

MY EXPO MOVIE

Regulations of the contest

Rai RadioTelevisione Italiana Spa/Prix Italia is glad to invite you to participate in the contest “MY EXPO”.

This contest is open to anybody being at least eighteen years old and includes the following:

1. One award for the best three-minute video at the Expo of Shanghai;
2. One award for the best three-minute video at Italy’s Pavilion of the Expo of Shanghai.

Each video shall have an overall duration of not more than three minutes.

ART. 1

To participate in this event, under penalty of exclusion, applicants shall:

- Read and understand this regulation;
- Accept all its provisions (and confirm through the specific electronic systems);
- Receive the information in accordance with art. 13 of the Italian Decree Law No. 196/2003 and give their consensus (and confirm through the specific electronic systems) to treatment of personal data;
- Fully complete the participation sheet, indicating the univocal Internet address of the video-sharing service, where the video is uploaded, name, surname, e-mail address, contact telephone number and telephone number of the video maker.
- No recognizable people can appear in the film. If this happens, the video maker shall acquire the relevant signed agreement to the use of the video pictures, or adopt the technical solutions to protect the privacy of the person filmed.
- This regulation – which includes the clause of transfer of rights on the video, as well as the agreement from all individuals filmed and/or mentioned in the video in any way whatsoever to use and disseminate the works sent – shall be read and accepted by all individuals mentioned in it, who shall send – during the period of time indicated in the art. 7 and by fax to the No. +39 06 3729072 – the agreement attached to this regulation (which is accessible through a specific link) fully completed and duly signed for acceptance and agreement, or attached in pdf format to the registration form.

ART. 2

By sending the material, the applicant accepts to grant free use of the material by Rai and Companies of Rai Group. Through the acceptance of this regulation, the applicant shall also ensure that the relevant written agreement is signed and sent to all individuals who, for any reason, have been mentioned and/or quoted in the material sent.

It is specifically agreed that as a result of the indications provided herein, Rai acquires the exclusive property of all rights for economic use and any sublicense, in any context, form, and way whatsoever, perpetually, through any technical system or type of existing transmission or future invention, in any format whatsoever, on any support, through any channel/distribution platform that can be considered and developed at present and/or in the future, with full right of elaboration and

reproduction, also through multimedia, without limitation of space, time, and passage into any language on the film sent, as well as its pictures and voice, and the voice of other individuals filmed.

Therefore, Rai, directly or through its assignees or subjects being entitled, can freely use – totally or partially – said pictures and voice in any location, form, and way.

Reproduction rights:

All videos uploaded on the site by participants to the contest are property of Rai. Rai has the right to improve, review, extend, modify, use, and reproduce the material on any platform from the date of registration.

ART. 3

Therefore, the applicant and other individuals who sign the regulation, in accordance with this article, declare they have nothing to expect from Rai and/or its assignees and/or subjects being entitled in relation to its performance of the aforementioned rights on said pictures and voice, through specific waiver to any action, claim, and demand somehow connected with them.

Finally, the applicant declares that Rai and its assignees and/or subjects being entitled are free from any requests, claims, and actions of any kind from anybody, for any reason whatsoever to this respect.

It is also necessary that the person sending said material, in the case a different person is filmed in it, indicates the person filmed as well as the addresses and telephone numbers required to inform this person.

It is also agreed that all individuals filmed in the video(s) sent shall not request anything from RAI, if the films are broadcasted in anyway whatsoever in RAI programs.

The participation in this initiative involves the full acceptance of this regulation and in particular the assignment to RAI (that will keep all the material received for two years after the winners have been announced) of the right to use the films sent directly or through third parties, in any context, form, and way whatsoever.

RAI will not return the films received and can anyhow cancel them within six months after the end of the two years, as per the previous paragraph.

ART. 4

Participants

All visitors of the Expo of Shanghai during the period between 30 June 2010 and 30 August 2010. The requirement for participation is that applicants must be at least eighteen years old.

The employees and collaborators of Rai and Companies of Rai Group and any persons being relatives, or close, or spouse of the above-mentioned people are excluded from participating in the contest.

ART. 5

Reference categories:

The contest is developed in two reference categories: Expo Shanghai and Italian Pavilion of the Expo of Shanghai.

Each participant is entitled to send not more than one film for each category.

The maximum duration is three minutes for each video.

The participants shall enter and translate into English language any texts and captions illustrating the pictures.

ART. 6

Presentation mode:

All participants, in any category, shall make a video and complete the registration and acceptance form of the rules on the website www.expo2010italia.gov.it

All videos shall be absolutely original.

ART. 7

Duration

The users will have a period of time available between 30 June 2010 and 30 August 2010. At the end of the useful period for upload, a jury selected at the University of Turin will meet to view the videos received and decide about the winner in each category.

ART. 8

Evaluation and prizes:

After the end of the period available to users to upload the videos, the jury of experts shall view the videos received and then RAI will publish the two winning videos on the website www.prixitalia.rai.it.

RAI shall award prizes to the two final winners, who will receive a prize of 1,500.00 Euros each.

ART. 9

Evaluation criteria:

The jury shall evaluate the videos according to three main criteria:

- **Originality:** the video shall be innovative and not like something already in existence.
- **Creative and executive quality:** the videos standing out for their creativity and making technique shall be privileged.
- **Ability to involve and be incisive:** the videos that will show the effectiveness of their story for the general public of the Expo shall be privileged.

The application of the above criteria is rigorously focused on the equality of access and impartiality of treatment with the other applicants; therefore, it shall not be limited to mere discretionary judgement, but rigorously based on the aforementioned criteria.

The decision of the jury is final and any appeals shall be rejected.

ART. 10

Legal and ethical matters:

Rai reserves the right to amend the regulation and prizes at any time.

All participants shall comply with the European agreements on copyrights. The videos uploaded (i.e. all the ideas of participants) shall not contain statements, facts, information, or quotations that may be harmful or affect individuals or groups of individuals.

The videos uploaded (i.e. all the ideas of participants) shall not contain statements, facts, information, or quotations that may encourage the persecution of individuals for their race,

opinions, nationality, gender, profession, or belief, or in contrast with ethics.

The videos shall not encourage crime or encourage the infringement of the law and criteria of the Single Text regarding safety on the job D. Lgs. No. 81/2008, implementing the art. 1 of the Law No. 123/2007, and the other provisions in the field of protection of health and safety on the job. All people appearing in the videos shall be at least eighteen years old.

ART. 11

Rejection of the project:

The following videos shall be excluded from the selection:

- Videos not submitted within set deadline;
- Videos partially recorded;
- Videos in contrast with any rule of the section “Legal and ethical matters”.

ART. 12

General information:

The participation in the contest implies full and integral acceptance of these provisions.

RAI does not undertake any responsibility about the impossibility for users to be connected with the above-mentioned website.

The winners will be informed about the prize they won through registered letter indicating the procedures of delivery of the prize.

ART. 13

In the case technical or organizational reasons prevent the performance of all or part of the event through the procedures and within the terms set by this Regulation, RAI will take the appropriate measures and inform the public through the website www.prixitalia.rai.it and the website www.expo2010italia.gov.it.

ART. 14

The applicants can ask for a copy of these provisions to RAI Radiotelevisione Italiana – Prix Italia – Viale Monte Santo 52 – 00195 Rome - Italy, or through RAI website www.prixitalia.rai.it and the site www.expo2010italia.gov.it

Information in accordance with the art. 13 of the Decree Law No. 196/2003 (code in the field of protection of personal data)

Rai Radiotelevisione Italiana Spa (referred to as RAI in short hereinafter) informs that any personal data provided directly by the applicants will be used by RAI to receive any prize as a result of the participation in the contest.

The personal data, whose provision is optional but necessary for said purpose shall be treated manually and through electronic systems.

In the case any required data are not provided, participation in the contest will not be allowed.

RAI also informs that the rights referred to in art. 7 of the Italian Decree Law No. 196/2003 are applicable, including the rights to obtain the cancellation, updating, amendment, and integration of data, as well as to oppose, for legitimate reasons, the treatment of data.

These rights can be exercised through RAI.

The owner of treatment of data is RAI – Viale Mazzini, 14 – 00195 Rome – Italy.

The person responsible for treatment of data is the Secretary General of Prix Italia.