

2018 MUSIC VIDEO EDITION SUBMISSION 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 STORYHIVE ("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 STORYHIVE / TELUS Community Television).

For this 2018 STORYHIVE Music Video Edition (the "STORYHIVE Edition" or the "Edition"), each participant (the "Project Lead") must submit a multimedia application which contains a pitch for a Music Video (a "Project"). After a successful application, moderation and selection by either voting or jury, a Project Lead could then be eligible to receive one of 40 available \$10,000 grants (the "Grant(s)"), (available to BC and Alberta residents only) from TELUS to produce their Project. The 40 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, including copyright, to their finished Projects.

STORYHIVE will be accepting pitches for the 2018 Music Video Edition starting September 10, 2018. The deadline to submit a pitch to the 2018 Music Video Edition is noon (12:00 pm) PDT on October 2, 2018. All submitted projects will then be moderated and 50% of the Top Projects will be determined by community voting results and the other 50% of Top Projects will be selected by a TELUS jury. Each of the 40 Project Leads responsible for their submitted Project will then be required to sign the TELUS STORYHIVE Community Access Licence Agreement (the "TELUS Grant Agreement"). The final delivery date for each Project will be April 9, 2019.

1. ELIGIBILITY

ELIGIBLE TEAMS

To be eligible to apply to STORYHIVE and receive a Grant, all Projects must be led by an eligible team (the "Team").

Together, the Team and Project make the submission (the "Submission"). Teams must consist of:

- a. A musical performer or band or their legal representative (the "Musical Artist") who will 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
- b. A filmmaker (the "Filmmaker") who will lead the production aspects of the Project. ; and
- c. The "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 Grant Agreement. The Project Lead must be either the Musical Artist or the Filmmaker. Project Leads will retain all the rights including copyright to the completed Project.

For clarity, the Filmmaker and the Project Lead can be first time producers/filmmakers - previous experience is not required to be eligible.

ELIGIBLE PROJECT LEADS MUST:

- a. Be the age of majority, or older, in their province of residence (British Columbia or Alberta) as of the Music Video Edition intake deadline date, October 2, 2018;
- b. Be a resident of British Columbia or Alberta;
- c. Be a citizen or permanent resident of Canada;
- d. Be able to provide complete, clean, unencumbered chain of title for the Project and must enter into a TELUS Grant Agreement with TELUS; and
- e. 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 STORYHIVE Edition . Notwithstanding the foregoing, excluded individuals may participate in a Project as a member of the video production crew, provided they are not the Project Lead.

- f. Not have received a broadcast licence from a Canadian broadcaster in the last five years.

ELIGIBLE MUSICAL ARTIST

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

ELIGIBLE PROJECTS

To be eligible to apply to STORYHIVE for the Music Video Edition and receive a Grant:

- a. the Project must fall into the category of Music Video;
- b. the Project must have a designated Project Lead (who must also be either the Musical Artist or the Filmmaker)
- c. the Project must have a Musical Artist
- d. the Project must have a Filmmaker
- e. the Project must have a self-identified female in at least one of the following key creative roles: Producer, Director, Writer, Director of Photography, Head Animator (for Animation projects only), Storyboard Artist (for Animation projects only), Editor, Composer, Production Designer; Musical Artist
- f. 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;
- g. 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 to produce, own and exploit the Project and for deployment of the Project on required TELUS Platforms (as that term is defined below) (including synchronization and master use rights for any music used in the Project), and must enter into a TELUS Grant Agreement with TELUS STORYHIVE;
- h. the Project must be a minimum of 2 minutes and a maximum of 6 minutes in length including any and all screen credits (but not including the STORYHIVE bumper and TELUS cards);
- i. the Project Lead must complete technical delivery of the Project to and receive acceptance by TELUS on or before 5:00 pm PDT on April 9, 2019. (Note: all budget overages are the sole responsibility of the Project Lead);
- j. 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 a High Definition format, additional 4K delivery (in addition to HD) is optional;
- k. the Project must not have been already shot and/or seeking completion funding.
- l. the Project must be shot in the province in which the Project Lead received the Grant (the Project Lead's province of residence). However a maximum of 25% of the length of the Project (days) can be shot outside of the Project Lead's province of residence, and a maximum of 25% of the amount of the Project's budget can be spent outside of the Project Lead's province of residence;
- m. the Project cannot have been previously licensed to a broadcaster or appeared on a major network; and
- n. the Project must either be in English or be able to be 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 material are excluded from eligibility:

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

INELIGIBLE PROJECTS

STORYHIVE does not wish to unduly limit the types of content or applications that it supports, and applicants for all types of project proposals are encouraged to apply. However, the following are projects that are ineligible for the Music Video Edition of STORYHIVE.

- a. Political, and/or issue-driven content
- b. Video Games and other applications

2. TOP PROJECT AWARD (GRANT DESCRIPTION)

40 Top Projects will be eligible to receive a Grant of \$10,000 CAD. Completed Top Projects may be featured on TELUS Optik TV On Demand, TELUS website(s), the STORYHIVE website (the "Website") and/or other TELUS branded Websites or social media platforms (including, but not limited to, YouTube)(together, the "TELUS Platforms"). Completed Top Projects may also be featured on Air Canada's Inflight Entertainment System and the opportunity to be included on Stingray music video channels and streaming service. 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) Project submission is allowed per Project Lead, though the Project Lead is permitted to be a part of other creative teams. On the STORYHIVE platform, creative team members (the "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 Music Video 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 Creator Directory. You will be asked to provide information about your skills and experience, links to your relevant social media accounts and an optional sample or demo reel. You can browse the Creator Directory to search for potential collaborators for your Project. You need to create your profile on the Creator Directory in order to submit an application for a Grant on STORYHIVE.

STEP 2: PARTNER + PITCH + PLAN: Teams have from noon (12:00 pm) PDT September 10, 2018 until noon (12:00 pm) PDT October 2, 2018 to complete their Project submission (i.e. the multimedia application/pitch package) on STORYHIVE.com.

The following information is required and will appear to the public on the Project page on the Website:

- Song title
- Band/Artist title
- Why this Artist/Band?
- Logline (enter text, maximum 120 characters)
- About the song (enter text, maximum 350 characters)
- Genre of music (select one from list)
- Target audience (select one from list)
- Target length (enter minutes; minimum 2, maximum 6)
- Grant ask (click on \$10K)
- Maximum 60-second pitch video (share the YouTube embed code)
- Project song (share a SoundCloud link of a full recording of the song to be used in the Project, not a teaser or sample)

- Project box art (upload JPEG, PNG; 480 x 688 pixels; maximum 6MB)
- Project title card (upload JPEG, PNG; 1920 x 1080 pixels; maximum 6MB)
- Budget (will not appear to the public)
- Lyrics (complete lyrics are required)
- Detailed creative and technical treatment (PDF Document Maximum 6MB)

Along with the above required items, the Team MAY submit some or all of the following optional content items. These items will appear to the public on the Project page*:

- Community Connections
- Production Design
- Storyboards
- Promotional and Marketing Plan

When all of the required content items are completed and uploaded, the Project Lead can then submit their application and will need to ACCEPT THE TERMS OF THE SUBMISSION RELEASE AGREEMENT.

MODERATION: Once the intake period closes at noon (12:00 pm) PDT on October 2, 2018, all Projects will be moderated for eligibility against the aforementioned criteria ("Moderation"). Only projects that meet the eligibility criteria outlined above will enter voting and/or be eligible for consideration by the jury. TELUS shall have the sole discretion to determine whether a Project meets the eligibility criteria for the STORYHIVE Music Video Edition.

STEP 3: PROMOTE + VOTE: Eligible Projects will be published on October 15, 2018. The public will be invited to vote for their favourite Projects on STORYHIVE.com from noon (12:00 pm) PDT on October 15, 2018 until noon (12:00 pm) PDT on October 18, 2018. Votes from the community will determine 50% (15) of the Music Video Projects that receive funding.

NOTE ON GAMING / INELIGIBLE VOTING METHODS: Any attempt to tamper with the Project submission or voting process, interfere with these Submission Terms, deliberately damage the Website or undermine the administration, security or legitimate operation of the STORYHIVE Edition, in TELUS' sole discretion (collectively referred to as "Prohibited Acts"), may result in disqualifying applicants from this and future STORYHIVE Editions. For further clarity, Prohibited Acts include, without limitation:

- Exceeding the maximum allowed votes: each day, each user may cast one vote per Project for a maximum of five Projects. Any type of voting outside these rules is prohibited and may result in disqualification from voting and participation in the STORYHIVE Edition.
- Use of automated equipment: the use of any automated equipment to participate in voting on this STORYHIVE Edition is prohibited.
- 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: Successful Projects will be announced the week of November 5, 2018. If your Project is selected to receive a grant, TELUS will contact the Project Lead. TELUS will verify the eligibility of the Project Lead and Project and if applicable, will provide the Project Lead with a 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 preconditions (if applicable), grant funds will be released in a drawdown schedule as set out therein.

Successful Project Leads that have completed the TELUS Grant Agreement must deliver their completed Projects to TELUS on or before 5:00 pm PDT on April 9, 2019, unless otherwise specified in the TELUS Grant Agreement.

STEP 5: DISTRIBUTE + WATCH: Completed Projects in the 2018 Music Video Edition may be made available on TELUS platforms, community screenings, various social media channels and distributed by partners of TELUS STORYHIVE.

4. SCHEDULE FOR MAIN EVENTS

Sept. 10 - Oct. 2, 2018	Submissions Open
Oct. 3-12, 2018	Moderation #1
Oct. 15-18, 2018	Online Voting
Oct. 18 - Nov. 9, 2018	Moderation #2 & Jury Deliberation
Week of Nov. 5, 2018	Grants Announced
Nov. 13, 2018 - Apr. 8, 2019	Production
Apr. 9, 2019	Delivery

5. GENERAL CONDITIONS

TELUS reserves the right, but not the obligation, to verify all Project 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 STORYHIVE Edition, 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 STORYHIVE Edition and future STORYHIVE Editions.

REFUSAL OF 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 all Team Members hereby release and hold 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 STORYHIVE Edition.

If you are successful with your Project submission, Grant recipients may have their Project distributed on the TELUS Optik TV On Demand service and will be required to sign a TELUS STORYHIVE Submission Release Agreement.

LIMITATION OF LIABILITY The Beneficiaries are not liable for faulty computer components, software, or links; the loss or nonexistence 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 STORYHIVE Edition. 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 STORYHIVE Edition or that it will be free of any errors.

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

CONSENT By entering the STORYHIVE Edition, 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, compensation, or

notification.

MODIFICATION TELUS reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this STORYHIVE Edition, 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 this STORYHIVE Edition 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 this STORYHIVE Edition 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 STORYHIVE Edition, 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 STORYHIVE Edition are final and binding.

If you have any questions regarding the eligibility of your Team Members, 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.

Created: September 10, 2018