



CHUM
L I M I T E D

presents

U-PITCH

The User-Generated Content Pitch Competition

Information is updated regularly.

Please check for up-to-date info at <http://www.ice07.com/html/market.php>

Overview

U-PITCH is the opportunity for up to three companies to win cash prizes for the best concept for a user generated content vehicle in the genres of fashion, music or news & information.

We are looking for fresh and original ideas for content to harness the power of the audience, to make them participants and players in the medium.

All qualified submissions will be assessed by a jury of industry experts. Finalists will be announced on the ICE 2007 website and will compete before a panel of judges and the audience comprised of ICE 2007 delegates at the event.

If chosen as a finalist, entrants will each have three minutes to present their pitch. They will then face up to five minutes of questions from the jury.

The submissions will be assessed and graded by the panel (according to the criteria detailed below) and the three chosen winners will be announced at a special presentation on the final day of ICE 2007.

PRIZES

Grand Prize = \$ 5000.00

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|----------------------------|----------------|
| 2 nd Prize | = \$ 3000.00 |
| 3 rd Prize | = \$ 2000.00 |
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| Total Prize Monies awarded | = \$ 10,000.00 |

Qualifications

The competition is open to the general industry free and submissions are accepted free of charge. *Employees of NMBA, CHUM and their immediate families are not eligible to enter.*

How to apply

In order to apply, entrants must:

Submit an application form with a short written summary of their idea as well as background information on their company by midnight ET March 9th, 2007.

Entrants are also STRONGLY encouraged to prepare a short demonstration, pitch and/or presentation using social networking and personal publishing tools (such as video, podcasts or blogs) as part of your submission, EMAILED TO <mailto:info@nmba.ca>.

Finalists must be able to attend the ICE 2007 event in order to qualify to participate in the live pitch off competition for the prizes and must vouch that they are the sole owner of their concept and release all rights for the promotional use of any submitted materials, exempting the contest organizers from any claims or prosecution should any dispute or legal actions should arise from themselves or other parties in connection with their submission.

The Judges and Judging Criteria

Winners will be selected based on a point system:

| | |
|------------------------------------|--------|
| Quality and originality of concept | - X/10 |
| User-generated ease of execution* | - X/10 |
| Business plan | - X/5 |
| Quality of pitch performance | - X/5 |

*for use of user-generated /social network tools

Winners will have the opportunity to have a development meeting with CHUM executive Maria Hale