



CONTEST GUIDELINES AND RULES

OBJECTIVE

The contest is aimed at creating awareness among Malaysians on the values and benefits in acquiring mastery of the Japanese language as well as the joy in learning the language.

THEME OF THE VIDEO

“Learn Japanese” – All videos must clearly depict this theme. Think of ways to learn Japanese in creative manners and show it to the world. Sing, dance, act, rap, draw or do anything that brings this message across.

ELIGIBILITY

This contest is opened to Malaysians only.

Category 1: **Secondary school students**
(below 18 years old)

Category 2: **Undergraduates** (below 25 years old)

PERIOD OF CONTEST

1. The contest starts on 30th March 2012 and ends on 19th April 2012.

JLSM Nihongo CM Video Contest 2012

2. Entry forms will be made available for download on JLSM website (www.jlsm.org).
3. All entries must be physically submitted by 19th April 2012 before 8pm.

PRIZES

Category 1:

- Gold:** Certificate & Prize
Silver: Certificate & Prize
Bronze: Certificate & Prize

Category 2:

- Gold:** Certificate & Prize
Silver: Certificate & Prize
Bronze: Certificate & Prize

PROCESS OF SUBMITTING THE VIDEO

1. Videos intended for the contest must be in both formats of .mov **and** .flv.
2. Both formats must be delivered in a DVD either by hand or by post to the following address:

**The Japanese Language
Society of Malaysia (JLSM)**
Lot 568-8-14, 8th Floor, Kompleks
Mutiara (Office Suite)
3.5 Miles, Jalan Ipoh,
51200 Kuala Lumpur
Malaysia
Tel: 603-6259 7180 / 6259 8180
Fax: 603-6259 9180
Email: jlsm.enquiries@gmail.com

3. Please indicate on the surface of the DVD the following information:

- ❖ Name of contestant(s):
- ❖ Category:
- ❖ Email address:
- ❖ Contact number:
- ❖ Name of video:

4. Once the organizer has received the video, an acknowledge receipt email will be sent out to the contestant.
5. Contestant could be an individual that falls under the accepted categories of this contest or a group of no more than three (3) persons upon which all their names, age and NRIC number must be stipulated in the entry forms. Thus, these individuals are recognized as the official contestant(s).

Contestants may at any one time be asked to produce their original IC (MYkad) to have their age verified.

6. The contestant(s) are allowed to include others in the making of the video, as this does not preclude the participation of further talents. However, only a maximum of three (3) individuals are considered as official contestant(s).

SELECTION OF FINALISTS AND WINNER

1. At the conclusion of the contest period, the organizer will post the videos in compliance with the official rules on the organizers' YouTube Channel and website on 25th April 2012.
2. All videos will be reviewed for content before being posted on the websites. Videos submitted may or may not be posted on the websites, in the sole and absolute discretion of organizer.
3. The organizer shall have absolutely no obligation to give feedback or reasoning for why any video is not posted on the website.
4. The organizer shall have the sole right to reject or remove a video from the websites at any time.
5. All qualifying contestants will be notified via email on 24th April 2012. A total of ten (10) videos will be selected and the organizer reserves the right to nominate further three (3) videos.
5. From 12:01 am on 25th April 2012 to 12:00 am on 30th April 2012, the public may vote on those videos posted on the websites by visiting the websites and following the voting instructions.
6. Limit: Each user may vote one (1) time per day for his or her favourite video during the voting phase. Multiple votes for a single video entry submitted by the

same verified e-mail address or I.P. address on the same day will result in none of those votes being counted.

7. On the day of the Japanese Language Festival, the audience and patrons will vote for their favourite video and each person is only allowed to vote once.
8. The announcement of the result of the contest as well as its prize presentation ceremony will be held at the Japanese Language Festival (JLfest 2012) on May 6, 2012.

RULES & REGULATIONS

- 1) The video must be the original work of the contestant.
- 2) The video must be 30 seconds in length.
- 3) The video must be submitted in two formats of .mov **and** .flv
- 4) The file size must be no larger than 100MB.
- 5) The video may not have won previous awards.
- 6) The video may not have been published previously.
- 7) The video must not infringe upon the rights of any third-party, including, without limitation, copyright, trademark, and rights of publicity and/or privacy.
- 8) The video must be suitable for publication and may not be violent, immoral, offensive, illegal, pornographic, obscene, indecent or similarly inappropriate as deemed solely by organizer.
- 9) The video may not contain any mention, discussion, logo, trademark, service mark, storefront, trade dress, mascot, photograph, or other image of any business or company. The video may not mention property names or physically identify a property by filming their front sign or some other unique feature or distinguishable architecture.
- 10) The video may not copy, incorporate, or include music or video unless the contestant is the lawful copyright owner thereof.
- 11) The video may not include the likenesses of any identifiable persons other than the contestant, unless contestant obtains written permission.
- 12) The video cannot be dangerous or unsafe to make or produce, or include activities that are dangerous, unsafe, or present unreasonable risk of harm to person or property, or suggest or imply to any person to undertake any dangerous, unsafe or unduly risky activity as deemed solely by organizer.
- 13) The video may not in any other way violate applicable laws and regulations. Any video in violation of any of the above requirements and restrictions will be deemed void.

By submitting a video in the contest, each contestant represents and warrants that these requirements have been met. Failure to satisfy these requirements, as determined in organizer's sole and absolute discretion, may result in ineligibility with respect to all videos submitted by or on behalf of that contestant.

CONTESTANT IS RESPONSIBLE FOR OBTAINING PERMISSION TO USE THE PICTURE, IMAGE, VOICE AND/OR LIKENESS OF ANY THIRD PARTIES SHOWN IN THE VIDEO. The organizer may request that any such third parties sign a waiver and release prior to the posting of the video on the website or the granting of any prize.

JUDGING CRITERIA

Contest finalists will be selected according to the following judging criteria:

- 20% Creativity and originality
- 15% Overall quality and appearance of videos
- 30% Relevance to contest theme "Learn Japanese"
- 15% The total number of user generated internet votes received
- 20% The total number of audience votes on the Japanese Language Festival day (6 May 2012)

In the unlikely event of a tie, the organizer reserves the right to elect the winner with the highest online and live votes.

RIGHTS IN THE VIDEOS

All videos (including all material embodied therein) submitted to the organizer shall automatically become the sole and exclusive property of the organizer immediately upon submission. Once a video has been submitted, the contestant may not distribute, disseminate, sell, use, license, or post the video or any copies thereof in any medium (including other Internet sites) without the prior express written consent of the organizer. Each contestant, as a condition of participation in the contest, hereby grants the organizer the exclusive, perpetual, worldwide right to edit, adapt, modify, reproduce, publish, distribute, and otherwise use (unless prohibited by applicable law) the video (including all material embodied therein) in any way or in any media now or hereafter known for trade, advertising, promotional, or other purposes as the organizer determines, in its sole and absolute discretion.

PRIVACY AND PUBLICITY

The organizer will collect personal data from the contestants, and this information may be used for the purposes of administering the contest and the Japanese Language Festival 2012, publicizing the contest and the Japanese Language Festival 2012, and other promotional purposes that benefit the organizer. Unless prohibited by law, participation in the contest constitutes each contestant's consent for the organizer

to use the contestant's personal data for promotional purposes in any media now known or later developed, without payment or consideration to the contestant.

GENERAL RELEASE AND WAIVER OF CLAIMS

By entering the contest and/or accepting a prize, each contestant (for himself/herself and his/her heirs) hereby releases the organizer and all of its respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all of its respective directors, officers, governors, employees, shareholders, and agents (collectively, the "releasees") from any and all liability, loss, harm, damage, cost, expense, or claims including, but not limited to, third party claims based on: (i) publicity and/or privacy rights, defamation, and intellectual property associated with the contestant or winner's participation in the contest, redemption of any prize in connection with the contest, and/or use or misuse of any prize in connection with the contest, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury, and/or death; (ii) anything related to the production, promotion, or execution of the contest (or participation therein), including preemption, cancellation, or rescheduling; and (iii) anything that may occur in connection with acceptance and/or use of the prizes or while participating in the

contest, even if caused or contributed to by the negligence of releasees.

Each submission will be tied to the registered official contestant(s). In the event that a group of students (more than one) work together on a submission, the submission will be entered under the name(s) of the official contestant(s). In the event that a submission created by a group (and submitted by the official contestant(s)) is declared the winner in accordance with these official rules, the prize will be awarded to the official contestant(s) and it will be the responsibility of the official contestant(s) to distribute the prize among themselves.

By submitting a video to this contest, and as part of the official rules, contestants agree to comply with YouTube's Terms of Use and Privacy Policy set forth at <http://www.youtube.com/t/privacy>

RIGHTS OF THE ORGANIZER

The organizer reserves the right to:-

- a) cancel the competition should the number of contestants fell below the desired number;
- b) postpone the competition without prior notice and consultation;
- c) revise, add or delete any of the rules and regulations of the competition without prior notice; and

- d) make final decision on any disputes arising from the competition.

ORGANIZER:

**The Japanese Language Society of
Malaysia (JLSM)**

Lot 568-8-14, 8th Floor, Kompleks Mutiara (Office
Suite)

3.5 Miles, Jalan Ipoh,
51200 Kuala Lumpur
Malaysia

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