



Digital Media Competition for Imagine Cup 2010

STEP 1: CREATE & UPLOAD YOUR VIDEO

1. Create a video and upload it to a video sharing site (example: [YouTube](#)). Copy and save the embed code for that video. You will use this later in the Imagine Cup upload process.
2. For videos to comply, your team must upload and submit the following:

- a. A video that is over two minutes and under three minutes and 30 seconds in length.
- b. Your video must begin with the Imagine Cup 2010 intro and end with the Imagine Cup 2010 outro that can be downloaded from the links below:

Video: Intro

QuickTime: [NTSC 30fps](#), [PAL 25fps](#), [16:9 25fps](#)

Windows Media: [NTSC 30fps](#), [PAL 25fps](#), [16:9 25fps](#)

Video: Outro

QuickTime: [NTSC 30fps](#), [PAL 25fps](#), [16:9 25fps](#)

Windows Media: [NTSC 30fps](#), [PAL 25fps](#), [16:9 25fps](#)

- c. Your video must address the Imagine Cup 2010 theme: ***“Imagine a world where technology helps solve the toughest problems.”*** Click [here](#) for more information on the Imagine Cup 2010 theme and the United Nations Millennium Development Goals.
3. Round 1 of the competition is separated into 5 sub-rounds.

<u>Sub-round Calendar</u>	<u>Start Date</u> (all times 12:01AM GMT)	<u>End Date</u> (all times 11:59PM GMT)
Sub-round 1	October 5, 2009	October 31, 2009
Sub-round 2	November 5, 2009	November 30, 2009
Sub-round 3	December 5, 2009	December 31, 2009
Sub-round 4	January 5, 2010	January 31, 2010
Sub-round 5	February 5, 2010	February 28, 2010
Sub-round 6	March 5, 2010	March 31, 2010

4. When you are ready to submit your video for voting, go to the [Digital Media competition page](#) and click on **Submit Entry** in the top right panel on the page. You will be taken to a page where you will add the:
 - a. Title of video
 - b. Description
 - c. Keywords
 - d. Embed code for video (this is the code you received from the video sharing site)

If you do not see **Submit Entry**, you have not completed all pre-requisites for submitting an entry. Please see for the [Frequently Asked Questions](#) for further information. If you see **Update Entry**, you have already submitted an entry and can use this feature to edit or update your video entry.

NOTE: The title of your video, description and keywords will be used on your voting page for search engine indexing as well as search purposes; therefore it is very important that your team carefully chooses their words.

5. You will now be able to view your team's video page and see the voting controls.

STEP 2: PROMOTE YOUR VIDEO

Now the fun begins. Send the url to your video to all of your friends and family and encourage them to share it with the world!

****Important**** Make sure you send out the **url of your video page** on imaginecup.com and **not** the url of the site where you uploaded the video.

STEP 3: VOTING

1. Remember – this is NOT a popularity contest or a people's choice award. The point of this competition is to make your team's video as interesting and as enticing as possible so that people want to pass it on, share it, and get the entire world to vote for it. The videos that become the most viral - win!
2. Sub-round Voting: The vote counter for a sub-round starts on the 5th of the month and continues until the end of the month. (A separate counter is used to determine the 20 wild card spots - as discussed in #7 below.)
3. During a sub-round, you are free to edit, adapt or change your video content. However, note that the voting platform is set up so that the Digital Media captain can (and will) review every video that is or was visible during a sub-round. If a video isn't available for reviewing then we cannot check it and that team cannot advance. If we check all videos a team had live during the sub-round and one of them does not comply, then they do not advance. If all videos that were displayed during the round comply and they are in the top 20, then they can advance to Round 2.
4. Imagine Cup has implemented two different voting mechanisms to ensure that the voting system is just and fair:
 - a. The voting controls appear two minutes after the page loads. Thus in order to vote, two minutes of the video needs to play.
 - b. In each sub round, only one vote will be allowed for each team from any publically accessible IP address. It is important to know that many computers from a common location may all share a single gateway to the Internet, and therefore will likely all share a single publically accessible IP address, the IP address of that gateway. For example, if your team has received a vote from one computer in an Internet café, users on other machines in that same café will not be allowed to vote for the same team during the same sub round. This is why it is so important to work to have your team's video reach the world and not just your friends and family.
5. Within five days after the last day of the month for that sub-round, Imagine Cup will advance up to 20 teams with the top scores on to Round 2 of the competition. So for each of the six sub-rounds, up to 20 teams (a total of up to 120 teams) will move on to Round 2.
6. Up to 20 wild card spots will allow up to an additional 20 teams to be moved to Round 2. These will be up to the top 20 teams overall in Round 1 (a total of all of the six sub-rounds) that had the highest scores but were not part of the 120 that were already advanced. This is a terrific incentive to get your team started early with a video.
7. A total of up to 140 teams (120 from each of the sub-rounds and 20 wild card winners) are moved on to Round 2 of the Digital Media competition.

GOOD LUCK – HAVE FUN – WE CANNOT WAIT TO SEE WHAT YOU CREATE!