



**SHIBUYA**  
P R O D U C T I O N S



## MAGIC VIDEO GAME CONTEST 2019 APPLICATION

Technological innovation  
Technical innovation  
Innovative graphics  
Innovative script

- Contest is free and open to all
- Panel of professional judges
- Prize 100 000 Euro investment

[www.magic-ip.com](http://www.magic-ip.com)



**SHIBUYA**  
P R O D U C T I O N S

## **Welcome to the Magic Video Game Contest 2019!**

As in past years, the Contest is about encouraging production of great video games and helping them find a wider audience and greater financial success. By entering, you have the chance to present your project to our select Jury of industry professionals, with the winning project benefiting from our investment of 100,000 Euros.

Success requires an exciting and innovative video game, with excellent prospects of market excitement and strong audience purchases. The project will need to have most of its expected production and marketing costs already covered by cash or credible funding proposals. Our investment will then complete that funding, so the game may be produced and successfully launched.

### **SUBMITTING YOUR ENTRY:**

#### **1. To apply:**

- Complete the Application, then read and agree to it by printing the Application, marking it as « read and agreed », and then signing each page. Note that you must be 18 years or older to apply.
- Prepare a Materials Folder that at least includes:
  - a.** A PDF formatted presentation of the project
  - b.** A video presentation of the project
  - c.** Materials demonstrating how the game is to operate
  - d.** An installation manual for the formats of the game that you propose (VR, PC, MAC, etc.)
  - e.** Financial documents being budget, cashflow, capital sources, development time and expenditure statement and timeline, market overview, and a marketing plan that includes the expected distribution process, pricing, marketing budget and sales projections
- Email the Application and the Materials Folder to [gamecontest@magic-ip.com](mailto:gamecontest@magic-ip.com) AND post them with two USB flashdrives containing identical copies to

*Shibuya Productions  
Concours de Création de Jeux Vidéo  
Bellevue Palace  
1 rue Bellevue  
98 000 Monaco*



### **JUDGING OF THE CONTEST:**

- 1.** Your Application and Materials folder must be received in email form and by post no later than the 19th of November 2018.
- 2.** A shortlist of projects will then be selected as finalists. The selection process will be performed by qualified industry personnel selected by us and will occur several weeks before the Magic Conference.
- 3.** The finalists will then be notified of their selection. They will need to attend the Magic Conference and present their projects. This will be at your own expense.
- 4.** A jury selected by us will consider the finalists' applications during the MAGIC and will select the winner. On the jury panel will be industry professionals, typically include specialists in game development, production and marketing. They shall evaluate the relative merits of the finalists. While the decision will be in its absolute discretion and without review, the factors of decision shall include the quality of the project technically and from the point of view of story line, the proficiency of the project team, the likely audience interest, and the general market and financial viability of the project.

### **THE PRIZE:**

- 1.** The winner of the Contest shall be entitled to our investment of 100,000 Euros in the winning project on the basis set out in this document. It is a condition of your entry that, should you win, your project must not be distributed until at least 30 days after we have delivered to you the specific terms and conditions of our 100,000 Euros investment.
- 2.** The investment is just that, and not a gift or a grant. It is anticipated that the winning project will make enough sales to repay it.
- 3.** Like any financial investment, there will be conditions to our investment. The exact provisions will vary from project to project, and their terms will be in our absolute discretion, but without limiting that, our guiding requirements will include the following:
  - a.** We will require a reasonable return on the investment



**SHIBUYA**  
P R O D U C T I O N S

over and above its repayment, and in a priority repayment position.

- b.** Our money will only be released into the project after all other monies needed to complete and market it are in place, and we are satisfied that there exists an appropriate production and marketing program.
- c.** We will require co-producer status for the project to reflect our investment.
- d.** You will be required to give your financial promise that the game will indeed be completed and fully developed within the time indicated, failing which you will repay us all monies that we have advanced to that point.

**OTHER CONDITIONS:**

- 1.** All expenses of your Entry, including any attendance and presentation at the Magic Conference, are at your cost and responsibility.
- 2.** We reserve the right in our sole discretion and without the giving of reasons to disqualify any entry or applicant, and to modify, terminate or suspend the contest in any way and at any time as we see fit.
- 3.** You agree to hold us, our employees, sponsors, the contest judges, and their successors and assigns, harmless from any liability loss injury claim or damage you may otherwise have against them, including in respect of all matters pertaining to the Contest and your entry in it.

APPLICANT FULL NAME:

BUSINESS NAME (IF ANY)

NAMES OF TEAM MEMBERS:

ADDRESS:

TELEPHONE NUMBER:

EMAIL ADDRESS:

.....  
NAME:  
DATE:

June 19, 2018  
SARL SHIBUYA PRODUCTIONS