

MAGME ULTIMATE VIDEO CONTEST

TASK

Produce an *inspiring video* that *highlights the current dire situation of the publishing industry* and one that will *encourage* magazine publishers to *believe* in the *digital revolution* and **take action**

Background Concept:

- Publishing industry has changed dramatically
- Digital revolution has meant smaller print circulation numbers and smaller revenues
- There is now need for interactivity, better quality information, immediate access and sleek presentation
- Publishers acknowledge the need to go digital but they have not fully believe in it.
- OUR job and YOUR job is to showcase the significance of this digital revolution and the tremendous impact it will have on our world

PRIZES:

- Return ticket to New York City with 2 nights accommodation (note: return ticket prize applicable to those outside of New York City and surrounding areas)
- An official invitation and ticket to MagMe Official Launch Party at The Hudson Terrace Rooftop, New York City
- Official screening of winning video at the Launch Party Presentation
- Cash Prize of \$1000

TERMS & CONDITIONS

- Entries are open to all (worldwide)
- Video should be between 30 seconds to 1 minute in length
- Video must acknowledge MagMe partnership; whereby the MagMe logo and the slogan 'we have lots of issues' must be stated at some point in the video
- The inclusion of any other MagMe logo, features, design or any other MagMe elements are strictly optional
- Magme owns the right to the entry/video
- **Deadline: April 2, 2010**

RULES

YOUTUBE

1. Upload your video on your own channel. If you do not currently have one, please create one.
2. Format the title as follows: MagMevideocontest_(title of the video)
3. The following information **MUST** be included in the description box:
 - A brief description of the video
 - MagMe's website link: <http://news.magme.com>
 - MagMe's Facebook group link: <http://www.facebook.com/#!/group.php?gid=72855055557&ref=ts>
 - MagMe's Twitter link: www.twitter.com/magme
4. Once you have uploaded your video, please e-mail your video's link and contact information to

avneet@magma.com

After the April 2nd deadline, a panel at MagMe will decide the ultimate winner. However, the amount of discussion and popularity generated (i.e. votes, views, etc.) will also be taken into consideration.

HELPFUL TIPS

- Get your family and friends involved. Have them help you to promote your video
- Post your video on MagMe's facebook group page
- Follow MagMe on Twitter. Post your video for all of followers to see and let us know your general progress
- Post your video on your own social media accounts and your favourite blogs
 - When people watch the video on other sites, youtube still counts the views for you, and you create backlinks.
- Send your video to your email list

Check our blog, <http://news.magma.com>, for more information on MagMe, the contest and regular updates and reviews of all contest entries.

GOOD LUCK!