



The Drawing Factory
Marrazki Fabrika
La Fábrica de Dibujos
La Fabrique de Dessins
Tel.: 948 13 02 40
comunicacion@kukuxumusu.com
www.kukuxumusu.com

OFFICIAL RULES

1ST INTERNATIONAL VIDEO COMPETITION

SANFERMIN.TV

Kukuxumusu, through its web sites of the San Fermin Festival, Sanfermin.com, Sanfermin.tv and the Channel Sanferminpuntocom of Youtube, announces the video contest about the festivities that take part in Iruñea/Pamplona from July 6 to 14. The contest will be subject to the following official rules:

First.- Theme of the contest and eligibility

The contest is organized by Kukuxumusu, S.L., VAT Nº B-31474471, with domicile at “Avda. Marzelo Zelaieta 75 N-AA1, 31014 Iruñea/Pamplona” and it is open to people worldwide, regardless their nationality or place of residence.

Entries to this contest must be audiovisual videos of the Sanfermin festivities, with a length of four (4) minutes or shorter. The videos shall be submitted through the section “Participa/Concurso video 2008” of the web site www.sanfermin.com or in the Youtube group <http://es.youtube.com/group/concursosanfermin>. Entries will be made by uploading the videos in the mentioned sections, following the online instructions. The organizer assumes no responsibility for any incidents occurred while uploading the material or as a result of virus or bugs in videos. For the purpose of these present official rules, the term incident includes problems with the web site, electricity failures, e-mail failures and any other circumstance that may prevent the participation of the users within the prescribed dates.

By submitting an entry, entrants acknowledge compliance with these official rules and specifically assign and transfer all rights and title to use, publish or exploit in favor of Kukuxumusu.

The only requirement of the videos is that it shall have a direct relation or a clear allusion to the festivities of Sanfermin or to any of its aspects. Videos are not required to have been recorded in the city of Iruñea/Pamplona, i.e. videos recorded elsewhere MAY BE submitted. The videos may be recorded with any audiovisual device (video camera, digital camera, mobile phone, etc.).

Entrants may learn more about the technical specifications required for videos at **<http://www.google.com/support/youtube>**. Entrants hereby agree to hold KUKUXUMUSU harmless for any virus or bugs that the videos may have.

The videos submitted must be original creations of entrants and may not have been previously aired or have won any award in any other contest or competition. There is no limit regarding the number of videos that can be entered by each entrant.

Videos that in any way violate national or international laws, or go against the honor and the dignity of people, in particular, and just to mention some, those videos that include or involve activities of pedophilia, pederasty, physical violence, sexual violence, sexual abuse



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and invade the privacy of any person, and those that in any way infringe image, privacy, honor, intellectual or industrial property rights shall not be accepted. All the people that appear in the video must be of legal age of majority.

In any case, Kukuxumusu reserves the right to reject any entries and refuse its participation in the contest in case of reasonable doubts regarding its compliance with the law and with the official rules contained herein. It shall also be entitled to reject any video if it deems that it does not adjust to the theme of the contest.

The videos shall be entered in one or more of the categories of the contest. The categories are:

***Sanfermin Creativity [Creatividad]**

(prepared videos, short stories, special montages, animations, etc.)

***Sanfermin Humor**

(videos that because of its contents are especially funny).

***Sanfermin Reality Show**

(real street videos, with contents that are relevant and have some type of impact)

***Sanfermin Musical**

(videos that mainly contain music or dancing).

Second - Prizes

The Judges will choose several videos from each category and those videos will be announced as finalists in the web site **www.sanfermin.tv**.

From the videos chosen as finalists, the Judges will choose one video per category which will receive the prize of 1,000 EUROS. There will also be an overall winner from all the best videos of all the categories that will receive the grand prize of 3,000 EUROS. Any applicable withholding or payment on account of personal income tax [I.R.P.F.], will be deducted from the prize.

The judging panel will be comprised of three professionals from the Contents Department of Kukuxumusu, who will judge based on the criteria of quality, originality and creativity of the videos to determine the winners. Once the Judges have made their decision regarding the best video per category and the overall winner, Kukuxumusu shall notify the lucky entrants, by phone or e-mail, that they have won. Kukuxumusu shall be entitled to publish the decision of the Judges in its web sites. The prize winners shall accept the prize within fifteen (15) days as from the notification of the award. If the winners fail to do so within the prescribed time, the prize shall be considered rejected. In such case, the prize will not be awarded to any other entrant. The prizes or gifts are not transferable, nor can they be object of an objection or claim.

Kukuxumusu reserves the right to declare the prizes void in the categories that it may deem appropriate, if it determines that the videos entered did not, at the Judges' sole discretion, have enough merits. Also, it shall be entitled to declare the grand prize void.



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Third – Entry form

To enter the contest, entrants must upload the video to

<http://es.youtube.com/group/concursosanfermin> and complete the personal data form at the “PARTICIPA” section of the web site **www.sanfermin.com** (name, last names, address, phone, e-mail and URL (link) of the video uploaded in the channel Sanferminpuntocom of YouTube).

The personal data provided by the entrants will be included in an automated file property of Kukuxumusu, with the only purpose to manage the entries in the contest. The entrants shall be able to exercise their right of access, correction, opposition and cancellation by means of a written request addressed to Kukuxumusu to the address stated in the opening paragraphs of these Official Rules or to legal@kukuxumusu.com. Kukuxumusu hereby agrees to treat the data in accordance with Organic Law 15/1999, of December 13th, Personal Data Protection Act.

Fourth.- Entry period

The videos must be submitted as from July 5th and until December 31th of 2008, including both dates. The decision of the Judges, the announcement of the winners and the awarding of the prizes to the winners will take place on June 1, 2009.

The organizer reserves the right to suspend, delay, extend, cancel or modify the dates of the entry period.

Fifth.- Exploit rights of the videos

By submitting an entry in connection herewith, Entrant assigns to Kukuxumusu the exploit rights license of the videos entered, including the rights to reproduce, distribute, broadcast, exhibit, publicly perform and make available to the public, as well as the right to make the changes needed to create shorter video clips or edit them jointly with other videos. The license is granted for anywhere in the world, with powers to sublicense to third parties and for the maximum duration of the rights stipulated in the Consolidated Text of the Intellectual Property Law, in order for Kukuxumusu to be able to exploit the videos in its web sites or third party web sites (i.e. Youtube), by streaming, downloads or other ways, and in its case, for television broadcast, CD, DVD and mobile phones.

The exploit rights license stipulated in the foregoing section, has a non-exclusive nature for all the videos entered, except for the videos that are awarded with prizes for the different categories, for which the license in favor of Kukuxumusu will be exclusive in nature.

Kukuxumusu is entitled, but not obligated, to broadcast or publish the videos.

Entrants may only include in their videos musical compositions of public domain or of which they are holder of rights, or of which the entrant has made the appropriate payment in order to obtain and to hold the required rights to synchronize the music.

Entrants hereby certify Kukuxumusu that they have the express consent of each person that participates in the submitted videos, for the recording of his image, voice and for the exploit of the videos containing his image on the Internet and other means mentioned herein.

Each entrant certifies that he is the sole and exclusive owner or the right holder of the videos submitted to the contest, thereby complying with the requirements of these Official Rules. Entrants hereby certify that the videos submitted do not infringe image,



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intellectual or industrial property rights, or otherwise go against the honor or dignity of people. Entrants hereby certify that the videos submitted or its broadcasting or exhibit by any means do not infringe any criminal or administrative law. This way, the entrant will be held the sole responsible in case of plagiarism or violation to intellectual property rights or third party image rights, as well as any violation to the legislation in force.

Sixth.- General

Kukuxumusu reserves the right to withdraw, suspend or modify this contest or the contents of these Official Rules at any time, in case of unexpected circumstances that go beyond its reasonable control, either accidental, force majeure or because of the irregular activity of an entrant or a third party, in which case, Kukuxumusu shall not be held responsible before the entrants, the winners or the third parties. Kukuxumusu reserves the right to extend in any case the entry period. The Official Rules and its possible updates will be permanently published at **www.sanfermin.com**.

Kukuxumusu shall have the powers to decide on situations not foreseen in these Official Rules and may, if necessary, add new conditions or new ways of participation. Should this be the case, Kukuxumusu shall not be held liable before the entrants, the winners of third parties.

Kukuxumusu reserves the right to advertise the draw and the results in the Internet and other means, including the names of the winners, if it considers it suitable. The winners shall not be entitled to request any compensation for this, nor can they refuse to the publicity, unless they expressly and in written relinquish the prize.

Entrants hereby authorize Kukuxumusu to perform any identity, age and postal address verification. Entrants who have provided a false declaration, indicating a fake name or domicile will be immediately disqualified and, if this is the case, they must return the prize received. The entry of a video that infringes any law or the right of a third party, or that contains plagiarism, shall also result in the denial of the prize or the return of the prize received.

This present contest is subject to and will be executed pursuant to the Spanish Law and entrants accept that any claim thereof will be settled before the Courts of Pamplona.

In Pamplona, on July 1st of 2008