

Eurovision Song Contest Effect Challenge

Official Rules

No Purchase Necessary

Mission is void where prohibited. By entering, each participant accepts and agrees to be bound by these Terms. Failure to comply with these Terms may result in disqualification.

TikTok proudly presents the **Eurovision Song Contest Effect Challenge** (this "**Mission**"), a promotional competition where effect designers are challenged to create Eurovision and music inspired effects! The Mission will be held from March 15th, 2023, 09:00 AM GMT to April 5th, 2023, 00:00 AM GMT (the "**Mission Period**"). Winning participants will be selected by a panel of judges from TikTok and EBU in accordance with the Winner Selection at section 5 below and rewarded accordingly.

This Mission and all participants shall be subject to the terms and conditions set out below (these "**Terms**").

The Mission is sponsored and administered by the TikTok entity that offers the TikTok video platform (the "**Platform**") in your country ("**Sponsor**", "**we**", "**us**" or "**our**") which is solely responsible for this Mission.

These Terms form a binding legal agreement between us and the participants of this Mission (the "**Participant**" or "**you**") in the Mission, and set forth terms and conditions for participating in the Mission available on the application owned or controlled by us, including, without limitation, Effect House, TikTok, our related websites, services, applications, products and content owned or controlled by us.

These Terms apply to the Mission. The Mission is also subject to the [TikTok Terms of Service](#), [Community Guidelines](#), [Effect House Terms of Service](#), [Effect Guidelines](#), and [Rewards Policy](#) and other policies on the Platform, as may be amended from time to time (together the "**TikTok Policies**"). In the event of any conflict between these Terms and [Effect House Terms of Service](#), these Terms shall prevail.

Any capitalized terms not defined in these Terms but defined in the [Effect House Terms of Service](#) have the meaning given to them in the [Effect House Terms of Service](#).

1. Eligible Participants

1.1 Only the following individuals will be eligible to participate in the Mission, if you:

- a. are a resident of United Kingdom, Albania, Armenia, Austria, Azerbaijan, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Iceland, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland ("**Eligible Regions**") and, as also listed on the [Mission Prompt](#);
- b. are not an employee, officer or contractor of TikTok and/or EBU;
- c. are at least 18 years of age or the age of majority in your country of residence as of the start date of the Mission; and
- d. have an account on the Platform that is in good standing with the [TikTok Terms of Service](#), [Effect House Terms of Service](#), [Community Guidelines](#), [Effect Guidelines](#) and other applicable terms and policies.

1.2 Violation of these Terms, the TikTok Policies and/or applicable law may result in disqualification from this Mission and TikTok account suspension. We reserve the right to disqualify any participant who does not comply with TikTok Policies and/or any applicable laws.

2. How to Participate in the Mission

2.1 Provided you meet the Submission Requirements listed at section 3 below, eligible Participants must perform all the following tasks ("**Tasks**") to participate in the Mission:

- a. [Download Effect House software](#), log into your TikTok account and agree to [Effect House Terms of Service](#) if you have not done so already;
- b. Create an effect and a demo video to accompany the effect following the [Mission Prompt](#) on the Effect House Missions page; and
- c. When submitting effects, check Eurovision Song Contest Effect Challenge on the effect submission page to enter this Mission.

2.2 Once an effect and demo video are actually received by us, they are referred to in these Terms as an "**Entry**" (or "**Entries**"). You may enter as many Entries as you want. Entries must be submitted between March 15th, 2023, 09:00 AM GMT and April 5th, 2023, 00:00 AM GMT ("**Entry Period**"). No purchase or payment is necessary to participate or win, and a purchase or payment does not increase the chances of winning.

3. Submission Requirements

3.1 To be eligible, Entries:

- a. must follow the [Mission Prompt](#);
- b. must follow all applicable laws, these Terms and all TikTok Policies, including without limitation the TikTok [Community Guidelines](#) and [Effect Guidelines](#);
- c. subject to the Eurovision Song Content 2023 Logo ("**Logo**") included for your use in the Effects House, must not include any Eurovision Song Contest intellectual property rights owned or controlled by the UNION EUROPEENNE DE RADIO TELEVISION - EUROPEAN BROADCASTING UNION; and
- d. must not contain any third-party intellectual property (this includes branded clothing, copyright works other than the Entrant's own, or other branded objects) unless you have proof that they have obtained all rights and clearances.

3.2 In addition, you:

- a. represent and warrant that each effect you submit must be original to you and exclusively created and owned by you (or include content that is in the public domain or assets from within Effect House), and you must have all rights, licenses and authorizations necessary to all content within the Entry, including written permission from anyone appearing in the Entry (if under 18 or the age of majority in your jurisdiction, written permission from their parents or legal guardians) required to grant the license specified herein to TikTok.
- b. must not edit, reformat, adapt, amend, alter the Logo and other intellectual property rights included in creating the Entry.
- c. Any Entry deemed by TikTok to be in violation of the above, or that is otherwise inappropriate, will be disqualified by TikTok in its sole discretion.

4. How to opt out of and re-enter the Mission

4.1 If you no longer wish to participate in the Mission after you have submitted an Entry, you can opt out of the Mission by deleting your Entry or Entries from the Effect House web portal (hyperlink to <https://effecthouse.tiktok.com/portal>).

4.2 Once you opt out, your Entry(ies) will be disqualified and ineligible for rewards associated with the Mission. After you opt out, you can re-enter the Mission by performing the Tasks again during the Entry Period.

5. Winner Selection and Reward

5.1 Provided you meet the Submission Requirements listed at section 3 above, the eligible Entries will be judged by a panel of independent judges (such panel comprised of 2

employees at TikTok and 1 external judge from the EBU ("**Judges**") based on the following subjective and objective criteria listed in the table below:

Weight	Metric	Details
25%	Creativity	Effect is creative, original and innovative.
25%	Craftmanship	Effect demonstrates excellent technical ability
25%	Conformity to Mission Prompt	Effect that is fun, interesting, and suitable for all people of all ages.
25%	User Focus	The Effect is interactive, intuitive and focused on user experience.

5.2 The Judges will evaluate and score the Entries based on the above criteria between April 6th, 2023 and April 10th, 2023 ("**Scoring Period**"). The Judges will select 13 Entries ("**Winners**") that receive the highest scores at the end of the Scoring Period to win a Reward.

5.3 There will be 13 Winners of the Mission. Each Winner will only be able to win one (1) Reward. For Participants who enter multiple Entries, only the highest scoring effect (according to the above criteria) will be taken into consideration.

5.4 The Winners will win the following Rewards:

- a. 1st place: \$3,000 USD and 2 (two) tickets to Eurovision Grand Final on May 13th, including a 2 night stay (12-14th May) in a 4* Hotel or similar accommodation, including flights and transportation (with an estimated value of \$2,000);
- b. 2nd place: \$2,000 USD;
- c. 3rd place: \$1,000 USD;
- d. 4th - 13th place: \$500 USD.

6. Notification and Receipt of Rewards

6.1 On April 14th, 2023, 09:00 AM GMT, all Winners will be announced on the [Mission Prompt](#) page.

6.2 Rewards will be distributed to each Winner within ten (10) business days after the Winner has been successfully contacted and fulfilled all Mission requirements. By choosing not to provide the personal information (such as email address) required to deliver the Reward, you acknowledge and agree that you will be disqualified from participating and/or collecting Rewards.

6.3 If you object to your username, profile picture being made public in this way, and you do not wish to participate in the Mission, you can opt out of this Mission.

6.4. We may notify Winners to claim the Rewards via in-app messaging on the Platform or email. Winners must follow the directions in their notification (if any) to claim the Reward, which may include signing an authorization letter and providing necessary IP license documentation and/or showing proof of being an authorized account holder. We reserve the right to disqualify any Participant and/or Entry in our sole and absolute discretion. If any potential winner cannot be contacted and confirmed a Winner as above, or in the event that any Reward is not successfully claimed, the Reward may be forfeited and an alternative potential Winner may be selected at TikTok's sole discretion. We are not responsible for any unsuccessful Reward claims or any failed attempts to contact a potential winner.

6.5 We are obliged to make public or available information proving that a valid identification of the Winners and delivery of the Reward has taken place. To this end, we will share the surname and region of the Winners with anyone who contacts us within one month of the end of the Mission Period pursuant to the below Winners List section, in this regard, through your participation in the Mission, you grant us consent to do so. If you object to your [last name, and country] being made public in this way, please send us a [Privacy Report](#). In this regard, please note that this information may need to be shared with the relevant regulatory bodies at their request.