



**Deadline for Entries: 15<sup>th</sup> March 2010**

**European Commission Category: "Creating short videos combining user-generated and online archive content"**

**Best video clip mixing audiovisual archives with user-generated content on the theme "Picturing Europe". The clip should be produced for the internet and also suitable to be disseminated via mobile devices and shared on social networks. The winner will receive a prize of €10,000.**

**THE BRIEF**

The audiovisual service of the European Commission has the largest collection of audiovisual archive material on the construction of the European Union dating back to 1945. The number of digitised items accessible on its website amounts to 1 300 videos, 30 000 photos and 11 000 historical audio files.

The European Commission is inviting audiovisual professionals as well as individuals to compete in the production of a video clip of maximum 3 minutes, presenting an original vision of Europe based on EU archive material mixed with new or remixed images produced by the participant.

The clip should express a personal vision of Europe and be able to captivate a young and wide audience via internet and/or mobile devices through its original, creative or aesthetical approach.

Applicants should convey a positive vision of Europe with an artistic, documentary, humoristic or fictional angle, picturing personal or public situations, current or historical, of European life in their immediate environment: family, enterprise, community, association, city, village; local events – music, fashion, leisure, games that could represent an original vision of Europe.

**TARGET AUDIENCE**

The European Commission is expecting video clips having the potential to create a real impact on an audience aged 15-35 of all genders and socio-economic backgrounds.

## **SELECTION CRITERIA**

- Originality of the clip, level of creativity, artistic and aesthetical approach
- Universality of the content and its capacity to touch the target group all over Europe via different platforms
- Its capacity to be shared, and to develop groups or blogs around its content
- The technical quality of the final product.

## **SPECIFIC TERMS AND CONDITIONS FOR THE EUROPEAN COMMISSION CATEGORY**

1. *The clip should not be longer than 3 minutes and be produced in a format suitable at least for being uploaded on a webpage.*
2. *The competition is open to production companies and to individuals over the age of 18.*
3. *The clip should be composed of a minimum of 50% of archive material that can be downloaded from the internet site of the European Commission.*
4. *With the exception of "documentaries" for reason of protecting the copyright of the author, all archive material available on the site <http://ec.europa.eu/avservices/content360/> is free of rights and can be used for the production of the clip.*
5. *The participants will keep all author's rights and related rights to their clip. They will nevertheless cede to the Commission the right:*
  - *to communicate and broadcast the clip to the general public at events designed notably for the information and promotion of its activities,*
  - *to disseminate the clip worldwide in low resolution via the internet.*
6. *By registering for the competition, the participants accept the general rules of the competition as well as the rules of the Brief.*

*The candidates will post their clips directly on the dedicated channel on Dailymotion <http://www.dailymotion.com/sas/EUContent360>*

*Considering in the first instance the votes of the internet users, a jury put together by the European Commission will draw up a shortlist of 3 finalists.*

*The 3 finalists will be invited to participate at MIPTV 2010 (12-16 April 2010) to present their clips during a screening organised by the European Commission.*

*The winner who will receive an amount of €10,000 will be announced at the Content 360 award ceremony held at MIPTV 2010.*