

Attachment

Overview of Video-Content Contest

1. Contest Details

(1) Contest Period

From noon of March 1, 2002 (Friday) until noon of May 19, 2002 (Sunday)

(2) How to enter

Register online at DoCoMo's Website at
http://www.nttdocomo.co.jp/p_s/mstage/

(3) Eligibility to enter

Individuals and groups are eligible, regardless of age, gender, or nationality. If a minor is awarded a prize, the minor must have the written consent of, or be accompanied at the awards ceremony by, his or her guardian. Both professionals and amateurs are welcome.

*Entries will be accepted from anywhere in Japan or overseas.

(4) Entry categories

- Art/Music
Artistic video clips and clips primarily focusing on music; clips produced using a variety of new methods or new techniques of expression
- Documentaries
Video clips of factual events, such as news events
- Drama/Cinema
Clips that have a script and story line, such as a play, drama, or fiction movie
- Entertainment
Media clips whose purpose is to entertain, such as variety acts, animation, humor, or slapstick
- Commercials
A 15–30 second commercial clip advertising DoCoMo's M-stage visualTM video-distribution service

2. Judges

- Kyle Cooper Video director
- Shinya Tsukamoto Film director
- Kashiwa Sato Art director
- Masato Ochi Creative producer
- Yugo Nakamura Web designer
- Yurie Nagashima Photographer

3. Prize Money

- (1) Grand Prize (first place): 3,000,000 yen
- (2) Runner-Up Prize (2 winners): 1,000,000 yen each
- (3) Category Prize (first place in each category): 500,000 yen
- (4) Entry Prize (approx. 20 winners chosen from all entrants): 100,000 yen

*Recipients of the Category Prize or higher prizes will be selected from the Entry Prizes winners and will be awarded Entry Prize money as well as money for the main prize received.

4. Rules concerning Entered Works

(1) Restriction on use of clip

Only clips that have not been announced or shown publicly as of the date of submission are eligible for submission. A clip that has been submitted may not be announced or shown publicly until the contest has ended, i.e., until all winners are announced as set forth below in “5. Announcement of Winners.” In principle, clips are limited to original works by the entrant.

* If a clip’s copyright or portrait right belongs to a third party, permission to use the clip must be obtained in advance from the copyright/portrait owner(s).

(2) Length of clip

Up to three minutes (The Television Commercial category is exempted from this limitation.)

(3) Size of clip

Either 176 dot (w) by 144 dot (l) OR 176 dot (w) by 132 dot (l)

(4) Clip data type

- Data files (see below list) — up to a maximum of 5 MB in size — that can be played back on Windows Media Player 7, QuickTime 5, or Macromedia FlashPlayer
 - Movie file (MPEG) (*.mpeg, *.mpg)
 - Video file (*.avi)
 - Windows Media File (*.asf)
 - QuickTime (*.mov)
 - Macromedia Flash (*.swf, *.mov)
- Clips that do not conform to the above conditions will not be judged. In addition, interactive motion from Flash files and so on will not be reproduced.

5. Announcement of Winners

- Entries that are awarded an Entry Prize will be announced in mid-June 2002 on the DoCoMo Website.
- Entries that are awarded the Category Prize or higher prize will be announced in early July 2002 on the DoCoMo Website or via DoCoMo's M-stage visual video-transmission service.
- Winners will be sent invitations to the awards ceremony.

6. To Enter

(1) Go to the sign-up page on DoCoMo's Website:

http://www.nttdocomo.co.jp/p_s/mstage/

(2) Questions regarding the contest should be directed to:

NTT DoCoMo Mobile Movie Creatives' Festival 2002 Office

E-mail: info@momofestival.com

Operating Period: From February 28 to July 15, 2002

About NTT DoCoMo

NTT DoCoMo is the world's leading mobile communications company, having more than 40 million customers. The company provides a wide variety of leading-edge mobile multimedia services. These include i-mode, the world's most popular mobile internet service, which provides e-mail and internet access to more than 30 million subscribers, and FOMA, launched in 2001 as the world's first 3G mobile service. In addition to its wholly owned subsidiaries in the United States, Europe, and Brazil, the company is expanding its global reach through strategic joint ventures and other alliances with mobile and multimedia-service providers in the Asia-Pacific, European, and North American regions. For more information, visit www.nttdocomo.com

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