

## 2021 'Sus Ads' Video Challenge

### TERMS & CONDITIONS

The 2021 'Sus Ads' Video Challenge ("the Challenge") is co-organised by REACH, a department of the Ministry of Communications and Information ("REACH"), mm2 Entertainment Pte Ltd and AsiaOne Online Pte Ltd (collectively "the Co-organisers").

The Co-organisers shall retain full discretion to determine all matters and disputes pertaining to the Challenge. The Co-organisers may at their discretion, disqualify any Participant who has failed to comply with any of these Terms and Conditions. The Co-organisers may also at any time require any finalist or winner, who has failed to comply with any of these Terms and Conditions, to forfeit and/or repay any cash or prize award that he/she has received.

#### **Eligibility**

1. Every person who submits a video for the Challenge ("the Participant") must be above the age of 16 as of 31 Dec 2021. Persons below 18 years old as of 31 Dec 2021 will require parental OR legal guardian acknowledgement and consent to participate.
2. **STUDENT Category.** To participate in the STUDENT category, Participants must be:
  - i. age 16 - 35 years old as of 31 Dec 2021, and enrolled in full time education in Singapore as at the point of registration; and
  - ii. residing in Singapore during the Challenge Period (i.e. Singapore Citizens, Permanent Residents and residents with a valid Singapore Immigration Pass e.g. student pass, work permit, employment pass living in Singapore).
3. **OPEN Category.** To participate in the OPEN category, Participants must be:
  - i. above the age of 16 years old as of 31 Dec 2021;
  - ii. residing in Singapore during the Challenge Period (i.e. Singapore Citizens, Permanent Residents and residents with a valid Singapore Immigration Pass e.g. student pass, work permit, employment pass living in Singapore).
4. Participants must comply fully with the Terms and Conditions set out herein. The Co-organisers reserve the right to disqualify any Participant/ entry that does not, in the view of the Co-organisers, comply with any of these Terms and Conditions.
5. Participants shall, if requested by the Co-organisers, present their identification, place of residence and/or evidence of parental/legal guardian consent, for verification.

## Challenge Period

1. The Challenge begins on 1 September 2021 and will end on 24 September 2021 (the “Challenge Period”). All entries submitted after 24 September 2021, 2359Hrs, Singapore (GMT+8), will not be considered for the Challenge.

**As of 22 September 2021, the closing date for the Challenge Period has been extended from 24 September 2021 to 8 October 2021, 2359Hrs, Singapore (GMT+8).**

## Submission Guidelines

1. Participants should register online and receive a URL for submission of their video.
2. Videos are to be uploaded to a shareable video link (e.g. YouTube, Vimeo, Google Drive), with the title format “[YOUR VIDEO TITLE] – 2021 Sus Ads Video Challenge”.
3. Participants may submit multiple entries, but only the latest entry will be eligible.
4. Participants may only select one category to participate in. Participants may choose to participate as an individual or as a group.
5. Videos need to fulfill the video requirements stated in the Terms and Conditions.
6. Filming and production must comply with the Mandatory Safety Rules for the Resumption of Content Production set by the Infocomm Media Development Authority, which can be found [here](#).
7. Entries must be complete and contain accurate information.
8. The Co-organisers are not responsible for misdirected, unprocessed, or late registrations.

## Video Requirements

Submitted videos are to fulfil the following requirements:

1. Total Duration - Under 60 seconds (including opening and closing credits).
2. Devices - Can be shot on any video capture device (no restrictions).
3. Minimum Resolution - Full High Definition (1920 x 1080p) for either landscape or portrait orientation.
4. Video file size - Less than 100mb.

5. Video format - H.264, MOV, MPEG4.
6. Does not contain any music, video, footage, images or other material, without the licence or permission of the copyright owner/s. Should the entries contain any music, video, footage, images or other material that has been used or included under license or with permission, this must be clearly stated in the submission form. The Co-organisers reserve the right to require further proof of any Participant's right to use any music, video, footage, images or material contained in his/her entry.
7. Have English subtitles for any non-English videos or content.
8. Be PG-13 and not contain any political agendas, sex, racial discrimination and defamation of religion.
9. Does not contain any obscene, blasphemous, libellous, content or any reference to trademarks, logos or branding.
10. Video must not have been shot for any kind of professional or for-profit media content and outlets that have been broadcasted on film, TV, or as a commercial on any platform.

#### **Video Rights and Use of Data**

1. Copyright in the submitted video/s will remain with the Participant(s) (save for any part thereof that belongs to another party).
2. The Participant(s) hereby grant/s, and shall procure that the relevant copyright owners grant, to the Co-organisers, the licence, permission and right to:
  - (a) screen the videos during the awards ceremony and in any channels, media or otherwise, for any avenues the Co-organisers deem necessary at no cost;
  - (b) embed Opening and Closing logo tags prepared by the Co-organisers for screening of the videos during the awards ceremony and in any other channels, media or otherwise, for any avenues the Co-organisers deems necessary at no cost (if the Participant has submitted one of the winning entries);
3. (c) at the Co-organisers' discretion, to change, modify, add to, remove from, or otherwise use the video or part thereof, for any future marketing, advertising and promotional materials or properties as required, or on any of the media platforms so desired by the Co-organisers (if the Participant's video is shortlisted). This licence shall continue in perpetuity. The data (including personal data) disclosed or otherwise provided by the Participant may be used by REACH for promotional, marketing, publicity, research and

profiling purposes, and to invite the Participant to participate in REACH events, projects or activities. REACH may also contact the Participant for the purposes listed above. Please contact outreach@reach.gov.sg if you do not wish for REACH to use your data in this way, or if you wish to update your personal data.

4. The Participant shall avail himself/herself for such interviews as may be required by the Co-organisers.

### **Warranties**

Each Participant hereby warrants that he/she is the sole owner and creator of the video(s) that he/she submits (whether individually or as part of a team) and has full power and authority to agree to the terms and conditions set out in the Challenge; that the video(s) does not infringe any copyright, violate any property rights, or contain any scandalous, libellous, or unlawful matter. The Participant agrees to defend, indemnify, and hold harmless the Co-organisers against all claims, suits, costs, damages, and expenses that might be sustained by reason of any scandalous, libellous, or unlawful matter contained or alleged to be contained in the video(s) or any infringement or violation of any copyright, patent or other intellectual property right.

### **Discretion**

The Co-organisers reserves the right without any liability on its part whatsoever to modify, suspend, postpone or cancel the Challenge without prior notice, in the event that the platforms or systems used for the Challenge becomes technically corrupted or unsuitable for use, or for any other reason whatsoever; amend the Terms & Conditions; make prize substitutions at any time without prior notice; disqualify any entry that it deems offensive or fails to comply with any of these Terms & Conditions; and disclose, publish, display or use the Participant's particulars (including but not limited to his/her name, picture, photograph and identification card number) for any advertising or publicity purposes in conjunction with the Challenge.

### **Judging of the Videos**

1. A shortlist of top 10 entries per category will be selected by the Co-organisers.
2. Participants whose videos are shortlisted as one of the top 10 entries in each category, will be contacted by the Co-organisers and will be required to submit an editable, full high-definition version of the video in the following format, by such date as is advised by the Co-organisers:
  - **Minimum Resolution:** Full High Definition (1920 x 1080p)
  - **Format:** H.264, MOV, MPEG4

3. Audience Choice. The top 10 shortlisted entries for each category, will be made available on [www.AsiaOne.com/SusAds](http://www.AsiaOne.com/SusAds), for public voting, which will commence on 4 October 2021 and close on 24 October 2021, 2359Hrs, Singapore (GMT+8). The entry with the highest number of public votes in each category, will win the Audience Choice awards, which means there will be a total of 2 Audience Choice winners.

**As of 22 September 2021, the Audience Choice public voting period has been amended from 4 October 2021 - 24 October 2021, 2359Hrs, Singapore (GMT+8), to 15 October 2021 – 3 November 2021, 2359Hrs, Singapore (GMT+8).**

4. Voters are required to provide a unique email in order to vote. Each unique email is entitled to 1 vote per category (AUDIENCE CHOICE).

5. Judges' Selection. The top 10 shortlisted entries for each category, will be presented to the panel of judges. The panel of judges will select the first, second and third place winning entries, for each category, based on the following criteria:

A. **Theme:** Videos/Entries must reflect one or more of the following themes/pillars of Green Plan 2030:

- a. Energy Reset
- b. Sustainable Living
- c. Resilient Future

Participants may refer to [www.AsiaOne.com/SusAds](http://www.AsiaOne.com/SusAds) & [www.Greenplan.gov.sg](http://www.Greenplan.gov.sg) for detailed information

B. **Technical Execution:** Judges will assess the entry's technical execution of its concept and vision

C. **Relevance:** Entries to address, visualise and communicate the Green Plan 2030 themes and topics selected in order to motivate, encourage and inspire others to engage in sustainability in Singapore

D. **Originality:** Contents and angles explored to be original and not been precedents or prior works that explore the similar topic

E. **Creativity:** Methods used in the entry to be creative to illustrate its points. Techniques used by creators to be innovative and demonstrate skills

6. The Co-organisers will contact the Participants who submitted the winning entries at least 1 week before the Awards Ceremony.

## Prizes

1. Judges' selection. A cash prize of SGD 2,000 will be awarded for the first place entry in each category. A cash prize of SGD 1,500 will be awarded for the second place entry in each category. A cash prize of SGD 1,000 will be awarded for the third place entry in each category.
2. Audience Choice. A cash prize of SGD 1,000 will be awarded for the winning entry in each category.
3. For avoidance of doubt, only one cash prize will be awarded in respect of each winning entry, regardless of whether the entry was submitted by one Participant or a team of Participants. All prizes awarded are not transferable or exchangeable.