects, including copyright.

This is a two (2) stage competition for eligible Teams/Projects from certain British Columbia and Alberta regions (see "Eligibility" section below for details).

STAGE 1: April 2015 - June 2015

The 10 winning Projects per province (the "Top Projects"), as determined by a combination of voting results and jury verdict, will be announced within one (1) week at the end of the scheduled voting window. Each of the winning Teams will then go on to the granting agreement process with TELUS to claim their Grant and work to deliver their completed Projects.

STAGE 2 – JULY 2015 – NOVEMBER 2015

Stage 2 continues with the Top 10 projects, per province, following full technical delivery of the Music Videos. The Top Project per province, as determined by a Jury, will be announced following the end of the scheduled "Voting Window". The winning team will once again go on to the granting agreement process with TELUS to claim their \$20,000 CAD and \$10,000 CAD grants to deliver a second music video and short documentary respectively.

Successful Teams will be eligible for the Grant and eligible completed music video Projects may be featured on TELUS Optik TV On Demand, the STORYHIVE website, social channels and/or any other TELUS platforms.

This unique competition empowers the community to support local content creation – connecting ideas, audiences and opportunities.

1. ELIGIBILITY

To be eligible to apply to be a Top Project on STORYHIVE and receive a Grant, the Team must be comprised of a musical performer or band or their legal representative (the "Musical Artist") and a video producer (the "Producer"). The Team and the Project (together, the "Submission") must meet the following eligibility requirements:

Eligible Teams

Teams must consist of:

1. A Project Lead (as defined below) who is either the Musical Artist or the Producer; and
2. A "Project Lead", who is a user who has signed up on the STORYHIVE platform as a STORYHIVE Project Lead (as that term is defined on the STORYHIVE platform) who will act as the primary applicant and accept responsibility for all the applicable rights and obligations under these Terms and, if applicable, under the terms of the TELUS Community Programming Grant Agreement (the "Grant Agreement"); and

3. A Musical Artist who is able to provide all necessary rights (including synchronization and master use rights) to the song to be used in the Project (the “Music”) and potentially distributed on TELUS platforms as part of the Project; and
4. Individuals supplementing the Project Lead, including other members of the band (if applicable) and/or the video production team; and
5. A Musical Artist and a Producer who are: 1.) Canadian citizens or permanent residents of Canada, AND 2.) Resident in British Columbia or Alberta.

Eligible Applicants

Applicants must meet the following eligibility requirements

1. Be the age of majority in their province of residence (British Columbia or Alberta) at the time of registration OR older as of the Competition deadline; and
2. Be a resident of British Columbia or Alberta; and
3. Be a Citizen or permanent resident of Canada; and
4. May not be an individual associated with TELUS, including but not limited to the following (the “Excluded Individuals”): the employees, agents and representatives of TELUS or another broadcast distribution undertaking (a BDU) such as Optik TV, TELUS Satellite TV, Shaw Cable, Shaw Direct or any other Canadian Cable or IPTV service provider, or any external partners of TELUS who enter into an agreement with TELUS to assist in any way with this Competition. Notwithstanding the foregoing, Excluded Individuals may participate in the submitted Project as a principal artist, a background instrumental or vocal performer, and/or as a member of the music video production crew. For clarity, “employees” include contractors currently working with TELUS or another BDU. Contractors and employees of TELUS or another BDU may participate in the Project, provided they are not the Project Lead.

Eligible Musical Artists

1. Musical Artists who are unrepresented, signed to independent labels, have independent management or independent publishing contracts are all eligible to enter.
2. Musical Artists with direct major label or major publishing agreements are also eligible to enter.

Eligible Projects

To be eligible to apply to be a Top Project on STORYHIVE and receive a Grant:

1. the Project must be in compliance with all laws, regulations and policies governing content, taste, community reflection and diversity of voices including the Broadcasting Act, [CRTC Best Practice Code](#), and other relevant Canadian codes pertaining to the nature of acceptable content (Please consult the [Canadian Broadcast Standards Council](#) website for further information);
2. The Project Lead must be able to provide complete, clean, unencumbered chain of title for the Project (including synchronization and master use rights for the Music), and must enter into a Grant Agreement with TELUS; and
3. The Project must be between 2 and 8 minutes in length including any screen credits (but not including STORYHIVE bumpers); and
4. The Project must be completed within 8 weeks of awarding (on or before 5:00p.m. PST on July 17, 2015)(**Note: all budget overages for the Project are the sole responsibility of the Project Lead and the Team**) and
5. The Project must be in a format that can be delivered for distribution on IPTV and online (i.e. meet [technical requirements](#) for delivery for both video on demand and online. **Note: Submitted videos must be in one of the High Definition formats**); and
6. The Project Lead must have all the rights, releases and clearances necessary for distribution of the Project on the TELUS Platforms (as that term is defined below); and
7. The Project cannot have been previously licensed to a broadcaster or appeared on a major network; and

8. Where the Project Lead is not the Musical Artist, the Project Lead must demonstrate that they have consent from the Musical Artist to submit an application to the Competition using their Music; and
9. Where Projects are in another language, they are eligible provided that they are or can be either sub-titled or versioned into English.
10. Projects must adhere to [broadcast standards](#), [ethics guidelines](#), any other relevant codes of acceptable content and fall within a [G](#) or [PG](#) rating.

2. TOP PROJECT AWARD (GRANT DESCRIPTION)

In Stage 1, 20 Top Projects will be awarded a Grant of \$10,000 CAD (10 each in British Columbia and Alberta) and a distribution opportunity. Upon technical delivery and acceptance by TELUS, finished Projects may be featured on TELUS Optik TV On Demand, TELUS website(s), the STORYHIVE website and/or other TELUS platforms (together, the "TELUS Platforms"). Teams will retain all the rights including copyright to their finished Projects.

With regards to Stage 2, a \$20,000 CAD and a \$10,000 CAD Grant will be awarded to the Top Project in each province (a total of two (2) Top Projects, one each from BC/AB) to produce a second music video and a short documentary. Moreover, winning teams will receive a training and mentorship opportunity.

3. HOW TO PARTICIPATE

There is no fee to participate. Only one (1) Submission is allowed per Project Lead/Team. On the STORYHIVE platform, creative team members may register to join more than one team; however the Project Lead can only lead one Project as the primary applicant per season of the Competition.

STAGE 1

STEP 1: SIGN IN + BUILD YOUR CREATIVE PROFILE: Join STORYHIVE via the SIGN IN page. Once you sign up as a registered user of STORYHIVE, you will be asked to build your profile and be added to our creative directory. You will be asked to provide the necessary information about your skills, experience, required social links and optional sample or demo reel. You can browse the creative directory to view potential creative team members. Join STORYHIVE by creating a profile within our Creator Directory. Please note: **only a user who has signed up as a Project Lead can submit an application for a Grant on STORYHIVE.**

STEP 2: PARTNER + PITCH + PLAN: You and your project's other lead (we require a Music Lead and a Video Lead) have from 12:00 p.m. PST Monday, April 6, 2015 to 12:00 p.m. PST Monday, April 27, 2015, to complete your Submission (i.e. your multi-media application/pitch package) via your project dashboard. All fields marked with an asterix (*) are required.

- Song Title*
- Band/Artist Title*
- Why this Artist/Band*
- Logline* (enter text, maximum 120 characters)
- Synopsis* (enter text, maximum 800 characters)
- Background links (optional; provide up to 3 relevant links)
- Genre* (select one from list)
- Target Audience* (select one from list)
- Target Length* (enter minutes; minimum 3, maximum 8)
- Grant Ask* (enter a dollar value, maximum \$10K)
- 60 second pitch video* (enter YouTube embed link)
- Project song* (SoundCloud link)
- Project box art* (upload JPEG, PNG; 480 x 688 pixels; maximum 6MB)

- Project title card* (upload JPEG, PNG; 1920 x 1080 pixels; maximum 6MB)
- Lyrics* (complete lyrics are required)

Along with the above required items, you MUST submit one (1) additional submission checklist item from the following content options:

- Detailed Creative Treatment (will not be published on the site)
- Technical Treatment (will not be published on the site)
- Community Connections
- Production Design
- Storyboards
- Marketing Plan

When you are finished uploading all of your required content items, your Project Lead can submit your application and will need to ACCEPT THE TERMS OF THE SUBMISSION RELEASE AGREEMENT.

****MODERATION** Once the intake period closes on April 27, 2015; all Projects will be moderated for eligibility against the aforementioned criteria ("Moderation"). Only Projects that meet the eligibility criteria outlined above will enter the voting window. TELUS shall have the sole discretion to determine whether a Project meets the eligibility criteria for the Competition.

STEP 3: PROMOTE + VOTE: Eligible Projects will be published and STORYHIVE will open to a social voting window for 2 weeks from 12:00 p.m. PST May 4, 2015 to 12:00 p.m. PST May 18, 2015. Engage your networks and encourage the community to vote for their favourite STORYHIVE music video projects. Community voters will be invited to sign up to STORYHIVE to vote on their favourite Projects. Projects will then be moderated again and a period of one week will be given to the web development team to conduct due diligence.

NOTE ON GAMING / INELIGIBLE VOTING METHODS:

Any attempt to tamper with the submission or voting process, interfere with these Competition Terms, deliberately damage the Website or undermine the administration, security or legitimate operation of the Competition, in TELUS' sole discretion (collectively referred to as "Prohibited Acts"), may result in disqualifying applicants from this and future Competitions. For further clarity, Prohibited Acts include, without limitation:

- a. One user with multiple Accounts – each user is permitted to have only one authorized STORYHIVE account. Users found to have more than one authorized STORYHIVE account to cast ineligible votes will be automatically disqualified from the Competition.
- b. Use of automated equipment - the use of any automated equipment to participate in this Competition is prohibited.
- c. Use of invalid voting procurement methods – the use of vote acquisition or vote exchange platforms (e.g. getonlinevotes.com) is prohibited.

STEP 4: AWARD + PRODUCE: Winners will be announced the week of May 25, 2015. If your Project is selected as a Top Project, you will be contacted by TELUS. TELUS will verify the eligibility of your Project Lead and Project and if applicable, will provide you with a TELUS community programming grant agreement (the "TELUS Grant Agreement") for review and signature. Following the full execution of the TELUS Grant Agreement and the receipt, acceptance and/or approval by TELUS, in its sole discretion, of any contractual pre-conditions (if applicable), Grant funds will be released in a drawdown schedule as set out therein.

Successful Teams that have completed the Grant Agreement will have ten (10) weeks to deliver their finished Projects to Telus (i.e. on or before 5p.m. (PST) on July 17, 2015 unless otherwise specified in the Grant Agreement)

STEP 5: DISTRIBUTE + WATCH: Finished Projects may be made available on TELUS platforms, community screenings and

various social media channels. The Top 10 Projects per province with their finished pilots then move on to Stage 2 of the competition.

STAGE 2

STEP 6: PROMOTE + VOTE 2.0: Stage 2 voting will resume as the Top 10 projects, from each province, will be published and STORYHIVE will open for the second round of social voting window for 8 days, from 12:00p.m. noon PST August 4 to 12:00p.m. noon PST August 12. Following the Voting Window, projects will be moderated in accordance with due diligence, similarly to Stage 1. Any attempts to engage in the aforementioned prohibited acts may result in disqualifying applicants from this and future competitions. Public voting results will be considered during the Jury Deliberation, as one component of the winning project.

MODERATION After the delivery date, of July 17, 2015, has passed all projects will be moderated for eligibility against the aforementioned criteria ("Moderation"). The site then moves into a voting window from August 4, 2015 – August 12, 2015.

STEP 7: DELIBERATE + AWARD + PRODUCE 2.0: The Top Project, per province, will be determined by a jury, who will heavily consider the public voting and social media scores, composed of social media activity, engagement and online views. Following jury deliberation, the Top Project will be announced during the week of August 17. Just as in Stage 1, TELUS will verify the eligibility of your Project Lead and Project and if applicable, will provide you with a TELUS community programming grant agreement (the "TELUS Grant Agreement") for review and signature. Following the full execution of the TELUS Grant Agreement and the receipt, acceptance and/or approval by TELUS, in its sole discretion, of any contractual pre-conditions (if applicable), Grant funds will be released in a drawdown schedule as set out therein.

Successful teams that have completed the Grant Agreement will have fourteen (14) weeks to deliver their finished Projects to TELUS (ie. on or before 5 p.m. (PST) on November 13, 2015 unless otherwise specified on the Grant Agreement.

STEP 8: DISTRIBUTE + WATCH 2.0: The finished Music Videos and Short Documentaries may be made available on TELUS platforms, community screenings and various social media channels

4. COMPETITION AND VOTING

Competition Schedule:

Apr 6 - Apr 27	Applications Open	2 Weeks
Apr 27 - May 3	Moderation	1 Week
May 4 - May 18	Social Voting Window	2 Weeks
May 18 - May 24	Post Voting Due Diligence	1 Week
May 25 - Jun 1	Announcement & Award Period	1 Week
May 25 - Jul 17	Production & Distribution	8 Weeks
July 17 - July 31	Moderation	2 Weeks
Aug 4 - Aug 12	Social Voting Window	8 Days
Aug 12 - Aug 17	Jury Deliberation	1 Week
Aug 17 - Aug 23	Announcement & Award Period	1 Week
Aug 24 - Nov 27	Production	16 Weeks

Voting:

After Moderation, the website will open up to a public voting window, during which registered STORYHIVE Teams who meet the eligibility requirements for voting can login and cast votes to help Projects advance. Registered community voters (i.e. users who sign up to become a community voter) will be allocated a total of ten (10) votes at the beginning of each voting window.

Voters can elect to cast up a maximum of five (5) of their votes for one Project or distribute votes amongst several Projects. Bonus votes may be earned by performing certain actions. For further information, see Bonus FAQs [HERE](#).

Voting Windows are subject to change in TELUS' sole discretion, based on the number of Submissions received. Any updates to the voting schedule will be made available on the homepage of the Website.

All votes will be calculated algorithmically and used to determine the Voting Results.

5. SELECTION PROCESS OF TOP PROJECTS

Selections will be based on the calculation and combination of the voting results and the jury verdict. To prevent unfair gaming of voting, TELUS will not publish specific data points for any given criteria. Top Projects will be announced the week of May 25. As for Stage 2, the Top Project will be determined by a combination of the 'social score', public votes, and jury deliberation. Although, the jury makes the final decision, they will be taking the social score and votes heavily into consideration. The social score is made up of various factors, including social media activity and online views. The Top Project will be announced the week of August 17, 2015

6. CLAIMING TOP PROJECT AWARD (GRANT DISTRIBUTION)

In order to claim a Grant:

- a. the Project Lead must supply valid government-issued identification and/or proof of residency;
- b. TELUS must be able to reach your Project Lead by phone or email within fifteen (15) days of the date on which the Submission was selected; and
- c. the process of signing a TELUS Grant Agreement must be completed within a reasonable period of time, as determined by TELUS in its sole discretion

Grant funds will be released in a drawdown schedule as set out in the Grant Agreement. By submitting a Project for consideration, each Project Lead and Team (if applicable) agree to abide by these Terms. In the event the Project Lead and/or Team (if applicable) fails to comply with these Terms, TELUS reserves the right to disqualify the Project.

7. GENERAL CONDITIONS

TELUS reserves the right, but not the obligation, to verify all Submissions. Any attempt to tamper with the entry process, interfere with these Terms, deliberately damage the website or any website or undermine the administration, security or legitimate operation of the Competition, is a violation of criminal and civil laws and TELUS reserves the right, but not the obligation, to seek damages and/or other relief from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying participants from this Competition and future TELUS competitions.

Refusal of a Grant. The refusal by a potential or declared recipient of a Grant to accept the Grant awarded in accordance with the Terms shall release and forever discharge TELUS and its affiliated companies or related companies and their advertising and promotional agencies, contractors and service providers, and their respective shareholders, officers, directors, employees, agents and representatives (collectively, the "Beneficiaries"), from any and all obligations related to the Grant.

Release. Each Project Lead and Team members hereby releases and holds harmless the Beneficiaries from any and all liability for any and all damage, loss or liability suffered as a result of or arising from their participation in the Competition.

If you are successful with your Submission, Grant recipients may have their Project broadcast on the TELUS Optik TV On

Demand service and will be required to sign a TELUS Optik Local Submission Release Agreement.

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Limitation of Liability. The Beneficiaries are not liable for: faulty computer components, software, or links; the loss or non-existence of communications capability; faulty, incomplete, incomprehensible, or erased computer or network transmissions that make it difficult, or render a user unable, to use the website or any website feature, howsoever caused; the malfunction of, or damage caused to, any telephone or network or lines, computer equipment, data or software, online systems, servers or access providers; the security or privacy of information transmitted via computer networks; or for breaches of privacy due to interference by third party computer "hackers". The Beneficiaries are not liable for any harm suffered directly or indirectly as a result of downloading any web page or software or transmitting any information related to entry in the Competition. Further, the Beneficiaries assume no responsibility for entries lost, stolen, delayed, damaged or misdirected. The Beneficiaries do not guarantee access to or non-interruption of the website during the Competition or that it will be free of any errors.

Ownership. A Canadian-controlled company or a Canadian citizen or permanent resident must own: (a) the master recording of the Music featured in the Project; and (b) the Project.

Consent. By entering the Competition, each Project Lead and Team member consents to the use by TELUS of their names, city of residence, photograph, voice and/or image for publicity purposes in all media, without payment or compensation.

Modification. TELUS reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Competition, in whole or in part, in the case of the occurrence of an event, an error or any human intervention that could corrupt or affect the administration of the Competition as provided in these Terms.

Impossibility to act due to Force Majeure. The Beneficiaries shall not be responsible for any damages for a failure to operate the Competition in accordance with these Terms in any case where their incapacity to act results from circumstances or a situation beyond their reasonable control or because of a strike, lock-out or any other labour dispute in their company or those of businesses which services are used for holding this Competition, war, riot, insurrection, earthquake, terrorism, civil commotion, fire, flood, accident, storm or any other act of nature.

Decisions of TELUS. All decisions of TELUS and/or those of its representatives regarding this Competition are final and binding.

If you have any questions regarding the eligibility of your Team, your Project or the Grants, or would like a hardcopy of these Terms mailed to you, please email us here: storyhive@telus.com

Please print or save a PDF of the Competition rules by clicking the button below.

Last Updated: June 2015