Content Vienna 2020
Guideline

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1. **Background and objectives of the programme**

Digital production and distribution technologies have significantly changed the possibilities of content design and creation. The demand for innovative, interdisciplinary multimedia productions is growing. The call “Content Vienna” of the Vienna Business Agency. A service offered by the City of Vienna. supports the further development of multimedia productions with high creative-artistic and design standards. The aim of the call is to support creative professionals working in the multimedia sector in Vienna in the completion and/or further development of their media content – both in monetary terms and through accompanying networking and service offers. Talents and innovations at the interface of creative industries and technology are promoted and the media location is strengthened.

2. **Prize money**

The Vienna Business Agency awards production grants\(^1\) of EUR 10,000 each to **up to five** outstanding projects in accordance with the competition principle.

2.1. **Special Prizes: Culture & Technology**

In addition, two special prizes in the field of Culture & Technology, each worth 5,000 euros, will be awarded among all the projects submitted.

Vienna is known for its cultural heritage and for the best art institutions in the world: theatres, museums and concert halls. In the course of digitalisation and in view of special challenges such as the Corona pandemic, many cultural institutions are looking at how they can improve and innovate their presentation, communication, research and documentation with the help of digital solutions.

For the special prizes, we are looking for project ideas and concepts that focus on digital solutions in the following areas:

- Visitor Experience
- Research & Learning
- Exhibition & Stage Design
- Archiving & Documentation

2.2. **Women’s bonus**

If women in leading positions are decisively and demonstrably employed in selected award-winning projects, an additional women’s bonus of EUR 1,000 will be paid out.

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\(^1\) According to the De-minimis regulation, see section 4 for details.
3. **Which projects are supported?**

Projects that are in development, prototypes, demo versions and concepts from the following fields can be submitted:

- Games (any kind of digital games and playful media)
- Creative applications and solutions for the web and mobile sector (e.g. apps, concepts for blockchain applications, data visualisation, open data projects, chatbots, etc.)
- Projects in the fields of animation and visual effects
- Concepts for online serial content
- Creative augmented and virtual reality projects Digital projects from the field of Culture & Technology
- Platforms for digital content publishing and other digital forms of distribution
- Wearable IT projects
- Creative projects in the field of machine learning or artificial intelligence

Each submitter may participate with **one project** only. Admitted entries will be evaluated by an expert jury (please refer to the website).

4. **Legal bases**

The production grant awarded within the framework of "Content Vienna" is prize money that is **not earmarked for a specific purpose**.

For companies, the production grant constitutes aid under the provisions of Commission Regulation (EC) No 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the EC Treaty to **de minimis aid** (de minimis regulation).

Under the de minimis regulation, the total amount of de minimis aid granted to a company may not exceed EUR 200,000 over a period of three tax years. The total amount of de minimis aid to an undertaking active in the road transport sector may not exceed EUR 100,000 over a period of three fiscal years. These limits apply to de minimis aid of whatever type and objective and depend on whether the aid granted by the Member State is wholly or partly financed by Community funds. The period shall be determined by the tax years applicable to the undertaking in the respective Member State.

If the total amount of the aid exceeds this maximum amount, the benefit of this regulation may not be claimed for a fraction of the aid which does not exceed that maximum amount. In this case, the legal advantage of this regulation may not be claimed for such an aid measure, either at the time when the aid is granted or at a later date. De minimis aid may not be cumulated with other aid for the same eligible costs if the aid intensity resulting from the cumulation would exceed the aid intensity set out in a block exemption regulation or in a decision adopted by the Commission concerning the specific characteristics of each case.

The recipients are responsible for the proper taxation of the production grant (and payment of any social security contributions).
5. **Conditions of participation**

In order to be eligible for participation (submission to the competition), the following requirements have to be met:

- the place of residence, company address is in Vienna or
- the project to be submitted is being developed mainly in Vienna or
- the project to be submitted has a thematic focus on Vienna that is innovative and/or formally relevant and a significant factor for the project
- the project to be submitted **may not be fully developed and available on the market**
- submission may not be anonymous, the full name/s of the applicant(s) has/have to be indicated.
- If there are several producers or in case of a co-production all persons involved have to be disclosed.
- The applicant/s is/are responsible for the involved persons' approval to disclose this information
- if the submission is made as part of an employment, the company has to be indicated applicants may not be involved in the implementation of the funding initiative every applicant or submitting company may only submit one project each

If the abovementioned requirements are met, every natural person of full age or ever legal person is eligible to submit. Representatives and employees of the Vienna Business Agency as well as their relatives are not eligible to submit.

Submissions that do not meet the eligibility requirements cannot be assessed and are excluded from the competition.

Illegal, ideology glorifying, other immoral or questionable content will not be released by the Vienna Business Agency for jury evaluation. Submissions with clearly positioned political communication from parties are excluded from participation.

6. **Procedure of the competition**

At the end of the submission deadline, the Vienna Business Agency will pre-select the submissions with regard to compliance with the conditions for participation and the approved project formats. If the productions meet these requirements, they will be assessed by a jury.

The members of the jury will select their favourites among the eligible entries. These jury favourites will be used to select the finalists, who will be able to present themselves to the jury at a hearing (scheduled for December 2020). The finalists will be notified by mid-December 2020.
In view of the Corona pandemic, the Vienna Business Agency as the organiser of the competition reserves the right to cancel this hearing for safety reasons. In this case, the finalists would only be sent written questions on their respective submission. The jury will select up to five projects from the submissions of the finalists either after the hearing or after evaluation of the documents received and the answers to any questions asked. These projects will receive production grants of EUR 10,000.00 each.

In addition, up to two further projects can be awarded the special prizes on the topic of Culture & Technology in the amount of EUR 5,000.00 each. Among all awarded projects, women's bonuses in the amount of EUR 1,000.00 each will be awarded (if the relevant requirements are met).

Submitters will be notified of the jury's decision in December 2020. After the announcement, the supported projects will be published on the Vienna Business Agency website and via other media.

7. Jury

An expert jury, consisting of international experts and employees of the Vienna Business Agency, will evaluate the content, as well as economic and design aspects of the submissions. All jury members are invited by the Vienna Business Agency. They are obliged to maintain strict confidentiality with regard to their activities as members of the jury and have any reasons that may cast doubt on their complete impartiality and must immediately inform the Vienna Business Agency and are not authorised to assess the relevant submission. The jury results cannot be contested by the submitters.

The jury will be published on the website of the Vienna Business Agency.

8. Assessment and evaluation criteria

Submitted projects must comply with the objectives of the measure (cf. section 1) and the conditions of participation (cf. section 3) and will be judged by the jury according to the competition principle, taking into account the following evaluation criteria:

- Creative quality
- Economic potential
- Qualification and professionalism of the submitters
- Additionality

The jury bases its decision on the following indicators:

See section 22
8.1. **Indicator for creative quality**

How high is the creative quality of the project? Is the project based on a creative-artistic concept that suggests an excellent future implementation of the project in the respective field? How can the submission be positioned in relation to other creative offers? Do the skills and experience of the submitters suggest a high creative quality?

8.2. **Indicators for economic potential**

**Indicator 1: communication and distribution strategy**

Is there a plausible communication and distribution strategy for the publication of the project? Are the measures described suitable for the communication and distribution of the project?

**Indicator 2: costs and financing**

Are there plausible considerations regarding the costs and financing of the project? Are the resources presented suitable for the implementation of the project?

8.3. **Indicator of qualification and professionalism of submitters**

Are the project participants listed able to implement the planned project due to their qualifications? Is the potential for successful implementation of the project discernible? These questions must be answered taking into account the CVs.

8.4. **Indicator for additionality**

Does the project pose a challenge for the submitting company/person and can the project be expected to increase the creative level or strengthen the portfolio?

This question has to be answered taking into account the previous activities of the submitter or submitting company.

The detailed results of the assessment are accessible to the Vienna Business Agency and the experts only and are excluded from inspection. As a result, no reasoned refusals will be sent to participants who have not been awarded.
8.5. **Awarding of the women’s bonus**

If women in leading positions are decisively and demonstrably active in selected award-winning projects, an additional women's bonus of EUR 1,000 each will be paid out. This is the case if one or more women can be proven to be working in one or more of the following positions in the project:

- project head/executive manager
- founder
- leading position in the implementation of the project, e.g. game design, direction, visual effects, etc.

8.6. **Awarding of the special prize on the subject of Culture & Technology**

Among the award-winning projects, a special prize of EUR 2,500 will be paid out if the project deals with the mediation of machine learning or artificial intelligence. See section 2.

8.7. **Submission modalities**

The submission form must be completed online on the website of the Vienna Business Agency. All necessary documents must reach the Vienna Business Agency by the deadline for submission on **2 November 2020**. The responsibility for the timely receipt of all required documents lies with the submitters.

The required submission documents to be uploaded to the website include:

- a PDF with a maximum size of 15 MB, which contains a presentation of the project to be submitted (up to 15 slides) or a script or treatment **as well as** a CV of the submitters (for submissions by private individuals) or a company profile (for submissions by companies).
- a project image (a photo or graphic illustrating the submission) in JPG or PNG format with a maximum size of 15 MB including copyright information in the file title.

Furthermore, up to two web or video links can be specified. If the submission is not made available via online submission, it cannot be considered by the jury.

**Note:** For reasons of data security, the Vienna Business Agency cannot access files provided via Dropbox, Google Docs, WeTransfer or similar.

The Vienna Business Agency accepts no liability for the accuracy or completeness of the data supplied or uploaded and for any errors, malfunctions or damage that may occur or have occurred. The Vienna Business Agency also accepts no liability for technical problems.
9. Deadline for submission

The deadline for entries is 2 November 2020 at 11:59 pm (23:59). The deadline for submission refers to the receipt of the complete documents at the Vienna Business Agency.

10. Granting of rights / rights of use

The submitter grants the Vienna Business Agency the irreversible and unlimited right to publish the submitted documents (in particular a brief description, project picture and, if necessary, a video link) in any form and free of charge. The submitters expressly agree that the short description of the submission and other uploaded documents (in particular project picture, if applicable also a video link) as well as further information (such as name and website addresses), the amount of the funding received and the reasons for the selection may be published free of charge without further enquiry. There is an unrestricted and free publication right regarding the names of those participants who receive the production grant. The selection of the selected projects cannot be contested, legal recourse is excluded.

11. Rights of use / copyrights

By participating, the submitters declare that they have all the rights necessary to participate in the present call for entries (in particular copyright and unrestricted rights to work and use). The Vienna Business Agency is not obliged to check whether the submitters are entitled to rights of use or other rights and licences to the productions they submitted or whether the terms of use have been complied with and whether any necessary permission from third parties for use has been obtained. If a submission violates the rights of third parties or if such violation is alleged by third parties, the participants undertake to indemnify and hold the Vienna Business Agency completely harmless from any claims or claims arising from the use of the submission. This also applies to the use of open data.

12. Data protection

The Vienna Business Agency processes the personal data (in particular name, company/company register number, address, telephone/fax number, e-mail addresses, URL, etc.) provided by the submitters on the basis of their consent and in order to fulfil a legal obligation. The processing of this data is also permitted after termination of Content Vienna, provided this is necessary to safeguard the legitimate interests of the Vienna Business Agency or to fulfil a legal obligation. For further details see https://viennabusinessagency.at/data-protection/.
13. Miscellaneous

Submitters have no legal claim to the production grant. The jury's decisions or the preliminary review by the Vienna Business Agency cannot be contested. In the case of a co-production, the submitters are requested to share the monetary support among themselves.

Should unexpected events occur which completely or partially prevent the competition from being carried out, the Vienna Business Agency reserves the right to change the conditions of the competition at any time and without prior notice or to cancel the competition completely. In this regard, any claim for compensation on the part of the participants is completely excluded.

The participants agree that the Vienna Business Agency accepts no liability whatsoever for injuries, losses, costs, damages or other disadvantages of any kind that arise in whole or in part, directly or indirectly in connection with the participation in this competition.

The Vienna Business Agency reserves the right to take legal action in connection with manipulation or abuse.

All submissions will be stored on data carriers by the Vienna Business Agency or third parties. The right of retention lies with the Vienna Business Agency.

Submitters take note of the fact that they are requested to answer questions from the Vienna Business Agency in writing in the course of monitoring and feedback activities.

14. Validity of the regulations

By submitting a project, the regulations of this guideline are accepted. This competition and all disputes arising from or in connection with this competition shall be governed by Austrian law to the exclusion of conflict of laws rules. Place of jurisdiction is the competent court in Vienna.

15. Contacts

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