

OFFICIAL RULES ROSETTA WAKE UP CAMPAIGN 10 DECEMBER 2013 – 20 JANUARY 2014

The European Space Agency (ESA) is hosting the 'Wake Up Rosetta' campaign to highlight the wake up of the Rosetta spacecraft on 20 January 2014.

The campaign runs from 11:00 CET, 10 December 2013, to 18:30 CET, 20 January 2014. Two winners will be selected from eligible participants along with the ten top-ranked video contributions as determined by public voting; these will be announced on 24 January 2014 and will receive prizes.

The top prize comprises two invitations to ESA's Operations Centre in Germany to follow live the touch down of Rosetta's Philae lander on to comet 67P/Churyumov–Gerasimenko.

General

This campaign is open to anyone, but prizes can only be won by citizens and permanent residents of ESA Member States, ESA Cooperating States, EU countries, and the USA. Participants must be 13 years of age as of 10 December 2013 to take part (see 'Eligible Participants' below for more details and restrictions).

Participants are invited to record a video clip of themselves shouting, calling, singing, whispering (or in any other way vocalising) 'Wake Up Rosetta' and submit it to ESA and share it with the public at large via a dedicated 'Rosetta Mission' Facebook page, located online at

<http://www.facebook.com/RosettaMission>

Submissions

Participants should be creative and imaginative, and are welcome to include friends, family, colleagues, their sports team, social clubs or school groups in their video submissions to create a memorable 'Wake Up' shout.

Following moderation, submitted videos will be publicly visible in the Rosetta Mission Facebook page, where visitors may vote videos up or down in ranking. The campaign ends and no more videos may be submitted as of 18:30 CET on 20 January 2014.

Visitors to the Rosetta Mission Facebook page may vote for their favourite video. Voting will continue until 13:00 CET, 24 January 2014, after which voting will be disabled and the top-ten video ranking will be frozen.

Participants should make no more than one (1) video submission per day.

Participants must have a valid YouTube, Vine or Instagram account to take part. (If you have a Google account, like Gmail, you already have a YouTube account.) The Rosetta Mission Facebook page uses a customised campaign application provided by WooBox.com.

To submit videos

There are several ways to submit your video:

1. Upload & publish your video in YouTube, then, from any computer, enter your YouTube video URL via the campaign form in the Rosetta Mission Facebook page <http://on.fb.me/1cZY9A3> or <http://www.facebook.com/RosettaMission>

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2. Upload your video from your smartphone to Twitter via Vine, and include the #WakeUpRosetta hashtag (you can also manually enter the Vine URL via the Rosetta Mission Facebook page)

or

3. Upload your video from your smartphone to Instagram, and include the #WakeUpRosetta hashtag (you can also manually enter the Instagram URL via the Rosetta Mission Facebook page)

Note:

- Vine is the official video clip sharing app that works with Twitter on mobile phones
- The Rosetta Facebook page can be accessed without having a Facebook account
- Vine and Instagram work only from smartphones
- The campaign system will automatically pull in videos from Twitter/Vine and Instagram that include the #WakeUpRosetta hashtag

Format, length, content

Submitted videos should be approximately 30 seconds and in any event no longer than 90 seconds. They must be uploaded and shared with the Rosetta Mission Facebook page via Twitter/Vine, YouTube, or Instagram, so the video files must meet the respective technical specifications of these services.

Videos may be recorded in any ESA Member State language (see <http://www.esa.int/mbrstates>).

Submitted videos should not contain any objectionable or illegal content. ESA reserves the right to delete any videos deemed unacceptable.

Ownership, original works

Participants certify that their video submission is their original work, that they have full legal right to use any portion that is not their original work, that they have permission from anyone identifiably shown in the video submission to submit the video and that they consent to ESA and its partner space agencies publishing the submitted video, the participant's name, home town and social media names.

Permissions

By submitting a video, participants grant ESA and its partner Agencies permanent permission to publish the video submission in any channel at any time with credit and at no profit.

Participants also agree to abide by the terms and conditions of Facebook, Twitter/Vine, YouTube, and Instagram.

Prizes

For each of the top-ten video submitters

The top-ten videos will be transmitted into space in the direction of Rosetta and on into the Universe via one of ESA's deep-space tracking stations approximately two to four weeks after the campaign ends.

Rosetta Wake Up Campaign official rules

Each eligible participant submitting one of the top-ten ranked videos will receive a complimentary gift bag comprising a selection of ESA-branded souvenirs.

For two selected winners

ESA will select two winners and invite them to our Mission Operations Centre, ESOC, Darmstadt, Germany, for the landing event of Rosetta's Philae probe in November 2014. This date is subject to confirmation and change.

The invitation will include a travel/hotel subsidy towards actual travel costs up to a maximum of EUR1500.00 for an invitee residing in the USA or Canada and EUR1000.00 for an invitee residing in Europe.

Invitees are responsible for making their own travel booking and arrangements, and must provide their bank account details to receive the subsidy, which can only be paid after the trip upon presentation of original receipts.

The winning pair of entries will be announced on 24 January.

Eligible Participants

Prizes can only be awarded to participants who are a citizen of, or a regular permanent resident of, an ESA Member State, an ESA Cooperating State, an EU Member State, or the United States of America (see list below).

Participation in the campaign is open to anyone who is 13 years age as of 10 December 2013. Participants under the age of 18 who are chosen as one of the two winners to travel to ESOC must provide a written statement of permission from their parent or guardian, and must travel with an accompanying adult. In this case, the accompanying adult will also receive the same travel/hotel subsidy.

While they may submit videos, ESA staff members and contractors working on site at ESA Establishments, and their immediate families residing with them, are not eligible to receive prizes.

Personal information

In order to contact prize winners, participants agree to provide ESA their first name, family name, phone number, email address, town/city, country and one or more social media names. Participants agree that ESA and its partner Agencies may publish their names, town/cities and social media names.

Participants certify that, if they are invited to travel to ESOC, Darmstadt, they will comply with all national travel regulations and laws, and have valid travel documentation such as a passport. They also agree to abide by the relevant ESA site access and security regulations.

Insurance, indemnification, best effort

Participants certify that, if they are invited to travel to ESOC, Darmstadt, they will be fully covered by adequate health, travel, liability and other insurance. Participants agree that the European Space Agency is in no way liable for any claim for damages arising from any activities while at ESOC or in from any activity in connection with this campaign.

Participants understand that the Rosetta Wake Up campaign is being conducted on a best-effort basis and may be modified, delayed, or cancelled by ESA at any time.

Contact

Via Social Media

#WakeUpRosetta

ESOC, Darmstadt, Germany

Corporate Communication Office

esoc.communication@esa.int

Tel: +49 6151 90 0

ESA Member States and ESA Cooperating States

See <http://www.esa.int/mbrstates>

ESA Member States

Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland and the United Kingdom. Canada takes part in some projects under a Cooperation agreement.

ESA Cooperating States

Slovakia, Lithuania, Cyprus, Malta, Hungary, Estonia, Slovenia and Latvia.

EU Member States

<http://europa.eu/about-eu/countries/>