

MICROSOFT 2017 “YEAR IN REVIEW” DATA STORYTELLING CONTEST OFFICIAL RULES

1. SPONSOR

These Official Rules (“Rules”) govern the operation of the Microsoft 2017 “Year in Review” Data Storytelling Contest (“Contest”). Microsoft Corporation, One Microsoft Way, Redmond, WA, 98052, USA, is the Contest sponsor (“Sponsor”).

2. DEFINITIONS

In these Rules, "Microsoft", "we", "our", and "us" refer to Sponsor and “you” and "yourself" refers to a Contest participant, or the parent/legal guardian of any minor Contest entrant. By entering you (your parent/legal guardian if you are a minor) agree to be bound by these rules.

3. ENTRY PERIOD

The Contest starts at 12:01 a.m. Pacific Time (PT) on January 3, 2018, and ends at 11:59 p.m. PT on January 31, 2018 (“Entry Period”).

4. ELIGIBILITY

To enter, you must be 18 years of age or older, (or have consent of a parent or legal guardian), and have an active account within the Power BI Community. If you do not have an account, you can create one for free at <https://community.powerbi.com/t5/user/userregistrationpage>.

Employees and directors of Microsoft Corporation and its subsidiaries, affiliates, advertising agencies, and Contest Parties are not eligible, nor are persons involved in the execution or administration of this promotion, or the family members of each above (parents, children, siblings, spouse/domestic partners, or individuals residing in the same household). Void in Cuba, Iran, North Korea, Sudan, Region of Crimea, and Syria and where prohibited.

5. HOW TO ENTER

To participate, you must use a publicly available, sharable, non-proprietary dataset and Power BI-generated interactive visualization(s) to tell a “2017 – Year in Review” story of trends / events / changes / news events that occurred over the course of the year 2017 (“Entry”).

Your entry must include the content/technical elements listed below in Section 6 and completed entries must be published as a Power BI report in the Data Stories Gallery under the category “2017 Year in Review Contest” at the following link: <https://community.powerbi.com/t5/Data-Stories-Gallery/bd-p/DataStoriesGallery?filter=Year+in+review+Contest>. If you cannot publish to the gallery due to your organization’s publish to web settings, you can email your entry (including .PBIX file and original data source file(s) to MSFTDataJournalism@microsoft.com .

For each completed story you submit, you will receive one (1) entry into the Sweepstakes. The entry limit is three (3) unique stories per person.

We are not responsible for excess, lost, late, or incomplete entries. If there is any dispute as to the identity of a particular entrant, entries will be deemed submitted by the authorized account holder of the email address associated with the Power BI Community account used to enter.

6. ELIGIBLE ENTRY

To be eligible, an entry must meet the following content/technical requirements:

- Your entry must be your own original work; **and**
- Your entry must be submitted in the English language; **and**
- Your entry must include the following elements: A PBIX file, a data source file, and text that includes answers to the following questions:
 - Where did you get the data? Is there anything not explained in the report about the data that the reader should be aware of?
 - Tell us about one decision you made when building the report, for example why did you use certain colors, visuals or features in Power BI?
 - Why were you interested in telling this story?
- Your entry cannot have been selected as a winner in any other contest; **and**
- You must have obtained any and all consents, approvals, or licenses required for you to submit your entry; **and**
- To the extent that entry requires the submission of user-generated content such as software, photos, videos, music, artwork, essays, etc., entrants warrant that their entry is their original work, has not been copied from others without permission or apparent rights, and does not violate the privacy, intellectual property rights, or other rights of any other person or entity. You may include Microsoft trademarks, logos, and designs, for which Microsoft grants you a limited license to use for the sole purposes of submitting an entry into this Contest; **and**
- Your entry may NOT contain, as determined by us in our sole and absolute discretion, any content that is obscene or offensive, violent, defamatory, disparaging or illegal, or that promotes alcohol, illegal drugs, tobacco or a particular political agenda, or that communicates messages that may reflect negatively on the goodwill of Microsoft.

7. USE OF ENTRIES

We are not claiming ownership rights to your Submission. However, by submitting an entry, you grant us an irrevocable, royalty-free, worldwide right and license to use, review, assess, test and otherwise analyze your entry and all its content in connection with this Contest and use your entry in any media whatsoever now known or later invented for any non-commercial or commercial purpose, including, but not limited to, the marketing, sale or promotion of Microsoft products or services, without further permission from you. You will not receive any compensation or credit for use of your entry, other than what is described in these Official Rules.

By entering, you acknowledge that we may have developed or commissioned materials similar or identical to your entry and you waive any claims resulting from any similarities to your entry. Further, you understand that we will not restrict work assignments of representatives who have had access to your entry and you agree that use of information in our representatives' unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law.

Your entry may be posted on a public website. We are not responsible for any unauthorized use of your entry by visitors to this website. We are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

8. WINNER SELECTION AND NOTIFICATION

Throughout the Entry Period, visitors to the Power BI Community Page will have the opportunity to view entries and give a "thumbs up" to those that they like in the form of community kudos. This native

feature within the Power BI community will be used by the judges to account for approximately 10% of the overall judging.

Judging will take place in two (2) phases as follows:

Phase 1: At the close of the Entry Period, a panel of Microsoft judges will review all eligible entries based on the following criteria:

- 50% - Year in review storytelling and insight
- 25% - Design and Composition
- 15% - Data Integrity
- 10% - Community Kudos

The close of Phase 1 judging will result in a small group of three (3) semi-finalists who will then move on to Phase 2 of judging.

Phase 2: In Phase 2, semi-finalists will be evaluated against the same criteria above (minus the community kudos) by a mix of Microsoft professionals, professional data journalists, and representatives from reputable news organizations. The close of Phase 2 judging will result in one grand prize winner being selected.

In the event of a tie between any eligible entries, an additional judge will break the tie based on the judging criteria described above. The decisions of the judges are final and binding. If we do not receive a sufficient number of entries meeting the entry requirements, we may, at our discretion, select fewer winners than the number of Contest Prizes described below. If public vote determines winners, it is prohibited for any person to obtain votes by any fraudulent or inappropriate means, including offering prizes or other inducements in exchange for votes, automated programs or fraudulent i.d's. Microsoft will void any questionable votes.

The grand prize winner will be notified via the contact information provided during entry no more than 14 days following Phase 2 judging with prize claim instructions, including submission deadlines. If a selected winner cannot be contacted, is ineligible, fails to claim a prize or fails to return any Forms, the selected winner will forfeit their prize and an alternate winner will be selected, time allowing. If you are a potential winner and you are 18 or older, but are considered a minor in your place of legal residence, we may require your parent or legal guardian to sign all required forms on your behalf. Only three alternate winners will be selected, after which unclaimed prizes will remain unawarded.

9. PRIZES

The following prizes will be awarded:

One (1) Grand Prize. A Microsoft Surface Pro Intel Core i7/16 GB RAM. Approximate Retail Value (ARV) \$2,199.00.

The ARV of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. We will determine the value of the prize to be the fair market value at the time of prize award.

The total Approximate Retail Value (ARV) of all prizes: **\$2199**

We will only award one (1) grand prize per person/company during the Entry Period. No substitution, transfer, or assignment of prize permitted, except that Microsoft reserves the right to substitute a prize of equal or greater value in the event the offered prize is unavailable. Prizes will be sent no later than 28 days after winner selection. Prize winners may be required to complete and return prize claim and / or tax forms (“Forms”) within the deadline stated in the winner notification. Taxes on the prize, if any, are the sole responsibility of the winner, who is advised to seek independent counsel regarding the tax implications of accepting a prize. By accepting a prize, you agree that Microsoft may use your entry, name, image and hometown online and in print, or in any other media, in connection with this Contest without payment or compensation to you, except where prohibited by law.

10. ODDS

The odds of winning are based on the number of eligible entries received.

11. GENERAL CONDITIONS AND RELEASE OF LIABILITY

To the extent allowed by law, by entering you agree to release and hold harmless Microsoft and its respective parents, partners, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising in connection with this Contest or any prize won.

All local laws apply. The decisions of Microsoft are final and binding.

We reserve the right to cancel, change or suspend this Contest for any reason, including cheating, technology failure, catastrophe, war or any other unforeseen or unexpected event that affects the integrity of this Contest, whether human or mechanical. If the integrity of the Contest cannot be restored, we may select winners from among all eligible entries received before we had to cancel, change or suspend the Contest. Rules violators will be prosecuted to the full extent of the law and may be banned from participation in Microsoft Contest.

12. GOVERNING LAW

This Contest will be governed by the laws of the State of Washington, and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Contest.

13. WINNERS LIST

Send email to MSFTDataJournalism@microsoft.com with the subject line “2017 “Year in Review” Data Storytelling Contest winners” within 30 days of January 31, 2018 to receive a list of winners that received a prize worth \$25.00 or more.