

1. **Title.** This competition is known as “Digital Content Creators Challenge 2019” or “DiCE 2019” (the “**Competition**”) (formerly known as Intellectual Property Creators Challenge (IPCC).
2. **Organiser.** The Competition is organised by Malaysia Digital Economy Corporation Sdn. Bhd. (the “**Organiser**”).
3. **Objectives.** Key objectives of the Competition are as follows:
 - a) to create more quality regional content that can be developed, showcased or marketed globally;
 - b) to encourage and nurture new talents in turning their ideas into reality;
 - c) to attract creative content developers to come out with greater ideas and stories; and
 - d) to assist local and regional broadcasters to scout for good contents for their channels.
4. **Categories.** There are 2 categories under the Competition, as follows:
 - a) Category A: Animation
 - (i) Short Animation; and
 - (ii) Animation Series.
 - b) Category B: Digital Games
 - (i) Game Prototype; and
 - (ii) Commercial Ready Game.
5. **Competition Duration.** The Competition duration for the Categories, are as follows:

a) Category A

Stage	Start Date	End Date
Pre Screening	15 April 2019	15 June 2019@6.00pm
Full Submission	15 July 2019	15 August 2019@6.00pm

a) Category B

Sub Category	Start Date	End Date
Game Prototype	15 April 2019	15 June 2019@6.00pm
Commercial Ready Game	1 August 2019	1 October 2019@ 6.00pm

6. **Eligibility.** Participants in the Competition are required to meet the following criteria:
 - a) **Companies**
 - (i) incorporated in Malaysia not more than 5 years under the Companies Act 1965;
 - (ii) more than 50% equity owned by Malaysians;

- (iii) not subject to winding up order;
- (iv) has no going concern issue and/or not dormant; and
- (v) not more than 25 staff in the company.

b) Enterprises / Sole Proprietorships.

- (i) registered under Registration of Business Act 1956 not more than 5 years;
- (ii) a minimum of 50% owned by Malaysians; and
- (iii) not more than 25 staff.

c) Past Winners.

- (i) Winners under any of the Categories from the previous year of winning MDEC Intellectual Property Creators Challenge are not eligible to participate in the Competition - cooling period is 2 years to re-apply for IPCC.
- (ii) Winners under Game Prototype Category from the previous years are only eligible to participate under Commercial Ready Game Category - cooling period is two (2) years to re-apply DiCE under Game Prototype Category.
- (iii) Winners under any of the categories from the previous years MSC Malaysia Intellectual Property Creators Challenge who has won the Competition more than 3 times MUST have success stories or new highlights on one of their previous IPCC project.

7. **Competition Entry.** All entries to the Competition containing the following ("**Competition Entry**") must be submitted to the Organiser through a representative appointed by the Participant's company or enterprise, online via <http://www.dice.mdec.com.my> no later than the **respective deadline as stipulated in Item 5 above**. The Competition Entry shall comprise:

a) Category A

Pre Screening	Full Submission
(i) A duly completed application form; (ii) A declaration to the Organiser that the Competition proposal and the works relating thereto (the " Works "): <ul style="list-style-type: none"> (1) are original; (2) have not been published; (3) have not been submitted to or otherwise produced in connection with other competitions; 	(i) The shortlisted Participants need to submit the online form and and upload the competition proposal in PDF format no later than the respective deadline. (ii) The submission shall comprise : <ul style="list-style-type: none"> (1) a duly completed application form; (2) a complete competition proposal in accordance with the following format: <ul style="list-style-type: none"> • Language : English or Bahasa Malaysia

<p>(4) have not previously received any funding or grant from other sources;</p> <p>(5) are not commissioned works and have not otherwise been sold to any developers, publishers or other third parties; and</p> <p>(6) are not produced in connection with any school or university project / syllabus.</p> <p>(iii) All Participants will pitch the Works to the panel of evaluation committee appointed by the Organiser;</p> <p>(iv) Each Participants will only have 5 minutes to pitch their Works;</p> <p>(v) Only shortlisted Participants will go to Stage 2.</p>	<ul style="list-style-type: none"> • Company / Enterprise / Sole Proprietorship Profile • Competition Proposal Details : <p>1. Short Animation</p> <ol style="list-style-type: none"> a. Synopsis of the Animation; b. Character Bible consist of: <ol style="list-style-type: none"> i. Storyline; ii. Main Character Design/s (minimum 3); iii. Characters Profiles; and iv. Background Designs (minimum 3); c. Business Model; d. Production Timeline; e. Budget; and f. Implementation Team. <p>2. Animation Series</p> <ol style="list-style-type: none"> a. Synopsis of the Animation; b. Mini Character Bible consist of: <ol style="list-style-type: none"> i. Episodic Synopsis; ii. Main Character Design/s (minimum 3); iii. Characters Profiles; and iv. Background Designs (minimum 3); c. Business Model; d. Production Timeline; e. Budget; and f. Implementation Team
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b) Category B

Game Prototype	Commercial Ready Game
<p>(i) A duly completed application form;</p> <p>(ii) A declaration to the Organiser that the Competition proposal and the works relating thereto (the "Works"):</p> <p>(1) are original;</p>	<p>(i) A duly completed application form;</p> <p>(ii) A declaration to the Organiser that the Competition proposal and the works relating thereto (the "Works"):</p> <p>(1) are original;</p> <p>(2) have not been published;</p>

<p>(2) have not been published;</p> <p>(3) have not been submitted to or otherwise produced in connection with other competitions;</p> <p>(4) have not previously received any funding or grant from other sources;</p> <p>(5) are not commissioned works and have not otherwise been sold to any developers, publishers or other third parties; and</p> <p>(6) are not produced in connection with any school or university project / syllabus.</p> <p>(iii) ALL Participants will pitch the Works to the panel of evaluation committee appointed by the Organiser;</p> <p>(iv) The submission shall comprise :</p> <p>(1) a duly completed application form;</p> <p>(2) a complete competition proposal in accordance with the following format:</p> <ul style="list-style-type: none"> • Language: English or Bahasa Malaysia; • Company / Enterprise / Sole Proprietorship Profile; • Competition Proposal Details: <ul style="list-style-type: none"> a. Overview of the Project; b. Gameplay Details; c. Business Model and Target Demographic; d. Innovation and Unique Selling Point; e. Prototype Specifications f. Budget; and g. Implementation Team. 	<p>(3) have not been submitted to or otherwise produced in connection with other competitions;</p> <p>(4) have not previously received any funding or grant from other sources;</p> <p>(5) are not commissioned works and have not otherwise been sold to any developers, publishers or other third parties; and</p> <p>(6) are not produced in connection with any school or university project / syllabus.</p> <p>(iii) The shortlisted Participants will pitch the Works to the panel of evaluation committee appointed by the Organiser;</p> <p>(iv) The submission shall comprise :</p> <p>(1) a duly completed application form;</p> <p>(2) a complete competition proposal in accordance with the following format:</p> <ul style="list-style-type: none"> • Language: English or Bahasa Malaysia; • Company / Enterprise / Sole Proprietorship Profile; • Competition Proposal Details: <ul style="list-style-type: none"> a. Overview of the Project; b. Gameplay & Content Details; c. Business Model and Target Demographic; d. Innovation and Unique Selling Point; e. Production Plan; f. Budget; h. Implementation Team; and i. Game Prototype.
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8. **Workshops and Pitching Day.** The tentative date for workshops and pitching sessions are as follows:-

a) Category A

Item	Who	Date
Preliminary Workshop	ALL applicants who submitted application at Pre Screening Stage	Between 10 – 14 June 2019
1 st Stage Pitching	Only applicants who attended the Preliminary Workshop. Applicants who did not attend the workshop are not eligible to pitch	Between 24 – 28 June 2019
Pitching Workshop	ALL shortlisted applicants from 1 st Stage Pitching	Between 29 July – 2 August 2019
Final Pitching	Only applicants who attended the Pitching Workshop. Applicants who did not attend the workshop are not eligible to pitch	Between 26 – 30 August 2019

b) Category B

Item	Who	Date
LEVEL UP Apprenticeship (Proposal)	ALL applicants who submitted application for Game Prototype	Between 10 – 14 June 2019
Pitching – Game Prototype	Only applicants who attended the LEVEL UP Apprenticeship (Proposal). Applicants who did not attend the program are not eligible to pitch	Between 24 – 28 June 2019
LEVEL UP Apprenticeship (Planning)	ALL applicants who submitted application for Commercial Ready Game	Between 14 – 18 October 2019
Pitching – Commercial Ready Game	Only applicants who attended the LEVEL UP Apprenticeship (Planning). Applicants who did not attend the program are not eligible to pitch	Between 21 – 25 October 2019

9. **Multiple Entries.** Participants are allowed to submit more than 1 competition entry and category. In the event more than 1 competition entries of the Participants are shortlisted, the Participants are allowed to pitch all shortlisted competition

entries at the DiCE pitching stage. However, only 1 of the pitched competition entry will be chosen as the winning entry (if applicable).

10. **No Revision(s).** Upon submission of competition entries, no revision will be accepted and the Organiser will not entertain any request for the return of the Competition Entry.
11. **Withdrawal.** The Participants may withdraw the DiCE applications for whatever reasons by submitting an official letter to Organiser stating the intention to withdraw with your reasons stated.
12. **Non Compliance.** Failure to comply with any of the above submission requirements may result in automatic disqualification. Submitted materials will not be returned and Participants are encouraged to keep a copy of submitted materials for records purposes.
13. **Originality.** All Competition Entry and the Works relating thereto must be original. Failure to submit an original entry will result in disqualification from the Competition.
14. **No Infringement.** Infringement of any third party rights is strictly prohibited and will result in automatic disqualification of the Participants. In the event of any claims, the Participants must take full responsibility and deal with the said third party claims at their own costs. The Organiser accepts no responsibility or liability in such matter. The Participants shall indemnify the Organiser against any claims or indirect, special, incidental, or consequential damages from any party that may arise from the Competition Entry submitted under the Competition.
15. **Judging Criteria.** Judging is at the sole and absolute discretion of the judges and all decisions made are final. Judging will be conducted based on the following criteria:

Category A: Animation

Animation	
Story Line, Idea Concept	Proposed story line and idea concept is unique and sufficiently differentiated from local and global competitors' animations with unique selling point (USP)
Originality	Proposed story line and idea concept are novel and fresh Value add if the proposed story line and idea concept has moral/family value
WOW! Factor	Proposed story line and idea concept has WOW factor
Character Design	Line up characters are complement to the proposed story line and idea concept The infusion of the relevant theme in the proposed story line and idea concept

Production / Animation Capabilities	Project activities, project deliverables, resource allocation and timelines are realistic and achievable The project team has the necessary skills and experience / track record to deliver the project
Business Model / Commercialisation	The target market is defined accurately and has potential to commercialise The market share goals has been established in terms of geography and timelines
Pitching day presentation aids and styles	Well prepared and pitched

Category B: Digital Games

Digital Games	
Game Concept	Proposed game concept is coherent and interesting
Originality & Innovation	Proposed game concept are novel with unique selling point (USP)
Visual Art	Proposed art style is suitable for the game in terms of thematic concept and also gameplay. Visual quality are competitive for the targeted market.
Game Design	Proposed game design are innovative, relevant, scalable, flexible and monetizable.
Technology	Proposed technology implementation are innovative, relevant, scalable, flexible and not obsolete.
Audio	Proposed audio design is suitable for the game in terms of thematic concept and also gameplay. Audio quality are competitive for the targeted market.
Prototype Specifications / Production Plan	Project activities, project deliverables, resource allocation and timelines are realistic and achievable
Project Costing	Integrity in cost estimates. (i.e. salaries, IP cost, software and equipment cost and etc.)
Implementation Team	The project team has the necessary skills and experience / track record to deliver the project
Pitching day presentation aids and styles	Well prepared and pitched

16. **Grant for Winners.**

- a) Winner(s) under each of the Categories of the Competition will, subject to the signing of a Grant Agreement (as defined below), be given a grant to allow the Winner(s) to proceed to develop the Works described in its Competition Entry ("**Grant**"), which amount are as follows:

	Amount of Grant for each winner	Toon Boom License sponsored by Toon Boom
Category A		
Animation Series	Up to RM50,000.00	1 year license of Toon Boom Harmony (for 2D project) or Toon Boom Storyboard Pro (for 3D Project) for each winner
Short Animation	Up to RM100,000.00	
Category B		
Game Prototype	Up to RM10,000.00	
Commercial Ready Game	Up to RM 50,000.00	

- b) The Grant shall be SUBJECT to the following conditions:

- (i) The Winner(s) signing an agreement with the Organiser to regulate the terms and conditions of the development of the Works and the disbursement of the Conditional Grant ("**Grant Agreement**");
- (ii) The Grant will be disbursed to the Winner(s) in accordance to the milestones in the Grant Agreement;
- (iii) The Organiser is entitled to seek full reimbursement of the Grant disbursed to the Winner(s) in the event of any breach and/or non-fulfilment of the terms and conditions in the Grant Agreement by the Winner(s).
- (iv) The Winner(s) in the following categories are required to complete the Works in accordance with the respective project duration as stated below, which will be incorporated in the Grant Agreement:

	Project Duration
Category A	
o Animation Series	Up to 8 months
o Short Animation	Up to 8 months
Category B	
o Game Prototype	Up to 3 months
o Commercial Ready Game	Up to 8 months

- (v) Within the said respective Project duration, the Winner(s) under each Category A and B (Commercial Ready Game only) are to undergo a compulsory mentorship program with selected mentors, whereby the Winner(s) and mentors will meet up on monthly basis to discuss the progress of their respective Works ("**Mentorship Program**"). The Organiser reserves the right to amend the schedule of the

Mentorship Program with prior notice. After the Mentorship Program, the Winner(s) are required to complete and submit to the Organiser the following:

	Submission
Category A	<p>1. Short animation</p> <p>5-7 minutes short animation (2K resolution).</p> <p>A copy of filing receipt from MyIPO as proof of filing of trademark in relation to any character in the Project or a copy of the Statutory Declaration protecting the winner's copyright in the Project.</p> <p>2. Animation Series</p> <p>3 minutes sizzle animation including full character bible.</p> <p>A copy of filing receipt from MyIPO as proof of filing of trademark in relation to any character in the Project or a copy of the Statutory Declaration protecting the winner's copyright in the Project.</p>
Category B	<p>Commercial ready game.</p> <p>A copy of filing receipt from MyIPO as proof of filing of trademark in relation to any character in the Project or a copy of the Statutory Declaration protecting the Winner(s) ' copyright in the Project.</p>

Hereinafter each submission would be known as “**Project**”.

- (vi) Winner(s) are required to submit a progress report of the Works as further stated in the Grant Agreement;
- (vii) Winners under each Categories are invited to use the facilities at the MSC Malaysia Animation and Creative Content Centre (subject to availability) or Level Up Inc for their production and also be part of the MSC Malaysia Content Accelerator Program during the production of the Works; and
- (viii) Winner(s) under each categories are required to participate in programs organized by the Organiser such as exhibitions, talks, seminars, conferences etc.

17. **Ownership of Competition Materials.** By entering the Competition, the Participants agree to provide the Organiser with the right to use the Works and Project (if applicable) for purpose of showcasing any and all works produced by the Participants under the Competition for promotional purposes. The Participants further agree that the Organiser reserves the right to use the Participants' name in connection with such promotional showcasing, but shall have no obligation to do so.
18. **Exclusions of Liability.** The Organiser, sponsors and their group of companies and their employees, agents and representatives hereby disclaim any and all liabilities that may arise in connection with the Competition Entry and any materials submitted and/or produced in relation thereto. Further, the Organiser and its employees, agents and representatives shall not be held responsible for any Competition Entry that are lost or damaged in transit. Competition Entry are automatically rejected if incomplete, unreadable, damaged, mutilated, tampered with, falsified, mechanically reproduced, irregular in any way or otherwise not in compliance with the Competition rules and regulations. The Organiser reserves the right to cancel, terminate, modify, suspend, or extend the Competition at any time.
19. **Disputes.** As a condition of participating in the Competition, the Participants agree that any and all disputes are encouraged to negotiate and reach an amicable settlement. Failure to resolve the disagreement by negotiation, either party may refer the disagreement to court of Malaysia.
20. **Rules and Regulations.** By submitting a Competition Entry and therefore participating in the Competition, each Participant agrees to be bound by and abide to these rules and regulations including decisions made by the Organiser, including any amendments, modifications and/or interpretation of these rules and regulations.
21. **Personal Data.** By participating in the Competition, the Participants represent and warrant to Organiser that the Participants have read and understood the Organiser's Personal Data Protection Statement which is available at <http://mdec.com.my/pdpa> and agreed to the processing of personal data by the Organiser in the manner set out therein.
22. **Confidentiality.** No Works will be received or held in confidence and under no circumstances will the Competition proposal submitted by the Participants imposes any confidential obligation on the Organiser.

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