

IMMERSIVE EDITION COMPETITION RULES

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, and support the creation of locally-produced programming available on TELUS Optik TV On Demand (via TELUS Optik Local / TELUS Community Television).

For the STORYHIVE Immersive Edition, participants ("Project Leads") submit a multimedia application which contains a pitch for two pieces of content: (1) a 360 VR video project (the "Immersive Project"); and (2) a companion linear, fixed-frame project (the "Linear Project"). After a successful application, moderation and jury selection, Project Leads could then be eligible to receive one of 10 available \$40,000 grants (the "Grant(s)"), (available to BC and Alberta residents only) from TELUS to produce their Immersive Project and Linear Project (together, the "Project"). The 10 successful projects (the "Top Projects") will also receive distribution on select TELUS platforms, and the producing teams will receive mentorship and training.

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

PITCH AND PRODUCTION PHASE, December 18, 2017 - August 7, 2018

STORYHIVE will be accepting pitches to the Immersive Edition starting December 18, 2017. The deadline to submit a pitch to the Immersive Edition is noon or 12:00pm PST on January 29, 2018. All submitted projects will then be moderated and the Top Projects, will be determined by a TELUS jury. Each of the 10 Project Leads responsible for their submitted Project will then go on to the granting agreement process with TELUS to finalize their Grant and deliver their completed Projects. The final delivery date for the Immersive Edition which includes both the Immersive Project and companion Linear Project will be August 7, 2018.

Our Definition of Immersive

We're looking for Immersive Projects that are rich in story — think: story first, platform second. Successful Immersive Projects will leverage the 360 immersive experience to enrich the narrative. Great pitches should provide a reason for a viewer to "be in" the environment of your story. The viewer should feel like they are a part of the story and narrative. Consider treating your 360 or VR production like a teleportation device where the 360 camera is an audience member, a real person, and then expose the viewer to interesting characters and engaging worlds.

How we are NOT defining Immersive right now.

Projects that rely on "interactivity" or "gaming" devices where users must interact with the content to choose their own adventure or alter their course of experience are not the Immersive Projects we are looking for at this time. While these are GREAT the end distribution platform will be limited to YouTube and for this reason interactivity will not work for this edition.

Distribution of Content:

Linear Projects will distributed on TELUS Optik TV On Demand and on the STORYHIVE YouTube Channel.

1. ELIGIBILITY

To be eligible to apply to STORYHIVE and receive a Grant Award, all Projects must be led by an eligible "Project Lead" who will act as the Primary Applicant and accept responsibility for the obligations under these Terms and, if applicable, under the terms of the TELUS Community Programing Grant Agreement. Each Project Lead must:

1. be the age of majority or older in their province of residence (British Columbia or Alberta) at the time of registration or older as of the competition deadline date;

2. be a resident of British Columbia or Alberta;
3. be a Citizen or permanent resident of Canada;
4. be able to provide complete, clean, unencumbered chain of title for the Project and must enter into a TELUS Community Programming Grant Agreement with TELUS; and
5. not be an individual associated with TELUS, including but not limited to the following (the “Excluded Individuals”): the employees, contractors, agents and representatives of TELUS, Optik TV, TELUS Satellite TV or another broadcast distribution undertaking (a BDU) such as 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 a Project as a principal artist, a background performer, and/or as a member of the video production crew, provided they are not the Project Lead.
6. not have received a broadcast license from a Canadian broadcaster in the last three years.

Eligible Projects

To be eligible to apply to STORYHIVE for the Immersive Edition and receive a Grant: the Project must fall into one of the following categories: Scripted, Factual, Music Video, Dance, and Animation.

1. the Project must fall into one of the following categories: Scripted, Factual, Music Video, Dance, and Animation;
2. the Project must have a self-identified female person in at least one of the following key creative roles: Producer, Director, Writer, Director of Photography, Head Animator (for Animation applications only), Storyboard Artist (for Animation projects only), Editor, Composer, Production Designer;
3. 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), and must otherwise qualify for a G or PG rating;
4. the Project Lead must be able to provide complete, clean, unencumbered chain of title for the Project, must have all the rights, releases and clearances necessary for deployment of the Project on required TELUS Platforms (as that term is defined below) (including synchronization and master use rights for the Music), and must enter into a Grant Agreement with TELUS;
5. the Immersive Project must be a minimum of 3 minutes and a maximum of 5 minutes, the companion Linear Project must be a minimum of 3 minutes and a maximum of 10 minutes in length including any and all screen credits (but not including STORYHIVE bumpers and TELUS screen credit);
6. the Project (both the Immersive Project and the Linear Project) must be completed on or before 5:00 p.m. PST on August 7, 2018. **(Note: all budget overages for the Project are the sole responsibility of the Project Lead and the Team)**
7. the Project must be in a format that can be delivered for distribution on IPTV and online (i.e. meet technical requirements for delivery both video on demand and online) **Note: Submitted Linear Projects must be in one of the High Definition formats**; Immersive Projects must be shot in 4K with final distribution on YouTube.
8. the Project must not have been already shot and/or seeking completion funding. STORYHIVE will allow 15% of a Project to have previously been shot if it falls into the Documentary category, or on a case-by-case basis made on behalf of the Project Lead to TELUS;
9. Projects must be shot in the province in which the project lead received the grant. However a maximum of 25% of the length of the Project (days) can be shot outside of the Project Lead’s province, and/or a maximum of 25% of the amount of the grant received (money) can be spent outside of the Project Lead’s province. the Project cannot have been previously licensed to a broadcaster or appeared on a major network; and
10. the Project must either be in English or can be either subtitled or versioned into English.

EXCLUSIONS:

In accordance with CRTC regulations and policies governing content, taste, community reflection and diversity of voices, the

following types of applicants and project Project material are excluded from eligibility:

1. Religious or sectarian organizations (except where they represent non-denominational community and social support services);
2. Political organizations and candidates; and
3. Advocacy or special interest groups

INELIGIBLE PROJECTS

STORYHIVE does not wish to unduly limit the types of content or applications that it funds, and applicants for all types of Project proposals are encouraged to apply. However, the following are Projects that are ineligible for STORYHIVE funding.

- Experimental;
- Political, and/or issue driven documentaries;
- Reality TV and docusoaps;
- Video Game and other applications; and
- Websites

2. GRANT DESCRIPTION

10 Projects will be awarded a Grant of \$40,000 CAD upon technical delivery and acceptance by TELUS. Finished Linear 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"). Finished Immersive Projects may be featured on YouTube. Project Leads will retain all the rights including copyright to their finished Projects.

3. HOW TO PARTICIPATE

There is no fee to participate. Only one (1) application is allowed per Project Lead. 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 in the Immersive Edition.

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 the 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: PITCH + PLAN: You and your team have from December 18, 2017 until January 29, 2018 at 12:00 pm. PST to complete your Submission (i.e. your multimedia application/pitch package) via your Project dashboard. All fields marked with an asterix (*) are required.

All fields marked with an asterix (*) are required:

- Project Title*
- Logline* (enter text for both Linear and Immersive Projects maximum 240 characters total)
- Synopsis* (enter text for both Linear and Immersive Projects, maximum 800 characters total)
- Background links (optional; provide up to 3 relevant links)
- Category* (select one from Scripted, Factual, Music Video, Dance, or Animation)
- Target Audience* (select one from list)

- Target Length of Linear Digital Short Project* (enter minutes; minimum 3, maximum 10)
- Target Length of Immersive VR Project***(enter minutes; minimum 3, maximum 5)
- Grant Ask* (enter dollar value, maximum \$40K)
- 60-second pitch video* (enter YouTube embed 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)
- Production Design for the Immersive Project

Along with the above required items, you MUST submit at least 2 of the optional items from the following content options:

- Interview Roster (applies to documentary projects only)
- Character Breakdown
- Community Connections
- Storyboards
- Audience
- Promotional and Marketing Plan

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

MODERATION Once the intake period closes on January 29, 2018 all Projects will be moderated for eligibility against the aforementioned criteria ("Moderation"). A Jury will then decide the 10 awarded projects.

STEP 3: AWARD + PRODUCE:Winners will be announced the week of February 19, 2018. If your Project is selected to receive a grant 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 Project Leads that have completed the Grant Agreement will then go into production and then deliver their finished Projects to TELUS (i.e. on or before 5pm (PST) on August 7, 2018 unless otherwise specified in the Grant Agreement).

STEP 4: DISTRIBUTE + WATCH: The finished Projects in the Immersive Edition may be made available on TELUS platforms, community screenings and various social media channels.

SCHEDULE OF MAIN EVENTS

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|--------------------------------------|---------------------------------|------------|
| December 18, 2017 - January 29, 2018 | Announcement & Submissions Open | 6 Weeks |
| January 29 - February 14, 2018 | Moderation #1 | 2 Weeks |
| February 15, 2018 | Jury Deliberation | 1 Day |
| Week of February 19, 2018 | Grant Awards Announced | 1 Day |
| February 19 - Aug 7, 2018 | Production | 5.5 Months |
| August 7, 2018 | Delivery | 1 Day |

4. 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.

Limitation of Liability. The Beneficiaries are not liable for faulty computer components, software, or links; the loss or non-existence of communications capability; or 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; or 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 these Terms by clicking the button below.

Last Updated: December 6, 2017