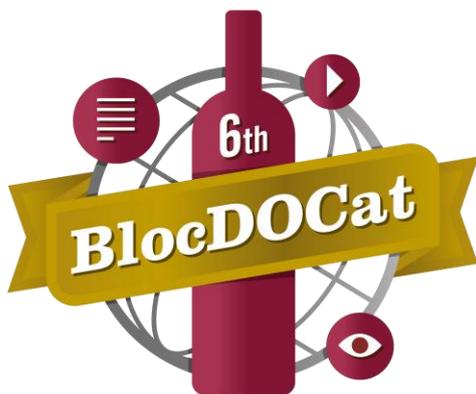


6th BlocDOCat Competition



COMPETITION RULES

Purpose of the Competition

Catalonia's Designation of Origin (DO Catalunya) celebrates the VI^o BlocDOCat Competition in order to recognise and reward private initiatives to promote the values of Catalan wine and wine culture. DO Catalunya has an innovative and creative vision of wine, and under this criteria it wants to recognise the virtual spaces for the discussion, promotion, exchange of opinions, ratings, and tastings of Catalan wines, a tool we

believe is crucial and with wide-reaching impact for the promotion of our wine culture, particularly in Catalonia.

The world of communication has experienced massive changes over the past 10 years of the BlocDOCat Competition: new media and channels have emerged while others have become less relevant and/or disappeared. The transmedia concept impacts the majority of professional and private communications, and this competition aims to recognise the promotion of wine culture in all possible channels and formats.

On the other hand, DO Catalunya has had a passion for exporting and internationalisation since its inception. Therefore, the VI edition of this competition will not have categories that depend on the origin/location of the participants. Anyone, from any country, can make a submission to any of the 3 established categories, provided they meet the requirements set forth below.

DO Catalunya will ultimately give an award in 3 categories at the VI BlocDOCat Competition:

- 'Best text about #catalanwine and wine culture' category, with a first prize worth €2,000⁽¹⁾.
- 'Best video about #catalanwine and wine culture' category, with a first prize worth €2,000⁽¹⁾.
- 'Best image on #catalanwine and wine culture' category, with a first prize worth €2,000⁽¹⁾.

*text/video/image respectively for each category:

Text for the category 'Best text about #catalanwine and wine culture'

Video for the category 'Best video about #catalanwine and wine culture'

Image for the category 'Best image on #catalanwine and wine culture'

(1) Subject to taxes determined by current law.



General requirements for participation and technical and content specifications

- All those authors of text/video/image* dedicated to the world of wine and wine culture and who make their submission **from Wednesday, 19 September to Sunday, 18 November 2018** (inclusive) are eligible to compete.
- Authors of text/video/image* must fill out the form corresponding to the competition category to participate (forms found at www.docat.cat).
- The languages permitted in the competition are Catalan, Spanish, and English.
- The text/video/image* submitted to the VI BlocDOCat Competition in each of the categories must be of an informative nature (personal or journalistic) and in no case commercial (public, business and/or corporate). All text/video/image* made by or referring to companies or organisations will be considered corporate. However, the competition will not take into consideration whether the platform on which the entry was published (if applicable) does or does not include advertising.
- All text/video/image* submitted to the competition must be posted on social media (Twitter, Facebook, Instagram, or YouTube) with the #DOCatalunya and #VIBlocDOCat hashtags. Likewise, the participating text/video/image* may have a date of creation prior to the competition announcement, but must be reposted during the current submission period to the BlocDOCat Competition.
- The author/user of the social network/s on which the participating text/video/image* is posted must have an open profile that ensures their participation is visible.
- The content of the participating text/video/image* must promote the Catalan wine industry's wine and wine culture in all of its related fields (production, preparation, tastings, food, etc.).
- The posts submitted to the Contest may be made before or during the submission period for the BlocDOCat Competition, which ends on **18 November 2018**.
- Participants may post about their participation and use the VI BlocDOCat competition logos in their profiles.
- A text/video/image* may only be submitted to a single category in the BlocDOCat Competition.
- The same author/user can submit entries to more than one category.
- Any text/video/image* that is linked to the sponsorship, promotion, or public relations activities of DO Catalunya will be excluded from the competition.

Specifications by categories

'Best text about #catalanwine and wine culture'

Publications on at least one of the following platforms (with the hashtags established in the rules) and in the following formats can be submitted:

- Posts posted on personal blogs
- Articles published in digital media

*text/video/image respectively for each category:

Text for the category 'Best text about #catalanwine and wine culture'

Video for the category 'Best video about #catalanwine and wine culture'

Image for the category 'Best image on #catalanwine and wine culture'

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- Facebook posts
- Tweets: in this case, due to the length of the post, creativity and originality will also be taken into consideration.

'Best video about #catalanwine and wine culture'

Videos less than 15 minutes long, published on at least one of the following platforms (with the hashtags established in the rules) may participate:

- Facebook
- Twitter
- Instagram
- YouTube

'Best image about #catalanwine and wine culture'

Proprietary photographs published on at least one of the following platforms (with the hashtags established in the rules) can be submitted (photographic montages (mosaics, etc.) are excluded):

- Facebook
- Twitter
- Instagram

Creativity, originality, quality, and technical aspects will be taken into consideration.

*Image and videos rights: DO Catalunya reserves the (non-exclusive) right to reproduce in its own informational and promotional media and freely display any of the images submitted to the competition, as well as the winning image. In no case will it be shared with third parties, except with express authorisation from the author. The participants are responsible for ensuring that there are no third-party rights over their images. Likewise, DO Catalunya agrees to cite the author's name every time the image is reproduced.

The following will be assessed in all three categories:

- Content that promotes the world of Catalan wine in all its areas.
- Content that promotes DO Catalunya wines and drinking wine will be taken into consideration.
- Creativity.
- Priority will be given to general interest content over that related to specific brands.

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- That the content provides a visible sense of credibility, authority, and accuracy through the design, staging, and personal or open group identification, regardless of whether the identities remain private or not.
- The maximum participation and discussion by other users, encouraging the use of social media to promote the content of the text/video/image*.
- That it has pertinent, appropriate, related, or applicable content with the subject in question. This does not mean addressing all aspects but rather focusing on the selected issues.
- Originality: unique, idiosyncratic, non-redundant, or not found regularly with this degree of complexity in other news resources.
- That is enthusiastically investigates, explores, collects, and stores all known information about the text/video/image* and makes it available, differentiating and synthesising what is useful and interesting to the audience, using quotes (with permission from the sources when necessary), links, and other types of promotional tools if necessary.
- That it is direct and candid, getting right to the heart of the subject, without long explanations or filler, leading the audience directly to the most relevant, credible, and authoritative sources.
- That the content reflects the objectives and needs of the audience. It is important to make sure that the objectives of the text/video/image* and the needs of the audience are clearly defined and understood.

Competition schedule

The text/video/image* may be submitted to the competition from Wednesday, 19 September to Sunday, 18 November 2018 (inclusive).

The winner will be announced during the VI BlocDOCat Competition Awards Ceremony celebrated in Barcelona. The organisation will announce the date and time of the awards ceremony on its own news channels and will communicate the information to all those who registered via email.

Submissions

The submission forms for the three categories in the VI BlocDOCat Competition (available at www.docat.cat) can be found:

- Online at www.docat.cat
- Via email to rpp@do-catalunya.com

Jury and judging standards

- A multidisciplinary jury will assess all the candidates and will name a winner for each category. A total of two honourable mentions may be named per category.

*text/video/image respectively for each category:

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- If there are over 100 participants in any of the categories, the organisation will shortlist 40 finalists for the jury to assess. The organisation reserves the right to withdraw any participant from the competition in the event of an anomaly or fraud is detected,
- The jury's decision is final. The jury cannot declare the competition void.

Awards

- The jury will select a text, video, and image* as winners in each of the categories. Prizes are valued at €2,000⁽¹⁾ each.
- The winning submissions and those that obtain honourable mentions will be published on the DO Catalunya website at www.docat.cat as well as on its blog, Twitter, Facebook, Instagram and corporate YouTube accounts, and in the media.
- The jury may name a total of two honourable mentions for each category, who will receive a prize of DO Catalunya wines. Honourable mentions are awarded at the jury's discretion.
- The prizes will be delivered subject to the taxes determined by current law.
- DO Catalunya will publish the list of participants on its website, blog, website, Twitter, and Facebook accounts. The text/video/image* winners and honourable mentions (if applicable) will also be promoted on social media.
- All finalists will be invited to attend the VI BlocDOCat Competition awards ceremony that will be celebrated in Barcelona in December 2018.

Participation in this competition implies the acceptance of these rules and the jury's decisions.

For questions, please contact us at premsa@do-catalunya.com

More information and registration at www.docat.cat

Data Protection

Pursuant to the provisions of Spanish Organic Law 15/1999, of December 13, on the protection of personal data, its development regulations, and the General Data Protection Regulations, we inform you that all data provided will be included in the automated customer file owned by CRDO CATALUNYA, and will be treated with the utmost confidentiality for the purpose of sending you offers on products and services that may be of interest. The data holder thus consents and authorises CRDO CATALUNYA to process offers and information through SMS, email, or other equivalent electronic means and by post, in accordance with the provisions of Spanish Law 34/2002, of 11 July on Information Society and Electronic Commerce Services. Likewise, the data owner consents and authorises CRDO CATALUNYA to keep store data provided, and to keep the data once the contractual relationship is finished, in order to comply with legal obligations and to continue to receive advertising information and commercial offers, as long as said consent is not expressly revoked. You can exercise your rights of access, rectification, cancellation, opposition, limitation, and portability by writing to CRDO CATALUNYA, Edificio de l'estació Enològica, Passeig Sunyer, nº4-6, 1, 43202 Reus (Tarragona), or by email to acastella@do-catalunya.com.

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