



Animation

TV Feature

Short Films
TV Documentary

OBJECTIVES

MYCONTENT AWARDS 2010 (MCA 2010) is a niche event that will serve as a content pool for nonprofessional's who's into Animation, Short Films and TV Documentary. MYCONTENT AWARDS aims to be a platform for contents rising talents that will provide limitless opportunities to unveil fresh ideas, in cutting-edge concepts and gateway to discover the content bound to be the next hit in the market.

CATEGORIES



Animation



TV Feature / Short Films



TV Documentary

MYCONTENT AWARDS CALENDAR

Deadline of Entries

14th October 2010

Judging

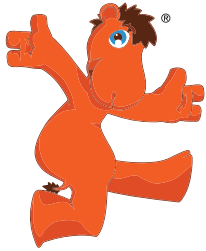
15th November 2010

Announcement of Winners

22nd November 2010

www.mycontent.ae

MYCONTENT AWARDS CATEGORIES



Animation

The Animated Picture should have a maximum length of 5 minutes

How to Participate

Entries must fulfill the criteria and the guidelines of the selected category listed before submission.

Enclosure for submission:

- Brief Synopsis in English/Arabic
- A "Letter of Ownership" / A "Letter of Authorization"
- Brief Biography of the creator

All entries MUST be sent with the preview in DV Format or DVCam Format on PAL System clearly labeled with title of production. Each tape must contain only one production.



TV features / short films

Short films / TV features running time should be between 5 to 15 minutes

How to Participate

Entries must fulfill the criteria and the guidelines of the selected category listed before submission.

Enclosure for submission:

- Brief Synopsis in English/Arabic
- A "Letter of Ownership" / A "Letter of Authorization"
- Brief Biography of the creator

All entries MUST be sent with the preview in DV Format or DVCam Format on PAL System clearly labeled with title of production. Each tape must contain only one production.



TV Documentary

Video and Digital Documentary should be between 5 to 15 minutes

How to Participate

Entries must fulfill the criteria and the guidelines of the selected category listed before submission.


Enclosure for submission:

- Brief Synopsis in English/Arabic
- A "Letter of Ownership" / A "Letter of Authorization"
- Brief Biography of the creator

All entries MUST be sent with the preview in DV Format or DVCam Format on PAL System clearly labeled with title of production. Each tape must contain only one production.

Mechanics:

1. **The competition is open to all students and amateurs**
All entries, from students, must be authorized by the head of the department/ institute/university. Please note that all entry forms must be stamped by the authorizing party. By entering the Contest, Entrants agree to release, Contest Entries and agree to the official rules and to the decisions of the judges, whose decisions are final and binding in all respects. Culture and religious sentiments must be respected. Any disrespect will result in disqualification.
2. **MYCONTENT AWARDS is Open to all Nationalities.**
3. **The competition is open to both group and individual participations.**
The group should not be more than 5 individuals.
Any individual who is part of the group can no longer participate or enter the competition as an individual entrant.
4. **Contest Entry Period is from July 1 – October 14, 2010**
Entries received after the Contest Entry Period shall be void and ineligible for consideration by judges

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5. Entries are to be submitted using the “Entry Form” which can be downloaded from MYCONTENT website (www.MYCONTENT.ae)

Only entries completed and/or released during the calendar year

2010 are eligible. One “Entry Form” one entry policy

In general there will be 5 entries per category which will advance to the finals.

Entrants should not send their one or the only original copy of materials submitted. Make a copy as all materials delivered by Entrant shall become the property of the organizers and will not be returned. The Contest Entities are not responsible for late, lost, illegible, incomplete, stolen, garbled or misdirected entries, all of which are void.

6. **An Artists World / Creative World area will be allocated at the exhibition to showcase the entries.**

Non winners are all expected to keep their entries at the designated Creative World area during the 3 day event. Entries on display to be pull out before the end of the event should be informed to the organizers by means of a written request stating the reasons a week before the actual event date (before 29th November)

7. **The category winners will be declared and announce on 22nd November 2010.**

A total of 3 winners representing the categories (Animation, TV feature/ short films and TV Documentary) with 3, 1ST runner up winners and 3, 2nd runner up winners per category.

8. **The board of jurors is composed of pre selected experts from the government media regulatory board, broadcast media, media academe and advertising agency.**

Members of the jury are not allowed to be involved in the making of any of the entries entered in the competition.

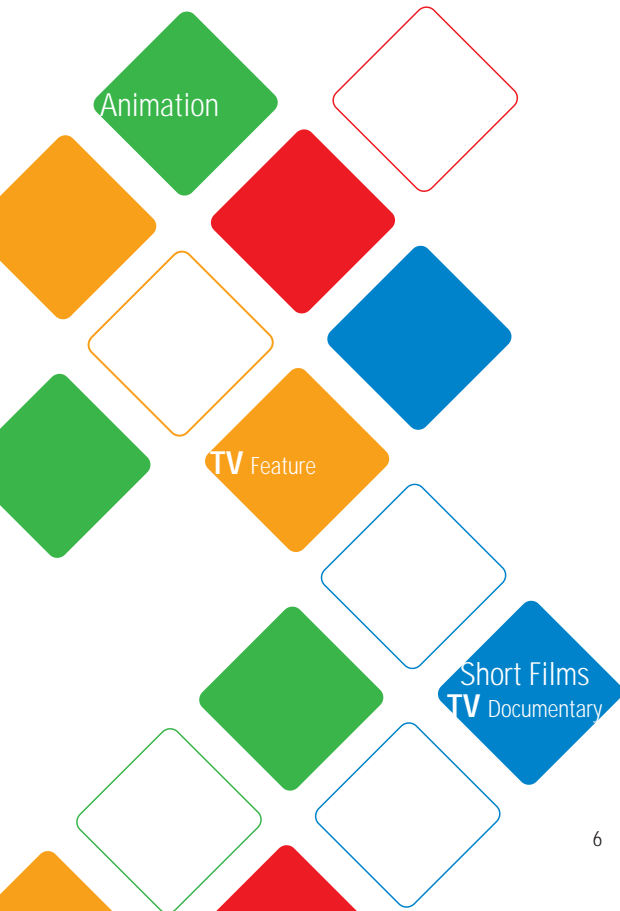
Prizes

Organizers shall award the prizes as follows:

Each of the **3 winners** (per category) will be awarded :

- ◆ **Trophy** as the **1st winner** of the MYCONTENT Award
- ◆ Exposure of their entries at MYCONTENT 2010 exhibition – Creative World Area
- ◆ Opportunity to get deals for acquisition and production with leading industry players

Plaque of Appreciation will be awarded to the other **top 5 entries per categories** and they will also have the opportunity to present their entries at the Creative World Area at MYCONTENT 2010 exhibition.



MYCONTENT **ARTIST AWARDS 2010**

New Content, New Market, Endless Possibilities

Title: _____

Year of Production: _____ Genre: _____

Format: _____

Production Company: _____

Director: _____ Producer: _____

Language: _____ (sub-titles): _____

Original Title: _____ English Title: _____

Time: _____ Recommended Audience Age: _____

Contact Person Name: _____

Address / School _____

Tel: _____ Email: _____

Fax: _____ P.O.Box: _____

Country: _____ Website: _____

Signature: _____

All entries should be sent to:

MYCONTENT Awards INDEX Conferences & Exhibition

c/o Jerome Ilad and Reginald Alcalá

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www.mycontent.ae