



**PINOY BOYBAND SUPERSTAR (PBS)**  
*November 3, 2016 to December 11, 2016*  
*Per DTI-FTEB SPD permit number 11768 series of 2016*

**A. PROMO TITLE: Pinoy Boyband Superstar: Super Fans Promo**

**B. PROMOTION PERIOD: November 3, 2016 to December 11, 2016**

**C. COVERAGE: Nationwide**

**D. LIST OF PRODUCTS COVERED: N/A**

**E. WHO CAN JOIN**

- a. The promo is only open to Filipinos, ages thirteen (13) years old and above at the time of joining, and WITH INTERNET ACCES. Minors (below 18 years old) must submit a waiver upon registration to participate.
- b. The website [www.boyband.ph](http://www.boyband.ph) will be the medium/platform for the campaign. Interested participants must register to the website.

**F. WHO ARE DISQUALIFIED**

- a. Participants who did not meet promo requirements for joining (as stated in How to join part below).
- b. Employees, contractual, independent contractors, and their relatives up to the second degree of affinity or consanguinity of the following are not allowed to join the contest: ABS-CBN and all its subsidiaries, including interactive service provider, Corporate Sponsors and all its subsidiaries and media agencies.
- c. Persons reporting regularly to the promoter, sponsor, advertiser under a contract of service and who, by the nature of the service they render may have a direct and personal knowledge of this promotion are likewise disqualified.
- d. Participants who upload photos or videos that contain the following:
  - Nudity
  - Inappropriate Behavior
    - i. Violence
    - ii. Any situation which exposes any person appearing in the entries to physical injuries
  - Profanity
    - iii. Foul Language or signs
- e. Should the participant claiming to be the winner fails to present the complete requirements on the specified deadline (as stated below), then the winner shall be disqualified from claiming the prize in concurrence with DTI approval.
- f. Point deduction shall be made by ABS-CBN (authorized representative) for any activity that did not follow the instructions stated in th approved mechanics of this promo.

**G. MECHANICS PROCEDURE: HOW TO JOIN**

1. Participants must register on the microsite ([www.boyband.ph](http://www.boyband.ph))

a. First time users need to provide the following details:

Full Name:

Complete Address:

Birthday:  
 Contact/Mobile Number:  
 Email Address:

b. Upon completing the registration, the participant must login using his/her Facebook account.

2. Each participant's aim is to earn as many points to reach the top level of the leaderboard and become a certified **Super Fan** by doing the following activities **within the website** during the promo period:

- a. **Follow a contestant** – Contestants tab
- b. **Like a post** - Facebook, Twitter, Instagram posts, Photos tab, Articles in Latest News tab, Video tab
- c. **Share a post** - Facebook, Twitter, Instagram posts, Photos tab, Articles in Latest News tab, Video tab
- d. **Comment on a post** - Facebook, Twitter, Instagram posts, Photos tab, Articles in Latest News tab, Video tab
- e. **Watch a video** - Videos tab
- f. **Fave 5** - User can choose his/her favorite 5 boys weekly. For every boy that gets to the next round, users earn points.
- g. **Band Name Submission** - User can name the actual band.

Please refer to the chart for the point system and period covered by the activity.

ACTIVITY	EQUIVALENT POINTS	FREQUENCY	MAX TOTAL POINTS PER DAY/WEEK	TOTAL POINTS (Nov 3 to Dec 11)
Follow a Contestant	100 pts per follow	12 all throughout	1,200 pts	1,200 pts
Like a Post [Facebook, Twitter, Instagram, Web Photo, Article, Video)	10 pts per like	10 sessions per day	100 per day/ 700 pts	3,900 pts
Share a Post [Facebook, Twitter, Instagram, Web Photo, Article, Video)	50 pts per share	10 sessions per day	500 per day/ 3,500 pts	19,500 pts
Comment on a Post [Facebook, Twitter, Instagram, Web Photo, Article, Video)	30 pts per comment	10 per day	300 per day/ 2,100 pts	11,700 pts
Watch a Video	50 pts per view	10 per day	500 per day/ 3,500 pts	19,500 pts
Fave Five You can choose 5 boys on a weekly basis For every boy that gets to the next round, then you get points.	500 pts per boy (if correct)  For Finale: 1,000 pts per boy (if correct)	5 guesses per weekend	2,500 pts (if all correct)  For Finale: 5,000 pts (if all correct)	12,500 pts Nov 5 to Dec 4  5,000 pts Finale: Dec 11
Band name submissions	300 points per submission	Once a week	1,200 pts	1,200 pts Week 1- Nov 5-11 Week 2- Nov 12-18 Week 3- Nov 19-25 Week 4- Nov 28-Dec 4

3. Activities such as like, comment follow and share outside the website will NOT be counted as points.

4. Earning of points for all users will end on December 11, 2016, 11:58pm, which signifies the end of the promo period. The user who ranks #1 on the Pinoy Boyband Superstar Super Fan leaderboard at the end of the promo period will win the grand prize of Fifty Thousand Pesos PhP 50,000.00 (subject to tax).

5. All users who registered to boyband.ph website from November 3, 2016 to December 4, 2016, 11:59pm, regardless of points earned, will get a chance to win tickets to the Pinoy Boyband Superstar Finals Night, which will be held on December 11, 2016 at the ABS-CBN studios. The 10 users, who will win two (2) tickets each, will be determined via an e-affle on December 5, 2016 with the supervision of a DTI representative.

6. The points earned from November 3 to December 11, 2016, 11:58pm also entitles registered participants to **exclusive discounts to Pinoy Boyband Superstar merchandise** available in the ABS-CBN Online Store [www.store.abs-cbn.com](http://www.store.abs-cbn.com) only.

0 to 4,999 points = 10% discount  
5,000 and above points = 30% discount

\*No minimum purchase required.

\*Participants will be notified and issued the discount code through their respective profile pages on the [www.boyband.ph](http://www.boyband.ph) website.

\*Discount codes are valid until **January 31, 2017** only, and are transferable.

\*Unique discount codes will be assigned to qualified participants

#### H. CUT - OFF FOR ENTRIES

**ABS-CBN will stop accepting entries/points for the Pinoy Boyband Superstar Super Fan leaderboard on December 11, 2016, 11:59pm after the finals night.**

#### I. DETERMINATION OF WINNERS

##### **One (1) winner of the grand prize PhP50, 000.00**

ABS-CBN will determine the grand prize winner of the Super Fan leaderboard by **December 12, 2016 at 10:00** (Military Time) at the **9<sup>th</sup> floor Digital Media Division**, ELJ Communication Center, Mother Ignacia St., Diliman, Quezon City, Metro Manila 1100.

##### **Ten (10) winners of Pinoy Boyband Superstar Finals Night tickets**

ABS-CBN will determine the winners of the Pinoy Boyband Superstar Finals Night tickets by **December 5, 2016 at 10:00** (Military Time) at the **9<sup>th</sup> floor Digital Media Division**, ELJ Communication Center, Mother Ignacia St., Diliman, Quezon City, Metro Manila 1100.

*\*All winners will be determined in the presence of an authorized DTI Representative.*

#### J. SCHEDULE AND PROCEDURE IN THE NOTIFICATION OF WINNERS:

1. ABS-CBN will notify the grand prize winner of the Pinoy Boyband Superstar Super Fan leaderboard **on December 12, 2016** through call, e-mail, or Facebook message. ABS-CBN will notify the participants INDIVIDUALLY to avoid contestants being aware of their competition. If the participant does not reply with the requisite details asked of her within forty-eight (48) hours from the time ABS-CBN sent the message, ABS-CBN will disqualify the participant and get the next participant with the most number of points on the Super Fan leaderboard.

2. ABS-CBN will notify the winners of the **Pinoy Boyband Superstar Super Fan Finals Night tickets on December 5, 2016** through call, e-mail, or Facebook message. If the participant does not reply with the requisite details asked of her within forty-eight (48) hours from the time ABS-CBN sent the message, ABS-CBN will disqualify the participant and get the back-up winners from the e-affle.

## K. LIST OF PRIZES AND PROCEDURE FOR WINNERS

Covered Period	# of Winners	Prize	Digital Announcement Date	Announcement Date
December 4, 2016, 11:59pm	Ten (10) e-affle winners	Pinoy Boyband Superstar Finals Night tickets (2 tickets per user)	December 5, 2016	December 5, 2016
December 11, 2016, 11:58pm	One (1) winner from the Super Fan Leaderboard	<b>Php 50,000.00 (subject to tax)</b>  (**Please see section under Procedure for Claiming Prizes by the Winner)	Week of December 12, 2016	Week of December 12, 2016

\*Pinoy Boyband Superstar Finals Night ticket Prizes are transferable but not convertible to cash

\*Prizes may be claimed at the Digital Media Division, 9th Floor ELJCC Bldg Mother Ignacia Corner ELJ St Quezon City as indicated in the verification notification.

\*All expenses related to the claiming, availing or enjoying of the prizes not otherwise provided for herein are the sole responsibility of the winner (Bus Fares, Taxi Fares, Gas, Parking, Meals, etc.).

### Procedure for claiming prizes by the winner/s:

1. VALUE OF GRAND PRIZE (Top 1 winner) is Fifty Thousand Pesos (Php 50,000.00), subject to Twenty Percent (20%) prize tax which will be shouldered by the **winner**. The Pinoy Boyband Superstar Finals Night tickets are not convertible to cash, but transferable.

All Winners must present the following to an authorized ABS-CBN representative when claiming prize:

- One (1) valid ID with complete real name, age, gender picture and correct address. Photocopies of any of the documents (i.e. birth certificate, marriage contract, SSS ID, driver's license, school ID and/or passport)
- If the winner is a minor, then he/she must be accompanied by his/her parent/s or legal guardian.
- If winner is not present/available, representative must present a valid government issued ID, a letter of authority or Special Power of Attorney ("SPA"), and a valid government issued ID of the winner.
- Before the winner can claim the grand prize, the winner must sign a Memorandum of Agreement ("MOA") with ABS-CBN. Failure or refusal to sign the MOA shall be a ground for disqualification.

2. Redemption period and Deadline for Claiming of Prizes:

- a. Cash Prize must be claimed within sixty (60) days from the date of announcement or receipt of the notification, whichever comes last.
- b. Failure to claim the cash prize of Fifty Thousand Pesos (Php50,000.00), exclusive of taxes, within sixty (60) days from the date of announcement or notification of winners, whichever comes last, will result to the forfeiture of the prize in favor of ABS-CBN with prior DTI approval.
- c. The Pinoy Boyband Superstar Finals Night tickets must be claimed on or before December 11, 2016.

- d. Complete Address of Redemption Centers and contact person
  - i. 9<sup>th</sup> floor Digital Media Division, ELJ Communication Center, Mother Ignacia St., Diliman, Quezon city, Metro Manila 1100
  - ii. Winners will shoulder all costs that they would incur in securing their prize (Air Fares, Bus Fares, Taxi Fares, Gas, Parking, Meals, etc.).

## L. CONTROL MEASURES

- a. A DTI Representative shall be invited to check the computer system for assigning of points based on the activities, and drawing of winners, before the promo. During the verification, the DTI Representative shall also check the fields in the database/list of participants which shall include the following details: name, gender, birth date, age, cell phone numbers, email address, date and time of transaction, type of transaction that transpired, entries earned per transaction and a column shall be added to include the raffle numbers assigned randomly. Those that do not comply with the required elements will be purged from the database.
- b. Another DTI Representative will be invited to be present during the actual drawing of e-raffle winners.
- c. ABS-CBN Digital Media Division will generate a list of qualified participants before the draw.
- d. E-Raffle numbers will be assigned at random to all qualified participants in the presence of the DTI Representative before drawing winners. A copy shall be sealed in an envelope signed by the DTI Representative for safekeeping of and for verification of DTI anytime.
- e. After the winner is drawn, it will be verified from the generated list by the ABS-CBN or DMD Representative and the DTI Representative.
- f. The list of winners with their corresponding prize won will be given to the DTI Representative after the draw period.
- g. A list of the properties of the computer program shall be printed and given to the DTI Representative after each draw/judging schedule.
- h. All complaints and queries regarding this promotional activity may be attended by ABS-CBN DMD hotline that may be reached by dialing (02) 415-8766 from Monday to Friday 9AM to 6PM. Disclaimer: Airtime/Toll charges may be applied.

### ***Website / Social Media Account Handling***

- i. All information sent by the participants to the registration page shall automatically go to the **system database** upon clicking submit.
- ii. There will be one administrative ("Admin") person from the Digital Media Division (DMD), who will monitor the promo website.
- iii. After compiling the entries sent during the day, the admin shall send the summary of entries to the management for the update prior the scheduled draw period.

### TERMS AND CONDITIONS:

1. Participants represent and warrant that they have read, understood and agreed to abide by its complete rules and regulations.
2. Participants will retain copyright and ownership of their entries. However by submitting their photos, participants hereby agree to grant ABS-CBN and its subsidiaries and affiliate an exclusive, royalty-free license to use the same.
3. ABS-CBN Digital Media Division reserve the right to block, remove, or disqualify communications or materials that it determines to be (a) abusive, defamatory, or obscene, (b) fraudulent, deceptive, or misleading, (c) in violation of a copyright, trademark or other intellectual property right of another or (d) violates any law or regulation or (e) offensive or otherwise unacceptable to ABS-CBN at their sole

discretion.

4. ABS-CBN disclaims any liability for failure to receive or acknowledge entries arising from force majeure, including acts of God, fires, floods, wars or other disturbances, labor unrest, or other causes beyond its control.

5. ABS-CBN shall be free from responsibility in case of injury, accident or death by bearer of the prizes and/or companion during the claiming/experiencing the prize. "DISCLAIMER ON RECEIVING RAFFLE ENTRIES – ABS-CBN shall not be responsible and shall not be liable for entries which it fails to receive for reasons outside its control or for force majeure."