



INRAINBOWS MUSIC VIDEO CONTEST – TERMS AND CONDITIONS

GENERAL

1. The InRainbows Music Video Contest (**the "Competition"**) shall be administered by **Aniboom Ltd.** ("**Aniboom**" or "**The Administrator**").
2. The Competition shall be regulated and governed by the terms and conditions set forth in this document ("**The Regulations**").
3. The Competition's objective is to promote and advance the creation of original, creative and unique animation materials (the "**Materials**"). "**Materials**" shall be defined hereinafter as any animation film suiting the qualifications set out in the Regulations herewith.
4. Materials will be submitted to the Competition and visitors to the Competition's website will choose their favorite animation.
5. The Materials will be displayed on the Competition's website (<http://www.aniboom.com> - "**The Website**"), and prizes for the most popular and best rated Materials will be awarded as further detailed in the Regulations.

Information for Competitors

6. QUALIFICATIONS FOR ENTRIES TO THE COMPETITION

Any Material submitted to the Competition by any individual or a group of individuals submitting ("**Competitor**") must meet the following qualifications:

- 6.1 The Material should be original and should not include any copyright violations or any other intellectual property violation.
- 6.2 Only songs from Radiohead's InRainbows album may be used, and only for the purposes of the competition on aniBoom.
- 6.3 The Material's features should be unique and novel
- 6.4 The Material should not constitute a defamation of any person or entity, and it should not be obscene, pornographic or otherwise illegal.
- 6.5 Storyboard / Video Clip must be intended for or contain animated content.

7. ENTRY PROCEDURES

7.1 Competitors may submit Materials to the competition commencing March 17, 2008 and up until June 8, 2008.

7.2 Materials should be submitted to the Competition by uploading the Materials according to the instructions on the Website.

7.3 All Competitors must sign the Submission Agreement. The signing of this Agreement is a mandatory pre-condition to the Competitors' participation in the Competition.

8. THE COMPETITION

8.1 Administrator's Discretion

8.1.1 Aniboom reserves the right to cancel the Competition at its sole discretion at any given time.

8.1.2. Aniboom reserves the right to remove any Material submitted to the Competition at its sole discretion at any time during the competition.

8.2 Rating and Voting Mechanism

8.2.1. Rating and voting during the Rating Period (as defined below) will be in accordance with the rating mechanism to be provided and administered by Aniboom. Aniboom shall solely and exclusively operate the rating and voting on the Website.

8.2.2 Semi-finalists and Finalists are selected by audience ranking together with an aniBoom editorial committee approved by TBD Records, the label that launched "In Rainbows". Audience ranking is calculated using a formula which takes into account the number of votes, their value and total views.

8.3 Competition Stages

8.3.1 **The Submission Period:** Materials may be submitted from March 17, 2008 until June 8, 2008

a. March 17, 2008 - April 6, 2008 Storyboard / Video clip can be submitted to the competition but will not appear on the site at this time.

b. April 7, 2008 - April 27, 2008 Storyboard / Video clips are viewable on the site. Submissions continue. Viewing, rating and ranking commences.

8.3.2 **The Rating Period:** Commencing April 7, 2008 and until June 22, 2008 all visitors to the Website shall be able to view all Materials. Each visitor will be able to rate the Materials at any time until June 22, 2008.

8.3.3 **The Semifinals:** On April 28, 2008 a total of 10 semifinalists will be determined and each awarded \$1,000 to produce a one minute long video clip. From those that did not

receive funding, the aniBoom editorial committee will select one additional video clip to join the 10 semi-finalists and enter the Finals Round.

8.3.4 **Finals:** On June 23, 2008, five (5) finalists will be determined and presented to Radiohead.

8.3.5 **Grand Prize Winner Announcement:** June 30, 2008 Radiohead will choose a winner, who receives \$10,000 to produce a full music video.

8.3.6 Upon the announcement of the “Grand Prize Winner” title, the Competition shall officially terminate.

9. PRIZES

Aniboom shall award prizes as follows:

9.1 The ten (10) semifinalists will each be awarded \$1,000 USD to produce a one minute long video clip.

9.2 The Grand Prize Winner will be awarded \$10,000 to produce a full length music video.

9.3 Prizes will be paid to the winning competitors by checks sent to the mailing addresses provided by the Competitors in the Submission Agreement. Checks shall be issued to the winning competitors only upon the receipt of an e-mail notification by each winning competitor, re-confirming his or her e-mail address.

9.4 Aniboom reserves the right to change and/or amend the schedule of the Competition Stages according to its sole discretion.

9.5. Aniboom reserves the right to remove Materials, choose not to publish Materials or change the prizes, dates and number of winners, at its sole discretion at any time.

10. FORBIDDEN VOTING

10.1 Rating and voting shall take place and prizes to the winning Materials shall be awarded according to Sections 8 and 9 of the Regulations above.

10.2 Competitors are strictly forbidden to rate or vote for their own Material, directly or indirectly, or to make any other manipulations to the rating/ voting process at any stage. If Aniboom considers that any of the Competitors or anyone on his behalf rates his own Material or votes for his own Material or makes manipulations of any other kind to affect the rating and voting process, it shall be entitled, upon its sole discretion, to immediately remove this Competitor’s Material from the Competition.

11. INFORMATION FOR VISITORS

11.1 Visitors are invited to view and enjoy all Materials as well as rate and vote for their favorite Material, according to the terms, stages and rules set out hereinabove, using the rating and voting mechanism provided by Aniboom on the Website.

11.2 All visitors to the Website shall be able to rate the Materials and vote for them, in accordance with section 8 above, only once during the competition.

11.3 Visitors are strictly forbidden to make or assist in any manipulations to the voting process.

12. RIGHTS IN THE MATERIALS

12.1 Aniboom shall have rights in the Materials as set out in the Submission Agreement to be signed by the Competitors (found on the competition upload page: [http:// icons.aniboom.com/radiohead/Aniboom_Radiohead_Competition_Submission Agreement.pdf/](http://icons.aniboom.com/radiohead/Aniboom_Radiohead_Competition_Submission_Agreement.pdf/)).

13. MISCELLANEOUS

13.1 . Matters not mentioned in the Regulations will be decided by the Aniboom organizing committee.

13.2 Governing Law – as specified in the Website's terms

Contact

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