

REGULATION

INTRODUCTION

The Media Open Call is a program launched by AMCC TestBed (the "Organization") in conjunction with "Unlimit" (the "Program Manager").

The designation "Organization" includes the following companies:

- PCI – Parque Ciência e Inovação da Região de Aveiro;
- NOS Comunicações, S.A.;
- Universidade de Aveiro;
- AMCC – Aveiro Media Competence Centre.

The Program Manager is the following company:

- Unlimit registered with the Commercial Registry Office under the sole company and tax number 517782065, with registered office at Rua Diogo Cassels, Número 121, Loja 12, 4430-003 Vila Nova de Gaia

The Program Manager and the Organization are separate entities that are working together to deliver the Program and nothing in these terms is intended to suggest any other association between the Program Manager and the Organization.

The general objective of the Program is to contribute to developing technological solutions and support startups and SMEs that intend to provide innovation to the new media sector.

The Program Media Open Call is oriented to already established startups and SMEs with a technological and/or innovative solution or to technological startups and SMEs that want to adapt their solution to the challenges in the Program.

I

OBJECTIVES

The program's objectives are to:

- Boost the technology development of solutions for the new media sector.
- Support new and existing businesses with the expected impact on the new media sector.
- Provide unique services, strategic partnerships, and network opportunities.
- Facilitate collaboration between the media industry, companies, academia, and other stakeholders to accelerate innovation within the new media ecosystem.

II

RECIPIENTS

The program is open to companies that simultaneously fulfill the three conditions:

1. Startup or SME established in Portugal (or abroad);
2. Startup or SME without debts to Autoridade Tributária and Segurança Social;
3. Startups or SMEs with less than 200.000 euros of state aid support (during the last three years) registered in the Minimis platform.

III

APPLICATIONS

1. Only applications submitted via the online application form (<https://bit.ly/MediaOpenCallForm>) will be accepted.
2. The application period of each open call is communicated on The Program's website and runs precisely as detailed there;
3. Participation is open to people from any nationality older than 18 years old;
4. The selected startups will be informed via the email address indicated in the application.
5. You must not at any time submit any information or content to us that you know or have reason to believe may be fraudulent, false, inaccurate, misleading, or incomplete; illegal, unlawful, or in breach of any applicable regulation or guideline; defamatory or derogatory to any person; obscene, offensive, insulting or explicit; infringing of any person's rights, including intellectual property rights, contractual rights, privacy or confidentiality; harmful or infected with malicious code; and/or potentially damaging to our reputation if it were to be disclosed to any person.

IV

SELECTION CRITERIA

1. Startups will be selected based on the following criteria:
 - a) Adaptation to new media challenges and needs: usefulness and suitability of technological innovations to the needs and pain points of new media companies;
 - b) Startup Maturity: degree of readiness of the startup to carry out a pilot project, taking into account the team structure, the maturity of the solution;
 - c) Potential impact: quality of the solution compared to alternatives, addressable market size, and scalability;
2. A jury appointed by the Organization will select the startups; all decisions are final and cannot be contested.

V

GENERAL CONDITIONS FOR PARTICIPATION

1. Participation in Media Open Call is charged, in case of services and infrastructures use. Each pilot is presented with a budget with a discount of 90% compared to the market price that needs to be approved by the startups or SMEs. The pilot is implemented only with prior budget approval;
2. The Program may be adapted due to unforeseen circumstances and conditions.

VI

COPYRIGHT AND INDUSTRIAL PROPERTY

1. Any intellectual property rights, including copyrights and industrial property rights that exist and are related to the Startup's project submitted to Media Open Call, belong and will continue to belong to the participating Startup or SME.
2. The participating Startup or SME declares and warrants that it owns all intellectual property rights, including copyrights and industrial property rights, or its rightful user, relating to the project, including trademarks.
3. The Organization cannot be held responsible for improper use of the work or violation of industrial property and the defense of copyrights or industrial property rights related to the project, including against claims, complaints, or actions filed or brought by third parties, shall be the sole and exclusive responsibility of the participating Startup.

VII CONFIDENTIALITY

1. Without prejudice to compliance with legal reporting obligations, the Organization and the participating Startup expressly undertake to treat and keep confidential all information concerning their business, as well as, in general, all information concerning the Organization or the participating Startup, of which they may become aware by this Program, henceforth referred to as "Confidential Information".
2. For the preceding paragraph, if the participant Startup wishes that certain information not be disclosed or made public, it must, in writing and before sharing it with the Organization, expressly mark such information as "CONFIDENTIAL". All information transmitted by the Organization to the participating Startup shall be assumed Confidential.
3. The participating Startup or SME grants the Organization sufficient authorization to use the non-confidential information that integrates its projects, as well as its identifying elements and distinctive signs, in promotional and marketing actions or that, by any form and means, implies the dissemination of the Program, as well as of its participating teams and the respective projects presented.

VIII DATA PROTECTION

1. To apply to the Program, participants must submit personal data. This data is essential to participation and will be processed in the relationship established between participants, the Organization, and the Program Manager".
2. The Organization and the Program Manager are responsible for processing the personal data mentioned in the preceding paragraph under the terms of the applicable legislation in force, undertaking to respect the applicable rules.
3. If given consent by the participants, the Organization may also process personal data to send news, communications, initiatives, or other matters related to the Media Open Call.
4. The entities that act as subcontractors of the Organization and the Program Manager will process the personal data on behalf of the Organization and the Program Manager, and only by its documented instructions.

IX

FINAL PROVISIONS

1. Participants must act in a cordial manner and with respect for the rules and procedures of operation and programming defined by the Organization.
2. Failure by any participant to comply with the rules outlined in this Regulation may result in expulsion from the Program and possible exclusion of the Startup from the finalists' group.
3. The Organization reserves the right to change this Regulation, informing the participants of the changes through its online page.
4. All cases not covered by this Regulation will be resolved at the sole discretion of the Organization under Portuguese law.
5. By participating in the Program described in this document, candidates declare that they have read, understood, and accepted, without reservation, the terms and conditions of participation in the contest outlined in this Regulation.