

binge.watch awards 2016 – Regulations

1 Objective of the binge.watch awards

- 1.1 The binge.watch awards shall be given to honor outstanding experiences and products in Virtual Reality, Augmented Reality, Mixed Reality and Spherical Video.
- 1.2 Submissions for the binge.watch awards will be evaluated by an independent and international jury.
- 1.3 These regulations are binding for organizers, judges, members of the award office, the award organizers as well as participating companies.
- 1.4 The award's time schedule will be decided on by the award organizers and communicated in an appropriate and timely manner. Annexed to these regulations, it includes all relevant deadlines and submission periods.

2 Definitions

- 2.1 The term „award submissions“ includes all virtual reality, augmented reality, mixed reality and spherical video experiences as well as products.
- 2.2 Within these regulations, “experiences” stands for immersive software products and content from the areas of virtual reality, augmented reality, mixed reality and spherical video to be experienced through a personal computer, a head mounted display or a smartphone.
- 2.3 „Products“ describes hardware (e.g. HMDs, smartphone googles, immersive installations, mixed reality glasses).

3 Award office

3.1 The award office is responsible for organizing and conducting the binge.watch awards and is established by the award organizers, the binge.watch festival. Among its tasks are:

- a) Composing the as well as potentially excluding jury members in compliance with these regulations;
- b) Changing categories or category groups if needed as well as removing or merging categories in line with these regulations;
- c) Processing award submissions, including the dismissal of submissions that do not abide by the specified conditions or whose company violates any rules within these regulations. In cases of uncertainty, the award office will consult the award organizers;
- d) Answering inquiries concerning the conduction of the award, especially regarding eligibility, nominations, winning a category or in a category group, or decisions of the jury;
- e) Determining nominees and category winners by evaluating the voting documents that have been handed out to the jury and
- f) Organizing and conducting the binge.watch awards show.

4 Categories of the binge.watch awards

4.1 Except when otherwise changed in compliance with the terms of these regulations (esp. merging or annulation of categories) binge.watch awards will be conferred in the following categories and category groups:

4.1.1 Category: best immersive experience

- Immersive experiences in virtual reality, augmented reality, mixed reality or spherical video to be experienced with the use of head mounted displays, MR/AR glasses or smartphones w/ VR googles.

4.1.2 Category: best music experience

- experiences in virtual reality, augmented reality, mixed reality or spherical video to be experienced with the use of head mounted displays, MR/AR glasses or smartphones w/ VR googles, that have music at the core of their concept. These could be VR music videos, immersive music applications, VR instruments etc...

4.1.3 Category: best video experience

- Cinematic or filmed experiences in virtual reality, augmented reality, mixed reality or spherical video to be experienced with head mounted displays, MR/AR glasses or smartphones w/ VR googles, be it fact or fiction or both.

4.1.4 Category: best documentary experience

- This category honors documentary work only, no matter if they are filmed or programmed, they need to be factual. Experiences in virtual reality, augmented reality, mixed reality or spherical video to be experienced with the use of head mounted displays, MR/AR glasses or smartphones w/ VR goggles.

4.1.5 Category: best gaming experience

- Games playable in virtual reality, augmented reality, mixed reality or spherical video to be experienced with the use of head mounted displays, MR/AR glasses or smartphones w/ VR goggles.

4.1.6 Category: the binge.watch game changer award

- Products and experiences that have the potential to disrupt. Must be based in VR, AR, MR or spherical video.

4.2 At all times during and after the submission period, objective reasons may lead the award organizers to change category definitions, merge categories and/or discard categories.

This includes the office's right to discard a category when there are fewer than three submissions. In individual cases, objective reasoning may lead the award office to deviate from this regulation.

4.3 If changes have been made to one or more categories after the submission period has ended, the award office decides how submissions affected by the changes will be assigned to other categories after its own discretion. Even if subsequent changes are made, all submissions in accordance with the rules need to be accepted by the committee.



5 General conditions for submission

- 5.1 Every award submission must meet the following conditions and criteria. By submitting an experience or product, a company binds itself to these regulations, especially to the duties regarding the experiences or products presentation specified under clause 6.4
- 5.2 To be eligible, experiences or products need to be completely documented in English as well as meet all specified deadlines. Final language options of submitted experiences are allowed to vary from the versions presented in the binge.watch awards.
- 5.3 As a basic principle, an award submission that has been submitted to any previous binge.watch awards cannot participate in the awards a second time, even if it has been submitted in another category. Exceptions are made
- a) If an experience has been previously submitted without having making the shortlist, it can be submitted again,
 - b) If an experience is re-released with additional content, it can be re-submitted
Add-ons / DLCs can also be submitted even if the original experience has been previously submitted. The award organizers may allow further exceptions, especially if an experience is based on a previous submission or constitutes a development of that experience significant enough to qualify as a new award submission. Submitting one experience or product in several categories within one year is generally legitimate. A standalone sequel of an experience qualifies as a new experience.
- 5.4 A protective charge of EUR 200,- (excluding VAT) needs to be paid to the award committee for an award submission in one category. For submissions of two to three different categories, the protective charge amounts to EUR 350,- (excluding VAT). For every additional category on top of the third, a surcharge of EUR 150,- (excluding VAT) needs to be paid. The protective charge will neither be refunded entirely nor partially if the award organizers need to merge two or more categories into one. The protective charge is due no later than 13th September 2016.
- 5.5 Discounts for the submission charges can be given by the committee on a case by case basis. Please contact the award committee and explain, why you think you should receive a discount. Collegiate work can be exempted of the submission charges on request. Please contact the award committee and supply proof that your work is part of your studies or curriculum.
- 5.6 After the submission period has ended, no further award submissions will be accepted. Furthermore, missing information cannot be handed in and a late payment of the protective charge will not be accepted. The award office can however make an exception to the need for upfront payment, to consider accounting or payment processes of participating companies (e.g. formal vendor investments). Incomplete application documents (including missing payments of the protective charge that was not granted as an exception by the award office) do not qualify for participating at binge.watch awards.
- 5.7 If the award office reaches the conclusion that an award submission does not fulfil all necessary conditions for participation in compliance with these regulations, it can exclude the submission from the competition. Moreover, experiences or products that are potentially in violation of German laws can be excluded by the award organizers.
- 5.8 If an award submission violates any terms of these regulations, the organizer of



binge.watch awards will take the respective award submission out of ongoing procedures and / or any won binge.watch awards will be retrospectively revoked. If an award needs to be revoked after its bestowal due to violations of the regulations, the organizer of binge.watch awards charges an administrative fee of EUR 3.500,- plus VAT for past and future services.

6 Duties resulting from a submission

- 6.1 Award submissions need to be handed in until the date given in the regulations' appendix „Time schedule for binge.watch awards“ to binge.watch via e-mail (award@binge.watch), using the submission form supplied on submissions.binge.watch.
- 6.2 Submissions need to be handed in in English. Should a company wish a return of the sent documents, it has to contact the award office.
- 6.3 By submitting a game or product, the company agrees that the content of the submission form can be used for promotional and press activities within the context of the binge.watch awards, especially on the binge.watch website.
- 6.4 All submitted experiences or products need to be accessible and hands-on experiencable for judges and the binge.watch attendees alike in the binge.watch VR lounge for the entire duration of the binge.watch festival.
If an experience or product can only run on special hardware (eg. Prototypes) or is part of an installation, the submitting party will have to provide the necessary hardware or installation for the jury members for the duration of the jury process at their own expense.
- 6.5 All submitted experiences or products will need to be accessible in the binge.watch award online VR experience for the duration of the festival and for a maximum of 12 months after the respective award ceremony. Access to the online VR experience will be limited to registered attendees of the binge.watch festival.
- 6.6 In compliance with these regulations „experiencable“ means:
 - a) That at least significant parts of experiences can be accessed freely and experienced by judges without problems. Judges must be able to experience these parts in real-time on the respective platform for which the experience has been built. To clarify: the experience does not have to be available in its entirety. A significant and representative amount sequence is sufficient.
 - b) That products can be used by judges in real-time with any desired appropriate (demo) software. Technology has priority over experience.
- 6.7 The organizer of the binge.watch awards will announce the winners. Until then, all participating parties agree not to disclose any information about this.
- 6.8 If a submitting company offends any of its duties specified in clause 6, its award submission can be excluded from the binge.watch awards by the jury or the award office.

7 Composition of the jury

- 7.1 The award office staffs the binge.watch awards jury in compliance with these regulations with suitable representatives from international media as well as VR companies, members of the VR industries and creative communities. The award office determines the size of the jury as well the amount of representatives of the named groups within these juries at its own discretion. The jury's composition will be announced in due time.
- 7.2 Only those persons can be appointed to the jury who
- a) Are at least 18 years of age and legally competent according to the laws of their country of origin;
 - b) Acknowledge the mandatory character of these regulations in writing (via e-mail or fax) towards the award organizers.
- 7.3 The composition of the jury will be publicly announced by the organizer. Within the context of the binge.watch awards and festival, every judge agrees to be mentioned by name, a short résumé, job description and company in media, press and binge.watch's marketing material, printed and online in vision, sound and word.
- 7.4 A calling to the jury is only valid until the end of the respective year's binge.watch festival and does not automatically extend to the subsequent event.
- 7.5 Working as a jury member is voluntary and without payment. Expenses in relation to jury work (especially travel expenses to binge.watch) will only be reimbursed on a case-by-case basis.
- 7.6 Judges are required to inform the award organizers about any changes in their own or their employer's professional duties. If a jury member does not fulfil the requirements of these regulations after a professional change, the award office can exclude the judge from the jury.
- 7.7 Jury members are bound to secrecy about any internal (i.e. not publicly known) information (including processes and contents) they acquired through their work as judges. It is of utmost importance that judges refrain from disclosing nominees and winners prior to their official announcement by the organizer.

8 General proceedings and tasks of the jury

- 8.1 The jury rates all award submissions in the category groups, selects nominees for the categories if applicable and decides on a winner; in each case in accordance with these regulations. The award office provides a ratingsheet.
- 8.2 Judges make free and independent decisions. Their choices are especially not influenced by the organizer, companies within the VR industry and/or the affiliation with a specific employer.
- 8.3 Prior to and during binge.watch, judges evaluate all nominated award submissions closely.
- 8.4 To properly evaluate all award submissions, jury members should particularly draw on the following material and resources



- a) Information that has been provided by participating companies prior to or during binge.watch;
 - b) Information provided by the organizer;
 - c) Information, experiences and knowledge that jury members gathered due to their professional experience in the VR or creative industry.
- 8.5 If a jury member does not respect the schedule and/or these regulations, the award office can terminate their jury membership with immediate effect. In this case, all valuations of this jury member will not be considered in upcoming decisions (e.g. nominations, deciding on a winner). All decisions made before the judge's exclusion will remain unaffected, regardless of the judge's contribution to them.
- 8.6 The organizers of the binge.watch awards will issue further guidelines about the jury process in writing prior to the respective binge.watch festival.

9 Shortlist and shortlist jury

- 9.1 The award office will select award entries for a shortlist for each award category if more than 5 submissions for a category are submitted.
- 9.2 In case of an overwhelming amount of entries, the award office has the right to nominate a shortlist jury for this selection process. In such a case, the shortlist jury will be announced on the binge.watch website in due time
- 9.3 The shortlist jury has to adhere to all regulations set forth in this document, specifically the rules and regulations for jury members.

10 Announcement of shortlist and winners

- 10.1 The shortlists for the binge.watch awards will be announced by press release and on the binge.watch website.
- 10.2 Winners are announced during an award ceremony at the binge.watch festival. The prospective date for the respective year (subject to short-term changes decided on by the award office) is specified in the appendix „Time Schedule of binge.watch awards“.

11 Usage of binge.watch awards's logos; trophy

- 11.1 Winners of binge.watch awards are entitled to use the title “[category] - binge.watch awards winner [year]” as well as the corresponding logo and word and figurative mark for global advertising purposes upon consultation with the organizer. Eventual additional trade-mark guidelines may be decided upon and communicated by the organizer at its own discretion and have to be respected. It is not permitted to modify, change and/or isolate certain parts of the logo or the word and figurative mark. All rights relating to the logo or binge.watch awards in general not explicitly conceded within these regulations (especially trademark, copyright or exploitation rights) remain with the organizer of binge.watch awards.
- 11.2 Winners receive a trophy. The trophy's ownership is transferred to the winner (i.e. the respective company) on handover or delivery.

12 Miscellaneous

- 12.1 These regulations are governed by German law.
- 12.2 The regulations are not subject to legal recourse.

Effective date: 21.07.2016

Appendix: Time schedule of binge.watch awards 2016

- Composition and announcement of the jury until August 31, 2016.
- Deadline for award submissions is 12th September 2016, 22:00 UCT. Submissions have to be directed to the binge.watch festival via e-mail at awards@binge.watch with the submission form supplied on submissions.binge.watch
- Jury members receive additional information to submitted experiences and products until 18th September 2016.
- The award organizers inform participating companies and the jury about the shortlist until 20th September 2016 latest.
- Winners are announced during the award ceremony on Thursday, 22nd September 2016 and via press release. The schedule may change according to the exact date and time of the award ceremony.
- Trophies are handed over to the winners during the award ceremony.