

# F1<sup>®</sup> INNOVATION PRIZE



**TATA**  
COMMUNICATIONS



# 2018 CHALLENGE NOW OPEN

## MY F1<sup>®</sup> CHALLENGE

Presented by Tata Communications, Formula 1<sup>®</sup>  
and Mercedes-AMG Petronas Motorsport

### ENTRY GUIDELINES

Thank you for registering for Tata Communications' 2018 F1 Innovation Prize and downloading the entry guidelines for this year's challenge.

Please read these guidelines carefully before submitting your entry. In the interests of impartiality, no additional guidance can be offered beyond the outline in this document and no correspondence will be entered into concerning the entry requirements.

**DEADLINE:**  
09:00 BST Monday 6th August 2018

## BACKGROUND

Just as no two races are the same, no two fans engage with Formula 1® in the same way. As a result, Formula 1® is aiming to change the way it reaches its audience with a concept called 'My F1®'. The concept will bring fans closer to the cockpit while creating individual conversations that help them to get the most from the greatest racing spectacle on the planet.

To achieve this, F1® and the teams must equip themselves with the best tools to adapt to the ever-changing and increasing demands of fans, enabling them to follow drivers, teams, circuits and technology simultaneously. From trackside fans to the most casual armchair viewer, the aim is to serve fans with the right content at the right time on a device that suits them - achieving a level of customisation that breaks the barriers of language, interest and technical know-how.

In short, My F1® aims to put every fan in the driving seat. Are you ready to take the wheel?

## THE CHALLENGE

For this year's F1 Innovation Prize challenge, Tata Communications, Formula 1®, and Mercedes-AMG Petronas Motorsport are looking for submissions on how you would bring My F1® to life.

That might be an app, a homepage, a customisable live viewing experience or even a way of joining up a fan's digital experience across a dozen different devices. From armchair fans and AR addicts, to trackside aficionados - this will be something that works for everyone.

Entrants are invited to consider how the sport's unique set of human, mechanical and technical data, combined with the publishing and broadcast capabilities of F1®, could be collectively harnessed to create truly customised and compelling viewing experiences.

And as if that wasn't exciting enough, this year's winning entry might be incubated by Formula 1®, meaning your idea could be brought to life and literally change the future of the sport.

# SOLUTION COMPONENTS

Your solution should provide a clear overview of the concept and include the following details:

- Integration points with various Formula 1<sup>®</sup> and Mercedes-AMG Petronas Motorsport data points and tools and how you would use these to create the experience
- Description of the technology components required
- Description of the smart system analytics used
- Underlying infrastructure required to create the platform
- Security of both the platform and the individual user

## YOUR DATA POINTS & TOOLKIT

You should consider the following data points and tools to assist in your solution design and use at your own discretion. Other items not listed here can be considered but entrants are advised to pay close attention to feasibility.

### Formula 1<sup>®</sup>

- Live broadcast feeds
- Live timing information
- Live publishing platform
- Live audio streams
- Real-time audience data
- Social media aggregation tools
- Real time commenting platform
- The complete archive of Formula 1<sup>®</sup> race coverage
- The complete Formula 1<sup>®</sup> stats archive
- Ambient temperature
- Track temperature
- Wind speed

### Mercedes-AMG Petronas Motorsport

- **Driver & team stats from previous races at any particular circuit, including:**
  - Gear changes per lap
  - Braking events
  - Maximum speed
  - Lap time and distance at full throttle
  - Lap times and results
- **Car telemetry, including:**
  - Corner Speeds
  - Steering Angle
  - Lateral G-Force
  - Longitudinal G-Force
  - Throttle Pedal Position
  - Brake Pressure Pedal
  - Gear selection and RPM
  - DRS availability and usage
  - Weekend tyre allocation
  - Team radio
  - Live-time pit crew biometric data during pit stops
  - Driver biometrics
- **Ideas to join the team away from the track, including:**
  - Driver & team's weekend music playlist
  - Driver & team's pre-race preparation - includes schedules & engineering times
  - Driver & team's social media streams

# SUBMISSION

Your submission should be made as a single document uploaded to the F1® Innovation Prize website in either PDF or Word format.

The document must contain the following elements:

- 1) **A written proposal of no more than 1,000 words broken down into three sections:**
  - a) Overview of your solution (up to 700 words)
  - b) Summary of the key features of your solutions (up to 200 words)
  - c) The technology behind your solution (up to 300 words)
- 2) **The text can be supported with up to three visuals outlining any proposed interface designs.**  
(only the first three visuals in each application will be considered as part of an entry)

Entries will close at 9am BST on Monday 6th August 2018 and the F1® Innovation Prize website will no longer accept uploads after this time. The Finalists of the Challenge will be announced on or around 14th September 2018.

## EVALUATION CRITERIA

Proposals should address the following six key criteria that will provide the basis for the judges' decision-making:

### **i. Innovation & creativity**

Judges will give clear preference to submissions that clearly show unique propositions with innovative thought and creative application.

### **ii. Technical content**

The technical dimension of your submission should demonstrate a clear understanding of the technical architecture required to deliver the proposed solution. While only high-level detail is required, applications should reference any proprietary technologies used and outline the function and specification of any bespoke development.

### **iii. Quality of material and input**

Due regard will be given to the quality of each submission, the clarity and presentation of concepts and the degree to which objectives are clearly stated and met in both written and visual materials. In addition, evidence of underlying research to validate concepts will also be rewarded.

### **iv. Originality of solution**

One of the key criteria for the F1® Innovation Prize is to demonstrate original thought that has the potential to deliver a transformative impact on the end-users of your proposals. This is the single most important criterion in the evaluation of your submission and an explicit statement of originality is strongly encouraged.

## v. Feasibility of solution

Judges will make a viability assessment of each submission and applicants are encouraged to clearly outline the feasibility case from a technical perspective for their concept. Although no statement of financial viability is required, the judges will consider the high-level financial viability of each Entry.

## vi. Understanding of the challenge and proposed solution

Conformity to the brief is essential and applicants are reminded that any content that falls outside of the stipulated challenge requirements cannot be rewarded.

# F1<sup>®</sup> INNOVATION PRIZE

## OFFICIAL RULES OF THE F1<sup>®</sup> INNOVATION PRIZE

### 1. Overview

- a. The F1<sup>®</sup> Innovation Prize is a skill-based contest (the “Contest”). Individuals who meet the eligibility criteria below will be invited to apply their creativity and problem-solving skills to one (1) challenge (the “Challenge”). Individuals may compete on their own or as part of a team of up to four (4) people. There is no purchase necessary to participate.
- b. The terms “we,” “us,” or “our” in these Official Rules refer to Tata Communications Limited, and the term “you” refers to you, the entrant, both as an individual and as part of your team, as applicable.
- c. “F1” means Formula One Management Limited and “Formula 1 Companies” means each of the F1’s affiliate companies within the group of companies which operates and <sup>®</sup> commercialises Formula 1, being Delta Topco Limited (Jersey) and its subsidiaries, including Formula One World Championship Limited, Formula One Management Limited and Formula One Digital Media Limited.

### 2. Eligibility

- a. This skill-based Contest is open to legal residents of the following countries who are at least 18 years old, or the age of majority in the jurisdiction where they reside, whichever is older, at the time of entry: Australia, Brazil, Canada (excluding Quebec), Denmark, Finland, Germany, Hong Kong, India, Ireland; Netherlands; Norway; Russia; Singapore; Spain; South Africa; Sweden; the United Kingdom; and the United States. Employees of Tata Communications, Mercedes-Benz Grand Prix Ltd, F1, the Formula 1 Companies, Sidhu & Simon Ltd, or Hill & Knowlton Strategies as well as the immediate family (spouse, parents, siblings, and children) and household members of those

employees, are not eligible to enter.

- b. If you are an employee of a corporation, government agency, or an academic institution, you are responsible for ensuring that your participation in the Contest complies with any policies your corporation, agency, or institution may have regarding participation in contests of this type. If we have reason to believe that you violate any of those policies, we reserve the right to prohibit you from participating in the Contest or receiving a prize at any time. We are not responsible for any disputes arising between you and your employer.
- c. By entering the Contest, you confirm that you have not breached any laws in your country of residence regarding the legality of entering the Contest. We will not be responsible for any person entering the Contest unlawfully or otherwise in breach of local laws.

### 3. Entry Schedule

- a. The Challenge will be announced on the Contest site at approximately 09:00 British Summer Time (BST) on the 5th July 2018. Entries must be received by 09:00 BST on 6th August 2018. Dates and times are subject to change. Keep checking the Contest site for updates. Entries received after this period will not be eligible. Our computer is the official time-keeping device for the Contest.

### 4. Entry Requirements

- a. You will be required to submit a technical abstract of no more than 1,000 words. You must submit also at least one (1), but no more than three (3), supporting documents (in JPG, JPEG, PNG, PDF, or other format as may be specified at the time of the Challenge) each consisting of no more than one (1) file and up to 5 MB. All materials must be in English. Everything you submit constitutes part of your Entry.
- b. Please make sure your Entry does not:
  - violate the rights – including, but not limited to, copyrights, trademark rights, patent rights, or privacy rights – of any third party;
  - prominently feature any trademarks or logos;
  - portray Tata Communications, Mercedes-Benz Grand Prix Ltd, any Formula One team, F1, or the Formula 1 Companies in a negative light; or
  - contain content that is defamatory or in violation of any law, irrelevant to the Challenge, or otherwise inappropriate, as determined by us, in our sole discretion.

We reserve the right to reject any Entry that does not comply with these Official Rules.

- c. Please see Section 10 for information about how we may use your Entry.

### 5. How to Enter

- a. Once you have completed your Entry, visit [www.formula1.com/f1prize](http://www.formula1.com/f1prize) and follow the instructions to submit the Entry. Entries cannot be changed after submission, so please make sure you are happy with what you submit. There is a limit of one (1) Entry per person, regardless of whether you enter as an individual or as part of a team.

- a. If you enter as part of a team, you will be required to include contact information for each team member. Each team member must meet the eligibility criteria set forth above. You will also be required to designate a team leader. If we need to communicate with your team, all communications will be sent to the team leader. We are not responsible for, and will not assist in resolving, any disputes between teammates.
- b. By entering, you indicate your full agreement to, and acceptance of, these Official Rules, and you agree to be legally bound by them. You also agree and acknowledge that our decisions regarding the Contest are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.
- c. By entering, you represent and warrant that:
  - your Entry is your original work created solely for the purpose of this Contest, and you are the owner of all the rights, including, but not limited to, all intellectual property rights in the Entry;
  - your Entry does not violate the rights – including, but not limited to, copyrights, trademark rights, patent rights, or privacy rights – of any third party; and
  - you have complied with these Official Rules.

## 6. Selection of Challenge Winners

- a. Within two (2) months of the End Date of the Challenge, a panel of judges (including at least one (1) independent judge) will evaluate and score all Entries according to the following Judging Criteria:

### 1. Innovation & creativity

Judges will give clear preference to submissions that clearly show unique propositions with innovative thought and creative application.

### 2. Technical content

The technical dimension of your submission should demonstrate a clear understanding of the technical architecture required to deliver the proposed solution. While only high-level detail is required, applications should reference any proprietary technologies used and outline the function and specification of any bespoke development.

### 3. Quality of material and input

Due regard will be given to the quality of each submission, the clarity and presentation of concepts and the degree to which objectives are clearly stated and met in both written and visual materials. In addition, evidence of underlying research to validate concepts will also be rewarded.

### 4. Originality of solution

One of the key criteria for the F1 Innovation Prize is to demonstrate original thought that has the potential to deliver a transformative impact on the end-users of your proposals. This is the single most important criterion in the evaluation of your submission and an explicit statement of originality is strongly encouraged.

### 5. Feasibility of solution

Judges will make a viability assessment of each submission and applicants are encouraged to clearly outline the feasibility case from a technical perspective for

their concept. Although no statement of financial viability is required, the judges will consider the high-level financial viability of each Entry.

## 6. Understanding of the challenge and proposed solution

Conformity to the brief is essential and applicants are reminded that any content that falls outside of the stipulated challenge requirements cannot be rewarded.

- b. The five (5) Entries (whether individuals or teams) with the highest scores in the Challenge will be deemed Challenge Winners (subject to their compliance with these Official Rules). Challenge Winners will be notified via e-mail approximately seven (7) business days after selection. The Challenge Winners (whether an individual or a team) each win one (1) Challenge Prize.
- c. The Challenge Winners (whether an individual or team) will be required to take part in the Grand Finale event at the FORMULA 1<sup>®</sup> PIRELLI 2018 UNITED STATES GRAND PRIX where a panel of judges will evaluate and score their Entries according to the Judging Criteria. The exact format and requirements of the Grand Finale event will be determined and communicated to the Challenge Winners at a later date and may take the form of a presentation. The Challenge Winner with the highest score, as determined at the Grand Finale event, will be deemed a Grand Prize Winner and will be notified in person on or before Sunday 21st October 2018. The names of the Grand Prize Winner will also be announced on the Contest Site on or around 21st October 2018.

## 7. Winner Requirements

- a. Each Challenge Winner (including without limitation, each member of a winning team) may be required to sign a Declaration of Eligibility, Liability and Publicity Release, and W-9 tax form (for U.S. residents) or W-8BEN tax form (for non-U.S. residents) within ten (10) business days of notification in order to receive a Challenge Prize.
- b. If we do not receive the required forms and information from a Challenge Winner in a timely manner, we may disqualify the Challenge Winner (and his/her teammates, as applicable) from receiving any prize.

## 8. Challenge Prizes

- a. The Challenge Prize is a trip for two (2) to the FORMULA 1<sup>®</sup> PIRELLI 2018 UNITED STATES GRAND PRIX on 19th - 21st October 2018. If a Challenge Prize Winner is a team, only two (2) team members will have the opportunity to take the trip, and they will not be able to take any guests. If a Challenge Prize Winner is an individual, he/she will receive a trip for two (2), the Challenge Prize Winner and one (1) guest. Team leaders are responsible for letting us know which team members will travel.
- b. The Challenge Prize consists of: (i) round-trip Economy-class airfare from a major airport near the Challenge winner's home to Austin-Bergstrom International Airport; (ii) one double-occupancy double or twin hotel room for five (5) nights; (iii) ground transportation between the airport to the hotel and the hotel and the race events; and (iv) two (2) weekend grandstand tickets to the FORMULA 1<sup>®</sup> PIRELLI 2018 UNITED STATES GRAND PRIX. The approximate retail value of each Challenge Prize is approximately \$16,000 USD (approximately \$20,960 CAD). The actual value of the prize will vary depending on various factors, including the point of departure. The

Challenge Winner is responsible for paying any costs and expenses not listed above.

- c. Each Challenge Winner and his/her guest (if applicable) is responsible for obtaining passports and any other necessary travel documents, and must have no impediment to entering the United States. We will not provide any travel assistance, other than providing the necessary tickets. A Challenge Winner and guest must travel on the same itinerary. Once travel documents are issued, they cannot be changed. The guest must be at least eighteen (18) years old, and must sign and return to us a liability and publicity release prior to the issuance of travel documents. We may determine any Challenge Prize details that are not specified above, in our sole discretion. If a Winner cannot travel on the dates we specify, he/she will forfeit the prize. If the race is cancelled for any reason, our sole responsibility will be to award the remaining elements of the Challenge Prize. The Challenge Prize may not be transferred and must be accepted as awarded. A Winner may not request cash or substitute prize component; however, we reserve the right to substitute the Challenge Prize (or component thereof) with another prize of equal or greater value if the Challenge Prize is not available for any reason. Subject to applicable tax laws, the winner(s) may be responsible for paying taxes and social contributions on the Challenge Prize, which will depend on applicable laws in the winner(s)' country and location of residence and may require the completion of additional documentation.

## 9. Grand Prize

- a. The Grand Prize Winner will receive \$50,000 USD and a trophy (if a Grand Prize winner resides in Brazil, the monetary prize will be awarded in gold). If a Grand Prize Winner resides outside of the United States, the actual value of the Grand Prize in the winner's currency will depend on the exchange rate when the prize is paid. If a team wins the Grand Prize, the Grand Prize will be divided evenly among all team members. Subject to applicable tax laws, the winner(s) may be responsible for paying taxes and social contributions on the prize, which will depend on applicable laws in the winner(s)' country and location of residence and may require the completion of additional documentation.
- b. In addition, F1 will consider the Grand Prize Winner's entry for incubation. Depending on the nature of the entry, the incubation process may take the form of a series of workshops, and the specifics of the incubation process will be determined by F1, in its sole discretion. F1 will communicate with the Grand Prize winner at the time of award, and the winner will be required to sign documents presented by F1 in order to proceed with the process.

## 10. How Your Entry May Be Used

- a. You do not transfer ownership of your Entry by entering the Contest. However, by entering, you grant Tata Communications Limited, the Formula 1 Companies, and each of their respective agents, licensees, and assigns an irrevocable, perpetual (non-exclusive) right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use and communicate to the public your Entry as-is or as-edited (with or without using your name) – as well as any footage taken of you participating in Contest-related activities – in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party. By entering the Contest, you unconditionally and irrevocably waive, to the extent permissible under applicable law, any and all

copyrights, trademark rights, privacy rights, and other legal or moral rights that may preclude us, our agents, licensees, and/or assigns from any use of the Entry anywhere in the world and you agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against us, our agents, licensees, and/or assigns (or those of the Formula 1 Companies as applicable) on the grounds that any use of the Entry, or any derivative works, infringes any of your rights as creator of the Entry, including without limitation copyrights, trade mark rights, and moral rights. You agree to sign any necessary documentation that may be required for us or the Formula 1 Companies to make use of the rights you granted.

- b. You acknowledge that we, F1, the Formula 1 Companies or other entrants may have developed or commissioned materials similar or identical to your Entry, and you waive any claims you may have resulting from any similarities to your Entry.
- c. You understand that we cannot control the information you disclose to us during the course of participating in the Contest, or what we or our representatives will remember about your Entry. You also understand that we will not restrict work assignments of representatives who have had access to your Entry. By participating in the Contest, 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.
- d. You understand that you will not receive any compensation or credit from us for use of your Entry, other than what is described in these Official Rules.

## 11. General Terms

- a. We reserve the right, in our sole discretion, to disqualify and seek damages from any individual or team who fails or failed to comply with any provision of these Official Rules, cheats, tampers with the operation of the Contest, or otherwise acts in a disruptive or unsportsmanlike manner.
- b. In the event that the operation, security, or administration of the Contest is impaired in any way, we may, in our sole discretion, either: (i) suspend the Contest to address the impairment and then resume the Contest; or (ii) award the prizes according to the Judging Criteria set forth above from among the eligible entries received up to the time of the impairment.
- c. Except where prohibited by law, in cases of death or personal injury caused by our negligence, or fraud or breach by us of these Official Rules, you agree to release and hold harmless Tata Communications, Mercedes-Benz Grand Prix Ltd, F1, the Formula 1 Companies, Sidhu & Simon Ltd, Hill & Knowlton Strategies, and McCann Enterprise and each of their respective officers, directors, employees, and agents (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest, including, but not limited to: (i) unauthorized human intervention in the Contest; (ii) technical errors that may impair your ability to participate in the Contest; (iii) errors in the administration of the Contest arising from circumstances beyond our reasonable control; (iv) any claim or allegation that your Entry infringes any copyright, trademark, or any other intellectual property right; (v) disputes between team members; (vi) disputes between entrants and their employers; and (vii) claims relating to injuries, death, or damage to persons or property relating in any way to your participation in the Contest or use of a prize.

- d. Except where prohibited by law, you agree that any and all disputes, claims, and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York, NY, USA. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or our rights and obligations in connection with the Contest, shall be governed by, and construed in accordance with, the laws of New York, without giving effect to any choice of law or conflict of law rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York. (For residents of Denmark and Finland: Should you be considered a consumer under the applicable mandatory consumer protection legislation, nothing contained herein shall prevent your rights to present claims in the Market Court.)
- e. Our failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Contest is subject to federal, state, provincial, and local laws and regulations and is void where prohibited by law.
- f. Any clause of these Official Rules that is prohibited or unenforceable in any jurisdiction is ineffective as to that jurisdiction to the extent of that prohibition or unenforceability. That does not affect the validity or enforceability of that clause in any other jurisdiction nor invalidate the remaining clauses of these Official Rules.

## 12. Privacy and Publicity

- a. Any information you submit as part of the Contest will be used for purposes of this Contest and treated in accordance with our Privacy Policy. Except where prohibited, participation in the Contest constitutes your consent to our use of your name, likeness, voice, opinions, biographical information, and jurisdiction of residence for promotional purposes in any media without further payment or consideration, and to the cross-border transfer of such information, consistent with applicable law.

## 13. Organizer

The Contest is organized by Tata Communications Limited, Vintners Place, 68 Upper Thames Street, London EC4V 3BJ, United Kingdom

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