OFFICIAL 2017 NIELSEN SOCIAL MEDIA CASE STUDY

CONTEST RULES

By participating in this contest and signing below, you (the “Entrant” or “You”), individually and/or as a team, agree to be bound by these “Official Rules” and the Sponsors’ decisions, which are final and binding in all matters related to this contest (“Social Media Case Study Competition” or “Contest”). Winning a prize is contingent upon fulfilling all requirements set forth herein.

SPONSORS

The administrator and sponsor of the Nielsen Social Media Case Study Competition is The Nielsen Company (US), LLC, 85 Broad Street, New York, NY 10004 (“Sponsor”).

TERM

The Contest begins on March 22, 2017 at Midnight CT and ends April 20, 2017 at 7:00 PM CT. All Entries must be received by 5:00 PM CT on April 17, 2017. The computer of the Sponsor is the official clock for this Case Study.

WHO MAY ENTER

Social Media Case Study Competition is open solely to Marquette University Students. Entrants must be Marquette University Students and be at least 18 years of age as of the date of entry; and must submit a valid entry. Entrants may compete in teams of either three (3) or four (4) individual Entrants. You can recruit people to join your team. All team member Entrants must meet eligibility requirements for the team to win a prize. An Entrant may only be a member of one team. Each Team cannot exceed four (4) individual Entrants. The Nielsen Social Media Case Study Competition is open to the first twelve (12) teams to enter the Contest. CONTEST IS VOID WHERE PROHIBITED BY LAW. THERE IS NO FEE TO ENTER THIS CONTEST.

HOW TO ENTER

Entrants are expected to build either a business case or working prototype (as specified in the social media case study competition guide (“Case Study Packet”)) using Sponsor’s proprietary or licensed methodology, datasets, and business cases (“Nielsen Data”) made available by Sponsor through the Sponsor’s Case Study Packet, in combination with publicly available, permissibly licensed third party APIs and data. Entries must satisfy the following technical criteria:

- Prototypes must be complete and functional;
- Submissions should not mimic existing Nielsen products described in the Case Study Packet or in the reference materials provided.
- Presentations should be limited to 15 minutes and address all “Key Aspects to Address” from the Case Study Packet.
- Submission must include all “Key Presentation Components” from the Case Study Packet.
- Entries must not contain any copyrighted music, images, graphics, or videos except those provided by Sponsor;
- Usage of standard libraries are preferred, but non-standard libraries may be used with discretion;

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• Only one Entry may be submitted per Entrant or team;
• All Entries must be submitted in the English language unless otherwise specified herein; and
• Students may not receive help from any professors or faculty members. All work presented must be the work of solely the participating team members.

Instructions for submission:

• Complete the Entry form at:
  https://docs.google.com/a/nielsen.com/forms/d/e/1FAIpQLSdtkQu2NEO7X_avp5S8N5V4acNFbmKungwXcCpBBnLvloViHJA/viewform (“Submission Form”)
• In order to receive the Case Study Packet, selected entrants must submit a signed pdf version of the Official Rules (for clarity, this document) and a resume copy for each entrant using the instructions in the acceptance email.
• Access the Case Study Packet using the link emailed in the kick-off email provided by Sponsor, which will provide case study requirements and submission information.
• If the Entry is not fully deployed, Submission Form must include screenshots/wireframes with full documentation of the proposed functionality of the Entry.
• Completed Submission Forms, supporting documents and files must be submitted by the contest submission deadline.

The judging process will consist of one round. Entrants will present a fifteen (15) minute presentation to Judges to explain (a) the functionality of their Entry, and (b) the potential commercial or internal business value of the Entry. Entrants may be asked to present a live demonstration of their Entry.

CONDITIONS

This Contest is subject to federal, state, and local laws and regulations. Sponsor is not responsible for late, lost, stolen, mutilated, incomplete, illegible, or misdirected entries. Entries are void if the Sponsor determines the Entry is not original, or if the Entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error or obtained through fraud or theft.

Entrants agree (a) to be bound by these Official Rules; (b) that the decisions of the Judges are final on all matters relating to the Social Media Case Study; and (c) that Sponsor may use each winning Entrants name, photograph, likeness, and/or voice in any publicity or advertising relating to the Social Media Case Study Competition or future promotions without compensation or approval (except in Tennessee and where prohibited by law). All federal, state and local taxes, fees and surcharges on prizes are the sole responsibility of the prize winners. In the event that the selected winner(s) of any prize are/is ineligible or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to another Entrant.

Sponsor reserves, in its sole discretion, the right to disqualify from the Social Media Case Study Competition any prospective Entrant who (i) does not provide accurate information in their Entry submission form; (ii) violates these Official Rules, and/or (iii) violates the law.
ENTRY MUST ONLY INCLUDE MATERIAL (INCLUDING DATA) THAT YOU OWN OR THAT YOU HAVE OBTAINED PERMISSION FROM THE PATENT/COPYRIGHT/TRADEMARK OWNER TO USE. Entry may not include copyrighted materials (including any third party data or API used with Entry) unless You own or have obtained permission to use the materials. Notwithstanding the foregoing, Entries must not contain any copyrighted music, images, graphics, videos, or URLs except those provided by Sponsor. Your team’s Entry will be disqualified if copyrighted materials are a part of your Entry without appropriate licensing or permissions. If You do use permissible copyrighted materials, You must include the permissions information (such as the license information) with the Entry. Please be aware that material released under sites such as Creative Commons, common open source code licenses, may need permission or acknowledgement pursuant to the specific/relevant license.

NIELSEN DATA

In addition to any other terms and conditions You must comply with to access Sponsor’s data, including Nielsen Data, the following conditions apply to Entrant’s use of and access to Nielsen Data for the purposes of Entrant’s participation in the Social Media Case Study Competition.

Nielsen Data is owned or licensed by Sponsor and is confidential and proprietary to Sponsor. Entrants shall keep Nielsen Data in strict confidence; protect it with a reasonable degree of care; and without the prior written consent of the Nielsen, Entrants may not disclose or permit it to be disclosed to anyone. Sponsor hereby grants Entrants a limited, non-exclusive, non-transferable, revocable license to use the Nielsen Data solely for the purpose of the Social Media Case Study Competition and solely in accordance with the Official Rules of this Contest. Except as permitted under these Official Rules, Entrants shall not: (i) copy the Nielsen Data, other than into computer memory or hard drives for backup purposes, provided that Entrant reproduces on such backup copy all proprietary rights notices which appear on the original copy provided by Sponsor; (ii) sell, rent, license, lend, disclose, distribute, or otherwise transfer the Nielsen Data to any third party by any manner whatsoever, including any form of on-line technology; (iii) reverse engineer, decompile, disassemble or decode any portion of the Nielsen Data; (iv) distribute, market, license or sell any derivative work based upon the Nielsen Data; (v) download or incorporate any portion of the Nielsen Data into any web site, business-to-business electronic commerce application or business-to-consumer store or product locator application. Entrant(s) will reproduce all copyright and restricted rights notices on any copies of the Nielsen Data to the extent such copies are permitted hereunder.

THE NIELSEN DATA ARE LICENSED “AS IS,” AND SPONSOR MAKES NO WARRANTIES, WHETHER EXPRESS, IMPLIED, OR ARISING BY LAW, COURSE OF DEALINGS OR OTHERWISE, WITH RESPECT TO THE NIELSEN DATA. SPONSOR EXPRESSLY DISCLAIMS ANY WARRANTIES OF NONINFRINGEMENT, MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE.

SOCIAL MEDIA CASE STUDY COMPETITION PRIZE

THE POTENTIAL WINNERS ARE REQUIRED TO EXECUTE THE FOLLOWING: (1) AN AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE; (2) WARRANTY OF OWNERSHIP AND LICENSE; (3) PUBLICITY RELEASE; AND (4) ANY OTHER AFFIDAVITS AND/OR RELEASES OR ADDITIONAL DOCUMENTS THAT MAY BE REQUIRED BY PRIZE SUPPLIER(S). UNLESS PROHIBITED BY LAW, THE POTENTIAL WINNERS MUST SIGN THESE THREE DOCUMENTS NO LATER THAN 15 DAYS FROM THE DATE OF PRIZE NOTIFICATION IN ORDER FOR SPONSORS TO AWARD THE PRIZE. NONCOMPLIANCE OR RETURN OF

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PRIZE NOTIFICATION AS UNDELIVERABLE MAY RESULT IN DISQUALIFICATION AND, AT SPONSORS' DISCRETION, SELECTION OF AN ALTERNATE WINNER.

- **1st place**: Each Entrant of the team of up to four (4) individual Entrants who create the Entry ranked first by the Judges will receive a $100 Amazon gift card.

  Sponsor is not responsible for any disputes among Entrants concerning prize or prize components. Sponsor is not responsible for any applicable taxes associated with the prizes.

**JUDGING**

Entries and oral presentation(s) of Entry will be judged by a panel of judges (“Judges”), such as Sponsor senior leadership or other members of Sponsor’s organization. The Judges will evaluate each Entry based upon the following weighted criteria on a total of one-hundred (100) points:

**Problem Definition and Analysis (15 points)**
- Definition of problem and key issues
- Qualitative and quantitative analysis
- Analysis of company & industry

**Alternatives and Recommendation (20 points)**
- Evaluation of feasible alternatives, solutions and recommendation
- Realism and practicality of solutions

**Business Case (15 points)**
- Strategic orientation and focus
- Logical tie-in to analysis
- Justification of recommendation

**Implementation Plan (20 points)**
- Thoroughness and clarity
- Feasibility

**Organization of Material and Overall Presentation (20 points)**
- Ability to defend position
- Clarity and style of presentation
- Smoothness and balance of work, teamwork
- Creativity & delivery

**Questions and Answers (10 points)**
- Teamwork, communication skills
- Professionalism
- Use of time

Decisions of the Sponsor and Judges are final and binding. Sponsor reserves the right not to award a prize in the event an insufficient number of eligible entries meeting the minimum judging criteria are received, as determined by Sponsor and Judges in their sole discretion.
OWNERSHIP OF ENTRIES

Entrant acknowledges and agrees that the Entry is and shall be owned solely by Sponsor. Entrant agrees to assign and transfer or cause to be assigned and transferred and hereby assigns and transfers to Sponsor all of Entrant’s right, title and interest under any intellectual property rights to any such Entry. Sponsor will not be required to pay any additional consideration or seek any additional approval in connection with such use.

RIGHT TO CANCEL OR SUSPEND CONTEST

If for any reason the Social Media Case Study Competition is not capable of running as planned, due to infection by computer virus, bugs, worms, Trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Social Media Case Study Competition, Sponsor reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process, and/or to cancel, terminate, modify, or suspend the Social Media Case Study Competition. Sponsor may prohibit an Entrant from participating in the Social Media Case Study Competition or winning a prize if, in its sole discretion, if Sponsor determines that said Entrant is attempting to undermine the legitimate operation of the Social Media Case Study Competition by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor.

WARRANTY

By entering, Entrant represents and warrants that Entry is the original work of such entrant, it has not been copied from others, and it does not violate the rights of any other person or entity, that the Entrant is the sole creator of the Entry (except as other specified in writing) and that the Entrant has obtained permission from all persons or copyright or trademark owners whose likeness, work or mark are depicted in Entry, and all permission necessary for Sponsor use their Entry in any media worldwide and agree to confirm any of the foregoing in writing. Entrant further represents and warrants that the Entry does not contain any defamatory, obscene, or otherwise unlawful matter or depict anyone engaged in any illegal, immoral or lewd act, any violent or pornographic material or contain any other inappropriate content (as determined by Sponsor).

LIMITATION OF LIABILITY

By participating in the Social Media Case Study Competition or any Social Media Case Study Competition-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder. Sponsor will not be liable, in contract, tort (including negligence) or otherwise, for any loss, expense or damage of any kind including, without limitation, direct, special, incidental, consequential (including but not limited to lost opportunities or profits) or punitive damages arising out of these Official Rules.

Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Social Media Case Study Competition Entries; or alteration of Entries. Sponsor is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail entry to be
received on account of technical problems or traffic congestion on the Internet or at any website, human errors of any kind, or any combination thereof, including any injury or damage to Entrants' or any other persons' computers related to or resulting from participation, uploading or downloading of any materials related to this Social Media Case Study Competition.

WINNERS

Winners will be notified after winners have been chosen.

GENERAL

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants or Sponsor in connection with the Social Media Case Study Competition shall be governed by and construed in accordance with the internal laws of the State of New York without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state’s or country’s laws. By entering, Entrants consent to the jurisdiction and venue of the federal, state and local courts located in New York County, New York.

Agreed and Accepted by:

________________________________________
Participant

________________________________________
[Print Name]

________________________________________
[Date]