

## **MyDuitStory 4.0 Short Video Competition**

### **- Terms and Conditions**

#### **1. Introduction**

MyDuitStory 4.0 Short Video Competition (Competition) is a financial education initiative by Financial Education Network (FEN)<sup>1</sup>. The Competition aims to raise awareness among youth to remain vigilant on the various modus operandi and latest tactics used in investment scams.

#### **2. Eligibility**

The Competition is open to all Malaysian students aged 18-30 from public and private higher learning institutions under the Ministry of Higher Education, *Institut Pendidikan Guru Malaysia, Institusi Latihan Kemahiran Belia dan Sukan*, TVET and MARA institutions under the Ministry of Rural and Regional Development.

#### **3. Registration**

- a) Students may submit an individual entry OR as a team of not more than 4 members (including Team Leader but excluding talents).
- b) Students are required to register at <https://www.fenetwork.my/myduitstory> by providing the following details:
  - i. Name (Individual/Team Leader), e-mail address, contact number and name of the university/institute represented by the Individual/Team Leader.
  - ii. Upon registration, the Individual/Team Leader will receive a confirmation e-mail which include:
    - ✓ a link to a Google Form for the Individual/Team Leader to fill in the details of the Lecturer(s) and the Team, if applicable.
    - ✓ Facebook link to the Virtual Briefing by The National Film Development Corporation Malaysia (FINAS) and the Securities Commission Malaysia.
- c) Team Members can be from the same or different participating universities/institutes.
- d) The Organiser reserves the right to validate the status of the students.
- e) Students may submit multiple entries, but only one entry could be considered to the final round.

#### **4. Important Dates**

- a) Registration: **6 March 2024 – 19 April 2024.**
- b) Virtual Briefing via Zoom and FEN Facebook Live: **16 March 2024 (Saturday), 11:00 a.m. – 12:00 p.m.**
  - i. FINAS - on creating an engaging video and cultural nuances
  - ii. Securities Commission Malaysia - on investment scams
- c) Videos and TikTok teaser submissions: **22 April 2024 – 31 May 2024.**

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<sup>1</sup> FEN members include the Ministry of Education Malaysia, Ministry of Higher Education, Bank Negara Malaysia, Securities Commission Malaysia, Employees Provident Fund, Agensi Kaunseling dan Pengurusan Kredit, Perbadanan Insurans Deposit Malaysia and Permodalan Nasional Berhad

**5. Video and TikTok Teaser Submission**

- a) Students must upload the **videos and 30-second TikTok teasers** to their respective YouTube accounts and ensure that the videos are set to "Private".
- b) Students to invite [myduitstory@fenetwork.my](mailto:myduitstory@fenetwork.my) to view the YouTube.
- c) The videos uploaded on YouTube must have a title and a brief synopsis of up to 300 words (in English or Bahasa Melayu).
- d) Students must e-mail to [myduitstory@fenetwork.my](mailto:myduitstory@fenetwork.my) with the following details:
  - i. **E-mail Subject:** MyDuitStory 4.0 Submission | Individual/Team Name | University/Institutes (Compulsory)
  - ii. Provide the **links to the video and TikTok teaser uploaded on YouTube.**
  - iii. Indicate the **title of the video and TikTok teaser.**

**6. Coverage**

Students to create inspiring and educational videos relating to investment scams, covering the areas, as follows:

**Table: Personal Financial Risk Management**

No.	Areas	Examples
i.	Lifestyle	<ul style="list-style-type: none"><li>• Identify various modus operandi and tactics of the latest investment scams.</li><li>• Assess the financial risks and potential impacts that may harm one's life when becoming a victim of investment fraud.</li></ul>
ii.	Risk	<ul style="list-style-type: none"><li>• Be aware that investment fraud can result in significant losses and can affect an individual's finances.</li><li>• Be aware of the importance of being vigilant and cautious about unreasonable investment opportunities, such as promising substantial returns in a short period.</li></ul>

**7. Format**

**a) Video**

- (i) **Duration:** Between 3 to 5 minutes, including the title.
- (ii) **Format:** High-definition MP4 format. The aspect ratio should be 16:9 and a minimum resolution of HD (1080 X 1920 px).
- (iii) **Style:** Documentary, narrative (scripted), short drama, animation, or anything suitable to deliver the story on investment scams.

**b) TikTok Teaser**

- (i) **Duration:** 30 seconds
- (ii) **Format:** High-definition MP4 format. The aspect ratio should be 9:16 and a minimum resolution of Portrait HD (1920 X 1080 px).

**8. Video and TikTok Teaser Requirements**

- a) The video and TikTok Teaser can be either in English, Bahasa Melayu, or a mix of both languages.
- b) The videos and TikTok Teaser have not been submitted to any other competitions.
- c) All entries must be the students' original works, and no part or component thereof is copied from any other work or material.
- d) The videos and TikTok Teaser must not include any endorsements of products or services.
- e) The videos and TikTok Teaser must not contain any obscene, violent, racist, religious, political and defamatory content.
- f) Students shall fully bear all costs and expenses for the production of the videos and TikTok Teaser and their participation in the Competition.

**9. Judging criteria**

**a) Main Theme Message (40 points)**

**i. Presentation**

Does the video include tips to avoid becoming victims of investment scams?  
Does the presented video have the ability to evoke an emotional impact?

**ii. Effectiveness of messages to be conveyed**

Are the key messages clearly identified? Does the video clearly depict the key messages? Are the messages sent effectively? How compelling is the video?

**iii. Making an impact towards change**

Does the video create a viewer's desire to make a change, spread the message further, or provide a call to action?

**b) Creativity/Originality (30 points)**

Videos must be students' work, in students' own words, and may include personal experiences and thoughtful observations. Videos must reflect that students have carefully examined and thought through the topics on investment scams.

**i. Originality** - uniqueness, and originality of the story.

**ii. Creativity** - effective use of imagination and creativity.

**iii. Plot** - actions, events, conflicts, and turning points that propel the story forward. How the story unfolds.

**iv. Pacing and Structure** - the timing of the action, unfolding of plot elements, character development, and the video's framework.

**v. Characters** - personalities that are distinctive and compelling. A protagonist and antagonist with clear and active goals.

- vi. **Entertainment Value** - does the story keep the viewer's attention? Is it fun, engaging, or thought-provoking?
- vii. **Dialogue** – voices that are natural, concise, and unique to each character. Use of language that effectively reveals character and moves the story forward or the lack of dialogue is used effectively.

**c) Technical Organisation (30 points)**

How well is the video produced in terms of continuity, timing, camera operation, sound quality, editing, and adherence to the time limit of 3 - 5 minutes?

- i. **Videography** - the quality of videography demonstrated in work.
- ii. **Sound Quality** - the dialogues are clear and not hindered by any noise or music score.
- iii. **Music Score** - the music score is suited to the video and helps to tell the story and its characters

**10. People's Choice – Most ‘Likes’**

- a) Shortlisted videos will be posted on FEN Facebook and Instagram.
- b) The videos will be ranked based on the number of 'Likes'.
- c) Digital buy is **NOT** allowed to boost video promotion on social media. Entries found to have digital buy will be disqualified.

**11. Prizes and Announcement of Winners**

- 1<sup>st</sup> Prize: RM8,000 cash
  - 2<sup>nd</sup> Prize: RM5,000 cash
  - 3<sup>rd</sup> Prize: RM3,000 cash
  - Consolation Prizes: RM1,000 cash X 10
  - University/Institutes With Most Entries Submitted<sup>2</sup>: RM5,000 cash X 1
  - People’s Choice (Most ‘Likes’): RM2,000 cash
- a) The winners will be notified either by phone, e-mail, and published in FEN website, Facebook, and Instagram.
  - b) Cash prizes will be credited into an account of the individual/one of the team members (including Team Leader). Winners will be required to provide the account details for the purpose of transferring the prizes money.

**12. Copyright and Ownership**

- a) **Rights of the Organiser:** The winning entries shall provide the Organiser exclusive rights to use the entries submitted for educational and promotional purposes. The students further agree that the Organiser reserves the right to use their names in connection with such uses but shall have no obligation to do so. The Organiser has the right to modify/extend dates or cancel the Competition due to unforeseen circumstances.

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<sup>2</sup> with at least one entry shortlisted in the top 30 entries.

- b) **Copyright:** By entering the Competition, the students confirm that they are the rightful owner or otherwise have the intellectual property rights to submit such materials; and therefore warrant that they have obtained rights in incorporating any copyrighted materials including but not limited to music, soundtrack, audio, graphics, images and video clips used in their video entry. Each entry and any part thereof shall not at any time infringe or violate any laws or the rights of third parties.
- c) By submitting your entries for this Competition, all students agree and acknowledge that all intellectual property rights shall be owned by the Organiser. The Organiser shall have the exclusive right to use, edit, modify and publish the entry submitted by all the students, publish the names of the Students, in any way it deems fit for any advertising, trade, promotional purpose and for any other reason whatsoever, without any further notice to the students and the students shall not claim ownership or any payment or compensation on the materials. For the avoidance of doubt, the submissions will not be edited for judging purposes.
- d) **Consent for Castings:** Students shall inform casting talents featured in their entries of the possibility of the usage of the video entry by the Organiser. This is to avoid any royalty or compensation issues regarding the usage of the video entry by the Organiser in the future.
- e) **Limitations on Liability:** The Organiser hereby disclaims all liabilities that may arise in connection with the Competition entries. Further, the Organiser shall not be held responsible for any lost or damaged entries in transit. Entries are automatically rejected if they are incomplete, unreadable, damaged, not in compliance with the Competition Terms and Conditions stated herein or may bring the Competition into disrepute. The Organiser reserves the right to cancel, terminate, modify, suspend or extend the Competition at any point of time. The Organiser reserves the right to refuse or cancel any video screening, which is of insufficient quality to ensure satisfactory public screening. The decision of Organiser in all matters relating to the Competition shall be final and binding.

### 13. Personal Data Protection Act

- a) The students agree that personal data including name and contact details which are provided to the Organiser will be recorded, stored or otherwise processed for administration of the Competition and for related advertising, publicity, and other legitimate business purposes.
- b) Any personal data submitted in paragraph 13(a) may be disclosed to FEN members as permitted by the Personal Data Protection Act 2010.
- c) Request for access to or correction of the personal data or limit the processing of the personal data at any time hereafter can be done by submitting such request to the Organiser via e-mail [myduitstory@fenetwork.my](mailto:myduitstory@fenetwork.my). By submitting

the personal data via the Competition website, it is deemed that the Organiser has obtained consent to the processing and transfer (if required) of the personal data.