



## REGULATIONS FOR PARTICIPATION IN THE "FCBApps PROGRAM"

### REGULATION 1. Objective of the FCBApps Program.

The "FCBApps Program" is a Program for the creation of applications for Smartphones for Futbol Club Barcelona, addressed at ICT developers and companies.

### REGULATION 2. Recipients.

The "Program" is addressed at any physical person or legal entity that has (i) a developed mobile application, (ii) a mobile application in process of development or (iii) a prototype, and that has an interest in participating in the "Program" for the commercialization, dissemination, promotion and advertising of this application using the "Barça" brand name.

### REGULATION 3. Duration and periods of the Program.

The period for participating in the "Program" will start on February 24 and end on December 31 of 2012, and can be extended for one (1) further year, and so on successively, in the case of:

- a) not receiving (i) developed mobile applications, (ii) mobile applications in process of development or (iii) prototypes,
- b) or these not being of interest to the Manager of the "Program" or
- c) those that are received not complying with each and every one of the requirements.

and this circumstance being communicated expressly to the website [www.fcbapps.cat](http://www.fcbapps.cat).

Also, Futbol Club Barcelona reserves the right to modify the period of applicability of participation during the course of 2012, bringing the period of participation in the "Program" to an end in advance, should the minimum number of twenty (20) viable participants with their corresponding projects be achieved, i.e., that comply with each and every one of the requirements demanded in each of the processes for participation in the "Program".

### REGULATION 4. Manager of the "Program" and Technical Office of the Program.

The Manager of the "Program" is Futbol Club Barcelona.

The Technical Office of the "Program" corresponds to the Fundació Privada Barcelona Digital Centre Tecnològic, whose objective is the technical coordination operative management of the "Program", and that includes among others, (i) the reception of candidatures, (ii) the evaluation and testing of applications, (iii) and communication with the Participants.

### REGULATION 5. Aim of the "Program".

The "Program" offers the Participants:

- Advantages from the (i) use of the "Barça" brand name and (ii) its media impact.
- Visibility offered by the "Program", both on its specific website ([www.fcbapps.cat](http://www.fcbapps.cat)), a link to which can be found on the official website of Futbol Club Barcelona, i.e., information in relation to its content and aims and/or objectives, as well as actions and events planned and/or carried out as part of the "Program".
- Advantages from the commercialization offered by different App stores, as the applications will be registered for the corresponding App stores in accordance with the operating system used (Apple Store, Android Market, etc).





- Participation in the income generated by the commercialization of the application.

#### REGULATION 6. Requirements of the Participants.

Participation in the “Program” is open to any physical person (in this case, said person must by necessity be an adult (over 18)) or legal entity, which shall be deemed a “Participant”, that (i) possesses a prototype or (ii) owns the industrial property to an App.

When the “Participant” is a student and/or entrepreneur, if at the moment of formalising the candidature for the prototype or application they have not constituted a company or obtained legal freelance status, it is indispensable for them, should their application finally be accepted by the Technical Evaluation Committee (said committee is formed by the Technical Office of the FCBAApps Program of the Fundació Privada Barcelona Digital Centre Tecnològic and Futbol Club Barcelona), to be formally and legally constituted as a company or become freelance before the application can be registered; (i) first in the Apps Store and after at (ii) FCBAApps.

#### REGULATION 7. Obligations of the Participant.

##### 1st. Phase. Period of participation in the “Program”.

- Respect the Regulations of the “Program” during the period in which their participation is valid.
- Heed each and every one of the instructions that (i) are initially indicated by the Technical Office of the “Program” of the Fundació Privada Barcelona Digital Centre Tecnològic when evaluating and testing the presented application and (ii) those indicated afterwards by Futbol Club Barcelona.
- Undertake any modifications to the App, if relevant, as necessary, in accordance with the indications of the Technical Evaluation Committee.
- Carry out the development of the mobile application.

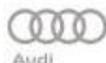
##### 2nd. Phase. Period of Development of the App and commercialization.

- Periodically inform Futbol Club Barcelona about the development and operation of the application and deal with incidents and user services.
- Run a help service for users of the application and deal with all incidents that might arise during the participation of the application in the “Program”.
- Perform maintenance of the application in order to resolve incidents and perform all necessary actions to ensure the correct operation of the application.
- Monitor the online reputation of the application.

#### REGULATION 8. Minimum requirements of the mobile application.

All applications participating in the “Program” must comply with each and every one of the following requirements:

- Applications can be aimed at either private parties or companies.
- The application must be developed on at least one of the following operating systems accepted by the Program: (i) IOS (Apple), (ii) Android, (iii) BlackBerry OS or (iv) Windows Phone 7. It is recommendable for the application to be developed for various operating systems.
- The application must respect the “Human Interface Guidelines” (HIG) corresponding to the different platforms.





- The application must use the set of analytical tags provided by Futbol Club Barcelona in the development of the application.
- For the initial evaluation, the application must be developed in (i) Catalan, (ii) Spanish or (iii) English.
- Once the application has been accepted, the developer must guarantee that the application will be developed in the six (6) official languages of Futbol Club Barcelona: English, Arabic, Catalan, Spanish, Japanese and Chinese.
- The application must comply with the style guide authorised by the Club in order to properly apply the “brand” and/or identity symbols belonging to Futbol Club Barcelona.
- The application may not have content or references that are sexually explicit or suggestive, violent or disrespectful to any ethnic, racial, gender, religious, professional or age groups, profane or pornographic.
- Participation may not promote illegal medication or firearms (or the use of either of the same), or any activity that could be considered insecure or dangerous, or to contain political messages.
- The application may not be obscene or offensive, and may not support any form of hate or hate groups.
- The application may not contain any brands, logos and/or identity symbols that belong to third parties or include advertising or promotions of any brand or product of any type without the prior and express authorization and/or consent of the Manager of the “Program”.
- The application cannot contain materials whose copyright belongs to third parties (including music, photographs, video, sculptures, paintings and other works of art or images published on the web or on television or other media) without their express written permission.
- The application cannot contain materials that contain the name, images, photographs or other indications that identify any person, living or dead, without their express and written authorisation, or in the absence of the same, that of their families.
- The application may not violate any applicable national laws.
- The content of the application must promote the values of Futbol Club Barcelona, such as integration, solidarity, tolerance, ethics, public duty, democracy, sportsmanship and fair play.

REGULATION 9. Requirements for participation.

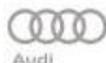
In order to participate in the “Program”, it is indispensable for the Participant to fill in each and every one of the fields with the data required in the “Participation web-based form” that can be found at the following link [www.fcbarcelona.cat](http://www.fcbarcelona.cat).

This action will produce the result of the Participation or Candidature of the Participant in the “Program”.

Instructions for filling in the form via the web

1) Participation form / 1 of 2. Personal details

Item	Comment
If you have a previous inscription code, enter it to recover the data	If you have made an inscription previously, the information on the form can be recovered by entering in this field the code provided with the email confirming reception of the inscription and



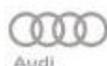


	that is sent once the form has been correctly completed and sent. Any change made later to the data in the form will modify the inscription data.
Name and surname of the contact person	The contact person must be an adult.
Type of organization	One of the three available options should be chosen: company, freelance or others. The option Others includes the profiles of both students and entrepreneurs. An entrepreneur is considered to be any person that plans to create a company soon. If the application is accepted the person will be required to formally constitute a company of become a legal freelance worker.
Have you previously participated in the development of a successful App? Name of the App and description of your contribution (maximum 5 lines or 600 characters)	Briefly, explain the person or company's previous experience of the development and design of other mobile applications.

Do not access the following page of the Form until you have correctly filled in the first page.

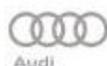
2) Participation form / 2 of 2. Personal details

Item	Comment
Name of the application	State the name of the application.
Category of the application	Select from the available categories: Education, Entertainment, Games, Information, Utilities, Health and fitness, Social networks, Photo and video, and Music.
Objective of the application	In a single sentence, explain the objective of the application.
Description of the application	Description of the main characteristics of the application.
Who is your application addressed at? State the three main characteristics that define your users	You must list the three main characteristics that describe the users of the application.
What are three most important functions that your application offers the user?	You must list the three main functions that the application offers the user.
Why do you think your application will be successful? Why do you think it stands out above others? (maximum 5 lines or 600 characters)	In this section you must explain why you consider your proposed application will be successful and stand out above the rest.
Is the application developed? (Yes/No)	You must indicate whether the App is already developed or whether you would like to send a preliminary prototype. A prototype is understood to be any newly proposed mobile application featuring the following





Item	Comment
	<p>documentation:</p> <ul style="list-style-type: none"> <li>- Document of the functional aspects including:               <ul style="list-style-type: none"> <li>o Navigation chart for all screens in the application.</li> <li>o Structure of the information on each of the screens</li> </ul> </li> <li>- Video or BETA Version of the application showing the graphic design of the main screens and functions (with a minimum of 4 screens).</li> </ul>
Specify the Operating system	<p>Select the operating system from the options in the drop-down menu: iPhone, Android, BlackBerry OS and Windows Phone.</p> <p>If you are interested in presenting the same application on different platforms, a specific inscription form will always be generated for each platform.</p> <p>The method in this case is to generate the new inscription form, by entering in the Form the initial Inscription code and selecting a new Operating system using this field.</p> <p>This operation will allow you to attach files corresponding to the new Operating system and obtain a new Inscription Code.</p>
Code of the application	<p>The accepted formats are: IPA, APK, COD, JAR and XAP. Maximum size of 20MB.</p> <p>The code has to be signed with the participant's certificate and with the UDID of the test terminals (and which must be requested beforehand)</p>
Screenshots of the application	<p>Between 3 and 5 screenshots will be attached, always in accordance with the measurements, formats and resolutions specified in the Human Interface Guidelines (HIG) for the different platforms.</p>
Icons of the application	<p>Icons will be attached in accordance with the measurements, formats and resolutions specified in the Human Interface Guidelines (HIG) for the different platforms.</p>
Icons of the Store	<p>Icons will be attached in accordance with the measurements, formats and resolutions specified in the Human Interface Guidelines (HIG) for the different platforms.</p>
Functional document	<p>The functional document must include the navigation chart and structure of the information on each screen.</p> <p>The accepted format is PDF and must be a maximum of 5MB.</p>





Item	Comment
Prototype of the application	The prototype of the application can be a video (MPEG format and maximum size of 50MB) or a BETA version of the application (in the latter case the same formats and requirements shall be applied as in the field "Code of the application").
How long is the development of the App expected to take?	Select one of the options in the drop-down menu.

The Form will not be correctly finalised until the form on this page has been completely filled in.

Once the Form has been correctly finalised, an email will be sent to confirm reception of the Inscription form. This mail will contain the Inscription Code that is to be assigned to the Participant, along with the data entered in the Inscription.

We recommend you to save this mail and the assigned Code in order for the Participant to once again be able to access the data in their Inscription.

All modifications or updates of the data in the Inscription must be made via the form page and always after entering the Inscription Code.

#### REGULATION 10. Composition of the Technical Evaluation Committee

The applications and prototypes presented for the "Program" will be evaluated by a Technical Evaluation Committee.

The Technical Evaluation Committee is formed by the Technical Office of the FCBAApps Program and by Futbol Club Barcelona.

The Technical Evaluation Committee will be responsible for evaluating each of the candidatures in accordance with the criteria established by the Regulations for the "Program", and has the power to reject any that it deems not to be in accordance with the objective and Regulations of the FCBAApps Program and as a last resort, with the objectives of Futbol Club Barcelona.

#### REGULATION 11. Evaluation criteria.

The criteria that will be used to evaluate each of the Apps are shown in the following table. The objective is to analyse the different aspects of the applications and ensure the overall final quality of the applications that are eventually selected.

PROPOSED CRITERIA
1. <u>Business</u> Appraisal of the income model, the business plan and the feasibility of the App.
2. <u>Brand</u> Appraisal of the use of the club's image and the capacity for worldwide expansion, implication or coincidence with the Barça values and the capacity for increasing links with the club's fans and supporters.





3. Club

Appraisal of value added service for members and whether it covers basic needs.

4. Innovation

Appraisal of the innovative aspects of the App, both in reference to technologies and the services offered.

REGULATION 12. Good practices in the development of Apps.

- It is recommended that the application should be no larger than 20MB.
- It is recommended that the application should not require a particularly fast Internet connection. In this regard, it is recommended that there should no need for any more than 4.5MB over a five (5) minute interval.
- Once the application is accepted it is recommended that the developer uses the different existing social networks in order to promote the application as much as possible.

REGULATION 13. Resolution and communication of the evaluation.

The Technical Office of the "Program", as the coordinator of the "Program", agrees to inform the Participant by email, within a maximum period of two (2) months counted from the moment of presentation of their candidature, the result of the evaluation of said candidature, as long as the information presented by the Participant is correct and complete.

REGULATION 14. Formalization of the presence of the App in FCBAApps.

If the result of the evaluation made by the Technical Evaluation Committee of an application is positive, a collaboration contract must be signed for the provision of services between Futbol Club Barcelona and the Participant.

After that, the developer will update the application with the inclusion of all of the official languages of Futbol Club Barcelona (English, Arabic, Catalan, Spanish, Japanese and Chinese) and shall perform the final adjustments and corrections.

If the application passes the final review, Futbol Club Barcelona will register it in the corresponding Apps Store for the platform used.

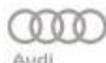
Only if registration in the Apps Store is accepted will Futbol Club Barcelona register the application in FCBAApps.

REGULATION 15. Economic model offered by the FCBAApps Program.

The FCBAApps Program will establish a business model for revenue sharing between Futbol Club Barcelona, who transfer their brand name, and the developer of the App, who provides the service and maintenance of the APP. The revenue sharing model will be defined on signing of the contract.

REGULATION 16. Industrial property of the application and exclusivity.

The Participant will maintain at all times Industrial property of the mobile application being presented, whether this is the developer or whether this has contracted a third party developer.





If the application is a new development (i.e. it is not on the market), the participant guarantees exclusivity for the commercialization of the application to Futbol Club Barcelona for the first year, during which time the same application cannot be commercialised among other agents or sports bodies.

#### REGULATION 17. Confidentiality of data.

The manager of the "Program" agrees to duly inform the participants of the data confidentiality policy, and the participant agrees to accept this policy:

- Through participation in the Program, the participants EXPRESSLY AUTHORISE:
  - a) that all of the data provided via the inscription form is included in an automated file that will be managed by the Barcelona Digital Centre Tecnològic whereby the aforesaid data will be treated as confidential and therefore shall be used and tested under terms of Organic Law 15/1999, of December 13 on the Protection of Data of a Personal Nature, and all other applicable and valid legislation
  - b) that this data is directly provided to Futbol Club Barcelona only and exclusively for the management and communication of matters related with the FCBAapps Program.
- The participant may at any time exercise their right to access, rectify, cancel and/or oppose (totally and/or partially) the use and treatment of the data given in the inscription form, by sending express and written communication of this to the manager of the file by writing to the following email address: [fcbaapps@bdigital.org](mailto:fcbaapps@bdigital.org), indicating "Cancellation of FCBAapps Program data". For doubts and/or queries, the contact telephone number for the Barcelona Digital Centre Tecnològic is the following: +34 93 553 45 40

#### REGULATION 18. Acceptation and deposit of the Regulations of the Program.

The Regulations for this promotion will be deposited before a Notary of the Il·lustre Col·legi de Notaris de Barcelona.

Participation in the "FCBAapps Program" assumes full acceptance of its Regulations by the participant. If there should be any disagreements with respect to the promotion and/or the interpretation of these Regulations, these shall be subjected to the litigation of the Courts and Tribunals of Barcelona, such that the participants in this promotion expressly renounce any other authority that could correspond to them.

The Regulations for this "Program" are available for viewing by anybody on the website [www.fcbaapps.cat](http://www.fcbaapps.cat).

#### REGULATION 19. Consultations and suggestions.

For any consultations or suggestions, contact should be made with the Technical Office of the "FCBAapps Program":

[fcbaapps@bdigital.org](mailto:fcbaapps@bdigital.org)

