



## 2011 REGULATIONS

*The Shaw Rocket Prize is a single, **winner-take-all \$50,000 prize** to be awarded for the best independent Canadian children's program and its associated digital content (website, games, etc.).*

### **ELIGIBLE PROGRAM**

➤ **Intended for children aged 12 and under including preschool.**

- Can be fiction or non-fiction, including series, pilots, one-offs, documentaries, variety, animation and made-for television movies and feature films. Programs in the categories of News, Reporting and Actualities or Sports are not eligible.
- Must qualify as an 8/10 Canadian production.
- Must have had its first Canadian broadcast within 24 months prior to Oct 31, 2011. If a series, fifty percent (50%) of the season being entered for the Prize must air before Oct 31, 2011 and the 2 episodes entered must also air during this qualifying period, in order to be eligible.
- Can be submitted in any language. The entry must be versioned into English, if applicable.
- Has not been previously entered for the Shaw Rocket Prize. Subsequent seasons to a previously entered series will be considered a new program and will be eligible to enter. For the purposes of the Prize, "season" is defined as the episodes of a series that are licensed as a group by a broadcaster representing a season of the series.
- As the Shaw Rocket Prize is a limited initiative, a program that wins the Shaw Rocket Prize will not be eligible to enter, including subsequent seasons if the winning program was a series.
- Must, at a minimum, conform to the guidelines set out in the Canadian Association of Broadcasters' (CAB) *Voluntary Code Regarding Violence in Television Programming*, *Broadcast Code for Advertising to Children* and *Code on Sex-Role Portrayal for Television Programming*. In addition, the program must demonstrate compliance with CRTC Public Notice 1997-80, *Classification System for Violence in Television Programming* and any other regulations and policies regarding programming set out by the CRTC.

## **AWARDING OF THE PRIZE**

The \$50,000 Shaw Rocket Prize will be awarded for the television program as well as its associated digital content (website, games, etc.)

The cash prize will be granted to the eligible production company as defined below. The actual recipient(s) of the Shaw Rocket Prize must be clearly identified on the Entry Form.

## **INDEPENDENT PRIZE SELECTION PROCESS**

- The television program and digital content (website, games, etc) will be judged for each entry.
- All entries will be pre-screened by an independent selection committee.
- Entries that meet the established selection criteria will be screened by an international jury who represent a range of global views and perspectives on children's programming. This distinguished group of individuals will select the Finalists.
- Children from across Canada will screen the Finalist programs and associated digital content, and vote for the \$50,000 winner.
- The Winner will be announced at a gala event in November 2011 in Ottawa.
- All decisions will be final.

## **ENTRY CRITERIA**

### **Eligible Production Company**

Must be an independent, Canadian producer, defined as an incorporated production company which:

- is neither owned nor "controlled in fact" by any non-Canadian individual (or non-permanent resident as defined in the *Immigration Act*), or any non-Canadian corporation;
- derives its primary source of income from production and has an arm's length relationship to the conventional broadcaster, specialty channel or pay TV service that has licensed the program entered; and
- owns the worldwide copyright in the program entered.
- Official Treaty co-productions are eligible.

## **TECHNICAL REQUIREMENTS**

- Entries must be submitted exactly as broadcast, with shortened commercial blacks. A re-edited version will not be eligible.
- Program entries will be uploaded onto the Shaw Rocket Prize entry website, including sample images (either still images or promotional images in JPG format).
- Entries must include a .ZIP file of all required documents (please refer to the Declaration & Content Checklist). Some documents may require downloading, signing, scanning and uploading.

- Video Specs for the ONLINE entries:

Entrants will encode their own video. The video must follow these specifications / guidelines, and any deviation will affect the final quality of the video on screen, or be rendered unplayable and therefore ineligible.

**File Type: Flash FLV (.flv) Video:**

Codec: On2 VP6 24 FPS Video Dimensions: 640x360 pixels (crop and/or letterbox your video as required) 1:1 pixel ratio - for on screen viewing Interlacing: None - for on screen viewing Bit-rate: 320 kbps (this is an approximation, the final bit-rate should be based on a maximum file-size of 3MB per minute) If there is an option to allow streaming in the encoder, it should be set to stream

**Audio:**

mp3 Codec Mono Bit-rate: 64 kbps (or less, the bit-rate should be set for the best mix of quality vs performance)

**General Notes:**

The final file size should not exceed 70MB for each episode or 280MB for each movie. All video is considered final and will not be re-edited or reformatted in any way after receipt/submission. Visual quality of the video is the responsibility of the entrant

There are a large range of encoding applications available. In particular we recommend **Adobe Media Encoder** and **Sorenson Squeeze**.

## **RIGHTS GRANTED TO THE SHAW ROCKET FUND**

Upon submitting an Entry Form, the Entrant grants the Shaw Rocket Fund:

- the right to show the whole or any portion of the program and its associated digital content during the independent Prize selection process, and during the Prize presentation event;
- the right to use a maximum of three (3) minutes from the entry submitted for promotional purposes or for any other purpose related to the Shaw Rocket Prize in or through any and all media formats now known or hereafter devised including, but not limited to, the Internet throughout the universe; and

Upon submitting an Entry Form, the Entrant warrants and represents that:

- the program is eligible to be entered in accordance with the Shaw Rocket Prize Regulations, as contained herein;
- all rights, including rights to the musical score, necessary to show the program within the context of the Shaw Rocket Prize, are assigned to the Shaw Rocket Fund;
- it has the authority to enter the program for the Shaw Rocket Prize and to grant to the Shaw Rocket Fund the rights as outlined in these regulations;
- it owns all right, title and interest, including the copyright, in and to the entry program; and
- no material in the program being submitted by the entrant is libelous or defamatory or violates any right of privacy or publicity of any person and the full use of the rights in such program will not violate any rights, including copyright or moral rights, of any person, firm or corporation.

The Entrant covenants to indemnify the Shaw Rocket Fund from any loss or damage suffered by it in the event that any or all of such rights have not been transferred.