

Umbrella Participation Contract



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mipcom[®]
The world's entertainment content market

www.mipcom.com

5-9 October 2009 • Palais des Festivals, Cannes, France

This contract includes:

- Delegate(s) registration fee for MIPCOM Exhibition and Conferences
- Company and Delegate(s) listing in the Guide and online community (DEADLINE FOR LISTING IN THE GUIDE IS 3 SEPTEMBER 2009)
- Badge preparation. Your badge will be issued only upon presentation of an official I.D. from 3 October 2009, 2.00 pm onwards.

This contract should be completed in CAPITAL LETTERS and returned to one of our offices as soon as possible. (See address on page 5.)

Important: this umbrella participation contract can solely be used by companies, with the prior authorisation from the pavilion company, registering for the first time at MIPCOM and/or having registered at previous MIPCOM or MIPTVs exclusively under an umbrella participation contract.

1 YOUR COMPANY – For MIPCOM Guide and online community listings

Company name _____

Address _____
(Inc. street, house/box number) _____
City _____ Zip code/Postcode _____
State _____ Country _____
Telephone _____
country code city code telephone number
Fax _____
country code city code fax number
Website <http://> _____
VAT Number _____ "applicable to European Union members only"

2 BILLING ADDRESS (Complete only if different from above)

Legal company name _____

For the attention of _____
Email _____
Address _____
(Inc. street, house/box number) _____
City _____ Zip code/Postcode _____
State _____ Country _____
Telephone _____
country code city code telephone number
Fax _____
country code city code fax number
VAT Number _____ "applicable to European Union members only"

3 CONTACT POINT

What is the name of the stand you will be sharing? _____
Country _____

MIPCOM online community

The information provided on this contract is also used as the basis for your company and personal listing in the MIPCOM online community.

An important resource before, during, and after the market, the MIPCOM online community provides the following functions:

- Identify and attract who you want to meet by adapting your personal and/or company profile at any time
- Upload trailers, photos and programmes information for free in your company profile.
- Find peers and potential partners using the search tool
- Identify newly-registered potential contacts
- Create your own personal conference schedule
- Contact and be contacted using your MIPCOM online community Mailbox. Each person has the option to hide their personal email by ticking the checkbox below their name on this registration form

HOTEL BOOKINGS & ACCESS TO THE MIPCOM ONLINE COMMUNITY

Online hotel reservations are available from 25 May 2009 for MIPCOM. Once your registration for MIPCOM 2009 is confirmed, each participant listed on this contract will receive instructions by email on how to book hotel accommodations and access the MIPCOM online community. Please ensure that an email is provided for each participant – without an email, they will not receive key login information for the online hotel booking system or MIPCOM online community.



4 COMPANY PROFILE FOR THE MIPCOM GUIDE & ONLINE COMMUNITY LISTING *

1. Your Company's Activity

From the list of activities below, please indicate in the red box on the right, which number corresponds to your **MAIN** activity. *

In the boxes below, please tick the categories corresponding to your other activities.

Television-Video-Cinema

- 1 Right Holder/Seller
- 2 TV Channel
- 3 TV Programme Producer
- 4 TV Distributor
- 5 DVD/Video Distributor
- 6 VOD Provider
- 7 Film Producer
- 8 Film Commission
- 9 Theatrical/All Rights Distributor
- 10 Cable/Satellite Operator
- 11 Interactive TV solution provider

Mobile

- 12 Mobile Network Operator
- 13 Mobile Content Aggregator
- 14 Mobile Content Producer
- 15 Mobile Applications or Service Provider
- 16 Mobile Technology Provider
- 17 Mobile Publisher

Games

- 18 Game Developer
- 19 Game Publisher
- 20 Console/Device Manufacturer

Internet

- 21 IPTV Operator
- 22 Broadband Video Distributor
- 23 Internet Portal
- 24 Social Media Network
- 25 Online Content Producer
- 26 Online Publisher
- 27 Technology Provider

Advertising

- 28 Media Agency
- 29 Creative Agency
- 30 Advertiser/Brand

Business services

- 31 Bank/Investor
- 32 Consultant
- 33 Law Firm
- 34 Public Relation Agency
- 35 Research Company
- 36 Dubbing
- 37 Laboratory
- 38 Post Production

Other

- 39 Official Organisation/Association
- 40 Licensing & Merchandising Agency
- 41 Book Publisher
- 42 Talent/Literary Agent

2. Your Content Genre Tick appropriate box(es).

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> 1 Animation | <input type="checkbox"/> 9 Erotic/Adult | <input type="checkbox"/> 17 Lifestyle/Home | <input type="checkbox"/> 25 Short Film |
| <input type="checkbox"/> 2 Branded Content | <input type="checkbox"/> 10 Family Entertainment | <input type="checkbox"/> 18 Magazine | <input type="checkbox"/> 26 Social Responsibility Green |
| <input type="checkbox"/> 3 Children and Youth Programming | <input type="checkbox"/> 11 Feature Film | <input type="checkbox"/> 19 Mobile Content | <input type="checkbox"/> 27 Sport |
| <input type="checkbox"/> 4 Comedy | <input type="checkbox"/> 12 Format | <input type="checkbox"/> 20 Music | <input type="checkbox"/> 28 Telefilm |
| <input type="checkbox"/> 5 Cooking | <input type="checkbox"/> 13 Health | <input type="checkbox"/> 21 News & Current Affairs/Archive | <input type="checkbox"/> 29 Telenovelas |
| <input type="checkbox"/> 6 Documentary | <input type="checkbox"/> 14 High Definition | <input type="checkbox"/> 22 Reality Show | <input type="checkbox"/> 30 Travel |
| <input type="checkbox"/> 7 Drama | <input type="checkbox"/> 15 Interactive content | <input type="checkbox"/> 23 Science Fiction | <input type="checkbox"/> 31 TV Games Show |
| <input type="checkbox"/> 8 Educational Entertainment | <input type="checkbox"/> 16 Light Entertainment | <input type="checkbox"/> 24 Series | <input type="checkbox"/> 32 Other |

*Obligatory field for the MIPCOM online community. If you do not complete this section the organiser reserves the right to do so.

5 LIST OF PARTICIPANTS (Registration for MIPCOM 2009 and listing in the MIPCOM Guide & online community)

Please list Participants by order of importance in the company.

1 Participant: Mr Mrs Ms

SURNAME _____

First Name _____

Job Title _____

Function* (tick one box only)

CEO/President/Chairman/Owner

Senior VP/Vice President/Managing Director/Chief Officer

Manager/Executive

Main activity* (tick one box only)

<input type="checkbox"/> Acquisition/Licensing	<input type="checkbox"/> Business Development
<input type="checkbox"/> Commissioner	<input type="checkbox"/> Consultant
<input type="checkbox"/> Content Production/ Creation	<input type="checkbox"/> Distribution
<input type="checkbox"/> Financial	<input type="checkbox"/> General Management
<input type="checkbox"/> Legal	<input type="checkbox"/> Marketing
<input type="checkbox"/> Media Planning / Research	<input type="checkbox"/> New Media
<input type="checkbox"/> Programming	<input type="checkbox"/> Sales
<input type="checkbox"/> Technical (IT)	<input type="checkbox"/> Other, please specify _____

INDIVIDUAL EMAIL IS REQUIRED*.

Email @ _____

Do not show my personal email in the MIPCOM online community

Are you a Buyer? Yes No

* Information not listed in the Guide

2 Participant: Mr Mrs Ms

SURNAME _____

First Name _____

Job Title _____

Function* (tick one box only)

CEO/President/Chairman/Owner

Senior VP/Vice President/Managing Director/Chief Officer

Manager/Executive

Main activity* (tick one box only)

<input type="checkbox"/> Acquisition/Licensing	<input type="checkbox"/> Business Development
<input type="checkbox"/> Commissioner	<input type="checkbox"/> Consultant
<input type="checkbox"/> Content Production/ Creation	<input type="checkbox"/> Distribution
<input type="checkbox"/> Financial	<input type="checkbox"/> General Management
<input type="checkbox"/> Legal	<input type="checkbox"/> Marketing
<input type="checkbox"/> Media Planning / Research	<input type="checkbox"/> New Media
<input type="checkbox"/> Programming	<input type="checkbox"/> Sales
<input type="checkbox"/> Technical (IT)	<input type="checkbox"/> Other, please specify _____

INDIVIDUAL EMAIL IS REQUIRED*.

Email @ _____

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Are you a Buyer? Yes No

* Information not listed in the Guide

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COMPANY NAME

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3 Participant: Mr Mrs Ms

SURNAME _____

First Name _____

Job Title _____

Function* (tick one box only)

- CEO/President/Chairman/Owner
- Senior VP/Vice President/Managing Director/Chief Officer
- Manager/Executive

Main activity* (tick one box only)

- Acquisition/Licensing
- Commissioner
- Content Production/ Creation
- Financial
- Legal
- Media Planning / Research
- Programming
- Technical (IT)
- Business Development
- Consultant
- Distribution
- General Management
- Marketing
- New Media
- Sales
- Other, please specify _____

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Email @ _____

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* Information not listed in the Guide

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SURNAME _____

First Name _____

Job Title _____

Function* (tick one box only)

- CEO/President/Chairman/Owner
- Senior VP/Vice President/Managing Director/Chief Officer
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- Consultant
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- General Management
- Marketing
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- Sales
- Other, please specify _____

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* Information not listed in the Guide

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SURNAME _____

First Name _____

Job Title _____

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- Other, please specify _____

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Are you a Buyer? Yes No

* Information not listed in the Guide

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SURNAME _____

First Name _____

Job Title _____

Function* (tick one box only)

- CEO/President/Chairman/Owner
- Senior VP/Vice President/Managing Director/Chief Officer
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- Commissioner
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- Technical (IT)
- Business Development
- Consultant
- Distribution
- General Management
- Marketing
- New Media
- Sales
- Other, please specify _____

INDIVIDUAL EMAIL IS REQUIRED*.

Email @ _____

Do not show my personal email in the MIPCOM online community

Are you a Buyer? Yes No

* Information not listed in the Guide



6 REGISTRATION FEE

To register full-time employees of your company, an individual fee of €600 (+19.6% VAT) per person is required.

Number of participants: x €717.60 per person (Tax included*) **TOTAL €**

This fee includes your company delegate listing in the MIPCOM Guide and online community.

*The VAT on Participation is obligatory for all customers. Instruction for sales tax recuperation will be sent with your invoice.

7 REGISTRATION CLAUSE

- 1 From 4 October 2009, every alteration to your participant list will incur a charge of €203.32 (inclusive of tax).
- 2 Badges can only be obtained on site on presentation of an official ID form (from 3 October 2009, 2.00 pm onwards).
- 3 If you wish to register more delegates, please photocopy this document and return it with details of the additional delegates accompanied by the appropriate payment.
- 4 The participant can only register here full-time salaried employees from the contracting office of origin. Substantiating documents with the signature of the participants legal representative may be required. If the participant does register persons not fulfilling the requirements defined above, the participant will be bound to pay a participation fee of €1,320 (+19.6% VAT) for each wrongfully registered person. Failure to comply will make the participant subject to the sanctions set forth in article 11 of the Rules relating to MIPCOM, printed thereafter.
- 5 The individual umbrella fee is strictly limited to companies domiciled under an umbrella stand at MIPCOM 2009 and registering for the first time at MIPCOM and/or having registered at previous MIPCOM or MIPTV exclusively under an umbrella participation contract.
- 6 Only persons registered by the participant can be listed in the Guide. Reed MIDEM must receive the registrations for the MIPCOM 2009 Guide by 3 september 2009.

8 TERMS OF PAYMENT

This participation contract must be accompanied by payment in all cases. As stated in Article 2 of the Rules related to MIPCOM, in the absence of the corresponding payment, the signatory company shall still owe the sum indicated.

It should also be noted that the services listed above cannot be processed until full payment is received.

Details of how to pay can be found on the following page.

9 DECLARATION OF AGREEMENT

The undersigned acknowledges that he/she has read the Rules related to MIPCOM an extract of which is printed thereafter, and undertakes to comply with these Rules. He/she confirms that he/she has duly informed the appropriate employees of his/her company that their personal data is processed by computer and that he/she has informed them of the terms of Article 10 of the Rules and of their rights in connection therein. Therefore, he/she hereby guarantees Reed MIDEM against any action based on Reed MIDEM's use of said data as permitted by Article 10 of the Rules. Furthermore, in view of the professional nature of the market, he/she undertakes on his/her honour not to engage in any act of counterfeiting or piracy. Finally, the undersigned represents and warrants that he/she is duly authorised by his/her company to bind it by the Rules hereof and agrees that he/she is personally bound and liable pursuant to the Rules hereof in the event such authority to bind his/her company does not actually exist.

Signature
(Compulsory)

Date

Stamp (Compulsory)

**THIS CONTRACT IS FINAL AND
BINDING FOR THE SIGNED AMOUNT**



10 WAYS TO PAY

Accepted options for payment are shown below.

PLEASE ENTER THE BALANCE TO PAY WITH VAT € _____
(Registration)

I'm paying by Bank Order to:

IMPORTANT: Clients wishing to make bank transfers who deal with our UK and US offices should consult them for exact Bank details.

Bank Name	Bank Code	Agency Code	Account Number	Control	Swift Code
CIC	30066	10947	00010005001	79	
IBAN	FR76 3006 6109 4700 0100 0500 179				CMCIFRPPXXX

I'm paying by Euros draft or cheque.
Please make cheques payable to: **Reed MIDEM**

UK OFFICE CLIENTS ONLY: I'm paying by UK cheque amended to Euros.
Please make cheques payable to: **Reed MIDEM**
ATTENTION: This option is not acceptable less than 4 weeks prior to the market.

I'm paying by credit card. VISA MASTERCARD AMEX

Card number _____ Expiry Date _____

For Visa and Mastercard: 3 last digits on the back of the card _____
For AMEX: 4 digits on the front right side of the card _____

Name of card holder (as seen on card) _____

Signature (Compulsory)

X

11 PLEASE RETURN THIS COMPLETED CONTRACT TO YOUR LOCAL REPRESENTATIVE:

Reed MIDEM UK - UK & Australia & New Zealand
Walmar House - 296 Regent Street
London - W1B 3AB
Tel: +44 (0)207 528 0086
Fax: +44 (0)207 895 0949
Peter RHODES OBE,
Managing Director
peter.rhodes@reedmidem.com
Elizabeth DELANEY,
Sales Manager
elizabeth.delaney@reedmidem.com

Reed MIDEM US USA, English Speaking Canada, Latin America
360 Park Avenue South - 14th Floor
New York, NY 10010
Tel: +1 212 284 5130
Fax: +1 212 284 5148
Elisa AQUINO,
Sales & Marketing Manager
elisa.aquino@reedmidem.com
MJ SORENSON
Executive Director, Client Services
mj.sorenson@reedmidem.com

Reed MIDEM Paris Headquarter Europe (excluding the UK), French Speaking Canada, Asia, Middle East, Africa
11, rue du Colonel Pierre Avia - BP 572
75726 Paris Cedex 15
Tel: +33 (0)1 41 90 45 80
Fax: +33 (0)1 41 90 49 20
Sabine CHEMALY,
Sales Director
sabine.chemaly@reedmidem.com
Paul BARBARO,
International Sales Manager
paul.barbaro@reedmidem.com
Nancy DENOLE,
Digital Media Sales Manager
nancy.denole@reedmidem.com
Ferielle DERICHE,
International Sales Manager
ferielle.deriche@reedmidem.com

Fabienne GERMOND,
International Sales Manager
fabienne.germond@reedmidem.com
Samira HADDI,
Sales Manager
samira.haddi@reedmidem.com
Olivia SCREPEL,
International Sales Manager
olivia.screpel@reedmidem.com
Gwenael FLATRES,
Digital Media Business Development & Sales Manager
gwenael.flatres@reedmidem.com
Yi-Ping GERARD,
Visitors Sales Executive
yi-ping.gerard@reedmidem.com

12 RULES – EXTRACTS (the complete version of the Rules applicable to this contract can be found on www.mipcom.com)

I - INTRODUCTION AND SPECIFIC PROVISIONS

The purpose of MIPCOM (hereafter the "Event") is to gather the professionals of the programme industry for television, notably the producers, distributors, broadcasters, service providers and any other physical or moral person, their activities being directly linked to the audio-visual or the merchandising industry. Its purpose is also to bring together professionals involved in the audiovisual and digital content business, particularly content producers, content services, network operators and interactive technologies for broadband and mobile content distribution, provided these do not prejudice the organisation's activities in any way whatsoever. Reed MIDEM, a French simplified joint stock company (société par actions simplifiée) with capital of EUR 310,000, having its registered office at 9-13 rue du Colonel Pierre Avia, 75015 Paris, France, registered with the Paris Trade and Companies Registry under the number B 662 003 557, is the organiser (the "Organiser") of this Event.

In view of the need to protect all the participants in MIPCOM against piracy, each participant will expressly refrain from offering or proposing, in any form whatsoever, in particular by means of just catalogues and/or brochures, exploitation of products or rights in breach of the provisions of the CODE DE LA PROPRIÉTÉ INTELLECTUELLE [FRENCH INTELLECTUAL PROPERTY CODE] governing copyright and similar rights.

Furthermore, and to ensure that MIPCOM is completely transparent, the participant undertakes to forward at the Organiser's first request all the catalogues and/or brochures or media relating to the products and rights it is offering or proposing.

Failure to comply with the undertakings so made by the participant will lead, automatically and without notice, to the following penalties against him/her/it:

- In the case of a breach of the provisions of the CODE DE LA PROPRIÉTÉ INTELLECTUELLE governing copyright and similar rights, which is duly established and constitutes a clear infringement—its immediate exclusion from MIPCOM, and/or a ban on its participation in such for two full consecutive years, and without reimbursement of the amount of its participation or of any sum paid by it, which will remain vested in the Organiser.

- In the case of refusal to forward the above-mentioned documents or media, and in the case that such forwarding is deliberately incomplete – a ban on its participation in MIPCOM for two full consecutive years; with the Organiser reserving the right to check anywhere within the confines of MIPCOM that the participant concerned has indeed forwarded to it all the documents and media in question.

II - GENERAL PROVISIONS

The participant in the Event, whether as exhibitor, exhibitor's staff, participant, speaker, guest, etc. (the "Participant") formally undertakes to comply with these RULES and to comply in all respects with the applicable regulations in the scope of its participation to the Event. It undertakes furthermore to take note of and to accept without reservation the instructions laid down by the Management of the PALAIS DES FESTIVALS ET DES CONGRES DE CANNES, (hereinafter "Palais des Festivals") particularly as regards health and safety regulations, these latter documents being communicated to it, in particular, in the "Technical Manual" relating to the Event. Access to the premises is prohibited for children under the age of 16 years old. Access could be refused or withdrawn to any person, who is not correctly and appropriately dressed, and, more generally, whose dress or behaviour could interfere (inside the Palais des Festivals and its outskirts, as well as inside any exhibition area as determined by the Organiser) with the image of the Event, its serenity or decorum.

More generally, each Participant hereby guarantees that its offer of products and/or services does not contravene public order and the applicable regulations. Notably, each Participant acknowledges that it is strictly forbidden to exhibit products and/or services that are illicit or result from illicit activities and that it is also strictly forbidden to non authorised parties to propose products and/or services which result from regulated activities. In this respect, in case of infringement of the applicable regulations, Participants may face legal proceedings, without prejudice to any measures that the Organiser reserve to take in order to put an end to the trouble.

1 - Organiser's obligations and rights

The Organiser undertakes to ensure that the Event is properly conducted in CANNES (FRANCE) on the dates indicated in this contract, and every day from 9.00 am to 7.00 pm except on the final day, when it will close at 1.00 p.m.

The dates and opening hours of the Event may however be changed by the Organiser, in addition to an unforeseen circumstance or force majeure, without the Participant being able to object to this or to claim any compensation, if it was in the interest itself of the Event, in view of its purpose and its international character, that such a change should take place, with the Organiser being responsible for notifying the Participant of such in writing as soon as possible in the light of the circumstances.

In the case of non-availability of the premises planned for running the Event in CANNES, FRANCE, for reasons outside the Organiser's control (such as administrative measures, unilateral decisions of the CANNES Town Hall ["Mairie"], etc.) or in the case of force majeure, the Organiser, after notifying the Participant of

such and without the other conditions of its undertaking of participation being changed, in particular as regards the amount of such, may organise the said Event in another town or city or another country, if needed, that is able to accommodate such an Event of an international character, provided premises could be made available to it of the same standing and conditions of accommodation.

Failing this, the Organiser may cancel the Event outright after notifying the Participant of such; in this case, the participation contract with or without letting of stands will be terminated as of right. The sums still available from the amount of the participations, after paying all the expenses incurred by the Organiser, will be divided among the Participants pro rata to the sums paid by them, without them being able to bring any proceedings on any count and for any reason whatsoever against the Organiser, which each Participant expressly agrees to, this being an essential and determinant condition of its adhesion to this participation contract with or without letting of stand.

THE ORGANISER IS EXEMPT FROM ANY LIABILITY FOR ANY OR LOSS, DAMAGE, INJURY, COSTS AND EXPENSES GENERALLY (INCLUDING INTERFERENCE WITH POSSESSION OR QUIET ENJOYMENT AND ANY COMMERCIAL HARM OR LOSS) THAT MIGHT BE SUFFERED BY THE PARTICIPANTS FOR ANY REASON WHATSOEVER, AND IN PARTICULAR FOR DELAY IN OPENING, PREMATURE SHUTDOWN OF THE EVENT, CLOSURE OR DESTRUCTION OF STANDS, FIRE AND ANY ACCIDENT, ETC. The Organiser reserves the right to ban or to limit sales involving immediate delivery on the spot to the purchaser.

2 - Participant's obligations and rights

The Participant may accredit only its full-time salaried staff in a same country, it being specified that a supporting document may be required by the Organiser on the date of signature of the participation contract. In the case where the Participant has accredited a person who does not meet the aforesaid conditions, it will be obliged to pay a company registration fee as prescribed in the participation contract.

This participation contract is final and irrevocable. In the case of withdrawal at any time whatsoever and for any reason whatsoever, except in the case of force majeure, the signatory to this participation contract will remain liable for the full amount of its participation and for any invoice relating thereto; in the case of force majeure, however, all payments it will have made and received by the Organiser will be returned to the Participant.

The amount of the participation must be paid in accordance with the terms specified in the paragraph "PAYMENT TERMS" of the participation contract; it being provided that the amount of such participation will be the subject of a billing for various expenses that are chargeable to the Participant (telephone, technical services, etc.), which must be paid subject to the same above-mentioned conditions. Such expenses will be invoiced at the end of the Event. (...)

5 - health and safety regulations - order and policing

The Participant is obliged to take note of and to comply with the health and safety regulations measures laid down by the Public Authorities or by the management of the Palais des Festivals, or that may be adopted by the Organiser. (...)

The Participant is likewise obliged scrupulously to comply with the internal order measures inside the Event or any policing measures prescribed not only by the Organiser, but also by any competent authority.

6 - advertising - distribution of documents or items or objects of any kind

6-1 advertising

Any form of advertising other than that using the media made available to the Participant by the Organiser, and for which the fees for insertion or display have been paid beforehand in accordance with the rates in force, is strictly forbidden. Any authorised advertorial-type advertising within the Event venue must carry the banner "PUBLICITÉ" [ADVERTISEMENT]. For example, the use of self-adhesive advertisements or advertising materials not specifically authorised by the Organiser is strictly forbidden. Furthermore, the distribution of prospectuses, brochures, leaflets or documents of any kind as a promotional item is strictly limited within the Event venue and is subject to the Organiser's prior permission.

The Organiser, in particular in its capacity as publisher of the various catalogues and daily newspapers specific to the Event and the person responsible for their publication, will have a right of control over all advertising wordings or announcements for the purposes of ensuring the proper conduct and unity of the Event and more generally the interests of all of the Participants. In this respect, it may inter alia remove any references that may attract directly or indirectly any Participant outside the confines of the Event, such as a reference to a hotel or to any premises outside the said Event.

Furthermore, it is specified that the Organiser is the sole holder of the rights to publish and to distribute catalogues and daily newspapers. It may grant all or part of such rights. The information necessary for the drafting of the catalogues and daily newspapers is provided by the Participant on its own responsibility. The Organiser will not be liable for omissions, errors of reproduction, composition, etc., that may occur. In the case that a Participant who/which has placed an order for advertising has not forwarded to the Organiser the documents and information necessary for its publication by three weeks before the opening of

the Event (for catalogues), and twenty-four hours before their publication (for daily newspapers), the Organiser reserves the right to print on the site adopted the words: "Site reserved for...", followed by just the Participant's name, and the latter will be unable to demand reimbursement of its order or any compensation whatsoever. The documents used for the publication of such advertising will be returned to the Participant or its agent only at their request. As the Organiser is obliged to keep them for only one year, it may destroy them once this time-limit has passed. Because of technical requirements, preferential spaces cannot be guaranteed. One copy of each advertisement for the record will be sent after publication to the Participant or to its agent. Insofar as the Organiser, because of non-conformity of the material delivered, has to design and produce the advertisements, the Participant will be obliged to pay it for the relevant works of design, composition and execution.

6-2 sponsoring

Any Participant in the main Event will be able to sponsor one or more of the side events or publications organised in connection with the main Event, subject to complying with all of the provisions of the RULES. The Organiser will allocate the right to sponsor each of the side-events to the first Participant who has applied to do so and has forwarded to the Organiser payment of the sums owned for such sponsoring on the date of signature of said participation contract. The right to sponsor includes visibility at the side-events referred to in the Advertising /Sponsoring contract. The terms for sponsoring will be specified in an annex to the contract. The Organiser, in particular in its capacity as publisher of the various catalogues and daily newspapers specific to the main Event and the person responsible for their publication, will determine the spaces available in connection with the sponsoring and will have a right to check, on each of the media, the contents reflecting the sponsoring of the event in question. The intellectual property rights relating to the contents issued at the events will remain the property of Reed MIDEM and /or of their authors. A Participant's application to sponsor a side-event will be final and irrevocable. In the event of withdrawal at any time whatsoever and on any grounds whatsoever, except in the case of force majeure, the Participant concerned will remain liable for the full amount owing under this provision and for any invoice relating to such, except in the case of force majeure, notwithstanding the Organiser's right to substitute for the Participant in default any other sponsor of its choice. The Organiser will not under any circumstances be held liable for the statements or other information provided by the sponsor, who warrants that the said information is not contrary to public policy; that it is the owner, as the case may be, of all the intellectual property rights or other rights relating to the said content or information; that such content or information may be freely used and reproduced and that no third party has any ownership or other property rights over such content or information. The sponsor undertakes to indemnify and compensate the Organiser in respect of any third-party claim relating to the contents or information provided by it, the subject of the sponsoring.

7 - hotel

As the Organiser may have entered into agreements with the Hoteliers of Cannes and its surrounding area, in order to be able to provide, as far as possible and on the best terms, accommodation for MIPCOM Participants, without it however being liable in particular in respect of the reservation of the hotel chosen, each Participant formally undertakes throughout the Event not to install in the rooms or the suites of the hotels any electro-acoustic or video reproduction equipment that is not in accordance with the intended purpose of the premises, on pain of being required by the Hotel Management to remove such equipment forthwith.

8 - exclusivity of the Participant's activities within the confines of the Event

The Participant will expressly refrain from engaging outside the Palais des Festivals as well as any other exhibition area, as determined by the Organiser from time to time, in activities identical or similar to those exercised within the confines of the Event during such and in particular on premises such as a hotel or any other premises outside the said Event. It undertakes therefore and in particular not to attract directly or indirectly any other Participant outside the Palais des Festivals and/or any other exhibition area as determined by the Organiser in order to present there any of its products or services that fall within the scope of the subject-matter or purpose itself of the Event.

9 - photographers and cameramen

Photographers and cameramen may be allowed, with the Organiser's written permission, to operate within the confines of the Event. A print of all the photographs taken or a copy of the audio or video recordings so made must be delivered to the Organiser within fifteen days after the close of the Event. Such permission may be withdrawn at any time. The taking of photographs by Participants may be banned by the Organiser.

The Organiser reserves the right to photograph, and/or to record the voice and image of the Participant(s), stands or certain items or objects on the stands, and to communicate the same to the public worldwide, by representing (in particular for live or deferred broadcast), reproducing without limitation of number of

reproductions, publishing of the photograph(s) and/or of the recording(s), in all formats (notably in downloadable formats including MP3, podcast or webcast), by all known or unknown processes, whether entirely or by extracts, on all existing or future material and immaterial carriers, without limitation, such as paper, optic, analogical, digital (CD, DVD) or on electronic networks, (including on the Internet, on the Organiser's websites and/or the Organiser's partners' websites), and on any other promotional/marketing tools that the Organiser may use for informational or promotional purposes, except where the Participant has objected in writing beforehand.

10 - information technology and civil liberties

Information, including photographs, that is requested from the Participant is essential for entering into this contract and for access to the Events. It is forwarded to third parties, including those companies of the Reed Elsevier group, with whom the Organiser has contracted for the purposes of implementing this contract and may be used, in this regard, on any media for dissemination relating to the Event in question, including on the Internet, unless, in this latter case, there is an objection from the Participant concerning photographs. Through the Organiser, and except where there is an objection by the Participant, the latter may receive commercial offers or proposals from the Organiser and from other companies that are contractually linked to the Organiser. Pursuant to the Loi Informatique et Libertés du 6 janvier 1978 [French Law on Information Technology and Civil Liberties of 6 January 1978], the Participant may exercise, on application to the manager of the Event, a right of access, of rectification and of opposition or objection as regards the personal information concerning it that is present on the Organiser's database(s). Since all the Participants to the Event for which you have been registered may have access to such data, the Organiser can not be held liable for the use that could be made by the other Participants or their partners. All Participants undertake to use said data only for purposes of organising their participation in the Event. In particular, any prospecting for purposes other than the abovementioned is prohibited. The Organiser reserves the right to have any disturbances caused by any such prohibited use terminated by any means, including the disconnection of the Participant from the database. This is without prejudice to any legal action that the Organiser may take in order to exercise its rights and of any damages to which the Organiser may be entitled as a result of such breach of contractual provisions.

11 - penalties

Any breach by the Participant of the provisions of these RULES prescribed by:

- clause 2 concerning payment of the amount of the participation, (...)
- clause 7 concerning the ban on installing in hotel rooms and suites any equipment that is not in accordance with the intended purpose of the premises,
- clause 8 concerning the ban on engaging outside the Palais des Festivals in activities similar to those exercised within the confines of the Event during such, will lead automatically and without prior notice, this being a breach of the essential and determining conditions of adhesion to this contract, to the immediate exclusion of the Participant from the confines of the Event and without reimbursement of the amount of the participation or of any sum paid by it, which will remain vested in the Organiser.

Any other breach by the Participant of the provisions of these RULES may lead to the same penalties but after prior notice to remedy such that has continued to have no effect for a period of 24 hours from receipt of such.

In addition, the Organiser reserves its right to unilaterally and *ipso jure* terminate the participation contract in case of any breach or non performance by the Participant of the above-mentioned provisions of the Rules, without prejudice of any damages that the Organiser could claim because of such breach and/or of the non performance.

12 - miscellaneous provisions

The Participant by signing the participation contract with or without letting of stands agrees to the provisions of these RULES and, as the case may be, of the "Technical Manual", as well as any further provisions that may be imposed by the circumstances and adopted in the interest of the Event by the Organiser, which reserves the right to draw their attention to such, even verbally. Any mention or note made by the Participant to the present Rules shall be considered as null and void. These Rules are subject to modifications and are deemed to have been accepted by the Participant(s) for itself and on behalf of its directors, employees, representatives, agents, suppliers and/or guests and prevail over any other terms and conditions.

THESE RULES AS WELL AS THE PARTICIPATION CONTRACT WITH OR WITHOUT LETTING OF STANDS, WHICH CONSTITUTES AN ADHESION CONTRACT, ARE GOVERNED BY FRENCH LAW, AND THE FRENCH VERSION OF SUCH, WHICH THE PARTICIPANT IN ANY CASE ACKNOWLEDGES HAVING TAKEN NOTE OF (ON THE WEBSITE www.mipcom.com AND/OR UPON WRITTEN REQUEST BY HIM/HER/IT TO THE ORGANISER), WILL ALONE BIND THE PARTIES, WHICH THE LATTER EXPRESSLY RECOGNISE. IN THE CASE OF A DISPUTE RELATING TO THE INTERPRETATION OR THE IMPLEMENTATION OF THIS ADHESION CONTRACT, THE COURT OF THE PLACE OF THE ORGANISER'S REGISTERED OFFICE WILL HAVE SOLE JURISDICTION TO HEAR SUCH, WHICH THE PARTIES EXPRESSLY AGREE.