



AOL Video Mashup Competition

Company Name: AOL LLC.
Company URL: <http://www.aol.com>
Project Medium: Web
Project Type: Mashup Concept
Contact: studioadmin@topcoder.com

Project Description:

AOL is looking for the best mashup ideas for their latest AOL Video Search APIs. For this contest, you are asked to come up with a unique concept that combines the AOL Video Search API service with other content that is free and publicly available for commercial use. This means you could combine AOL Video Search with other AOL APIs or even third party content. The possibilities are endless!

Contest Schedule

Submission Phase Begins:	12.20.06 Noon ET (GMT/UTC -5)
Submission Deadline (extended):	01.08.07 Noon ET (GMT/UTC -5)
Survey Begins:	01.08.07 2:00 PM EST (GMT/UTC -5)
Survey Ends:	01.12.07 2:00 PM EST (GMT/UTC -5)
Review & Revision Begins:	01.22.07 Noon ET (GMT/UTC -5)
Review & Revision Ends:	02.01.07 Noon ET (GMT/UTC -5)
Winner Announced:	02.08.07

Please note: Creating the actual mashup application is not in the scope of this competition. We are just looking for your ideas.

What is a "Mashup"?

A [mashup](#) is a website or web application that combines content from more than one source to create a new experience.

What is an API?

An API (Application Programming Interface) allows software applications the ability to communicate with each other.

The latest APIs for AOL Video Search allow web developers the opportunity to place AOL Video Search services right into their web pages/applications. The AOL Video Search Engine API is an index containing millions of video files that are available on the Internet. This index is continuously updated, cleaned and expanded to include the latest videos from the most popular video destinations on the Web.

Where do I start?

What if you had the chance to improve your favorite web site, or create your own? If you could integrate AOL Video Search functionality into that site, what

would you mix it with? What's a fun or useful way to work with videos? If you can imagine it, all you have to do is explain your idea. It's that simple!

What is AOL looking for?

AOL wants unique ideas/concepts for web applications using the AOL Video Search APIs that they could potentially build using the available APIs. Your idea could be represented in a couple of different ways:

1. GUI (Graphical User Interface)
2. Written Concept

See more about how to submit your idea below.

The AOL Video Search service is changing into an open and dynamic platform. Now, developers will be able to drive the AOL Video Search service in innovative new directions, confined only by the limits of their imaginations.

Where can I find more information?

The AOL Video APIs can be found under AOL Video here:

http://dev.aol.com/aol_video/index.html **You must agree to the stated terms of service and license attached to the AOL Video Search APIs prior to any use thereof. By entering any submission you hereby confirm that you have agreed to and will at all times comply with the terms of service located at http://dev.aol.com/aol_video/index.html.**

Other AOL APIs (including MapQuest and AOL Pictures) can be found here:

<http://dev.aol.com/>

Read more about mashups here:

[http://en.wikipedia.org/wiki/Mashup_\(web_application_hybrid\)](http://en.wikipedia.org/wiki/Mashup_(web_application_hybrid))

How to Enter:

Your goal for this competition is to express your concept as clearly as possible. Think like a user. Generally, this is best achieved by designing a graphical user interface (GUI). However, a written explanation is also acceptable (see below).

GUI Concept

Your mashup's graphical representation should clearly show the functionality you're suggesting. This can be achieved in several ways:

- Create your graphical elements and then link them together with HTML, either as an image map or by slicing and coding. If you choose this option, note that you will not be judged on your HTML coding skills. As long as each control you represent in your GUI clicks to the end result, it

will be accepted. However, you must meet the minimum requirements in the deliverables section below, which includes zipping your HTML and graphic files correctly and including an index HTML page.

- Create a PowerPoint Presentation
- Place your graphics into a PDF and use notes and other tools to show functionality
- Use both graphics and descriptions in a MS Word document
- Create a FLASH demo

However you create your GUI, make sure your functionality is clearly described. It won't help to have beautiful graphics if your concept is not clearly defined. Similarly, don't let your lack of graphic design skills prevent you from sharing your idea.

OR

Written Concept

While a GUI concept is the preferred method of showing your concept, a written explanation is also acceptable. Please give comprehensive details about your idea, clearly describing the functionality you're suggesting, and follow the "Submission Requirements" below.

Submission Requirements:

- All concepts must include at least one API from the AOL Video Search APIs.
- All submissions must include a Summary Document (see next section).
- All submissions must include a Marketing Pitch of no more than 50 words (see next section).
- All submissions must include an Agreement Statement (see next section)
- All required files must be submitted in one (1) .zip file that does not exceed 2MB.

You may download the Summary Document Template to help keep your required deliverables organized.

Read the complete Official Rules for information about eligibility.

Submission Type	Your ZIP File Contents
<p>GUI Prototype</p> <p>This deliverable <i>demonstrates</i> your mashup concept.</p>	<p>HTML GUIs must contain an index HTML file that is easily found in the zip archive and easily opened in a web-browser. Advanced HTML techniques are allowed (such as DHTML), but remember that you will not be judged on the quality of your HTML, only on the overall concept of the GUI.</p> <p>The following file formats can be included in the zip archive: HTML, JPEG, GIF, BMP, PNG, TIF.</p> <p>Other GUI's (such as FLASH or PowerPoint) must also contain an index file, or start page, and all graphics must be included.</p> <p>Summary Document: This summarizes your idea clearly and includes an explanation of all of the web pages or screens included in your submission. Also include a description of all actions performed. Lastly, include a list of all APIs that are used. You may download the Summary Document template for this use.</p> <p>Marketing Pitch: This short paragraph (less than 50 words) will be placed into a survey which will be shown to the TopCoder community. They will vote for submissions they would like to see developed. This is your chance to clearly explain and promote your mashup. NOTE: Winners may or may not be chosen based on survey results.</p> <p>AOL Video APIs Agreement Statement: The deliverable must also contain the following statement: "I hereby confirm that I have read and accepted the terms of service applicable to the AOL Video APIs located at http://dev.aol.com/aol_video/index.html." If you have not read, or do not accept the terms of service, you must not enter a submission.</p>
<p>Written Concept</p> <p>This deliverable <i>describes</i> your mashup concept.</p>	<p>The following file formats can be included in the zip archive: DOC, PDF, TXT.</p> <p>If you are placing screenshots or other images into your document, be sure they are either embedded or that the linked graphics are zipped.</p> <p>Summary Document: This summarizes your idea clearly</p>

	<p>and includes an explanation of all actions performed. You must also include a list of all APIs that are used. You may download the Summary Document template for this use.</p> <p>Marketing Pitch: This short paragraph (less than 50 words) will be placed into a survey which will be shown to the TopCoder community. They will vote for submissions they would like to see developed. This is your chance to clearly explain and promote your mashup. NOTE: Winners may or may not be chosen based on survey results.</p> <p>AOL Video APIs Agreement Statement: The deliverable must also contain the following statement: "I hereby confirm that I have read and accepted the terms of service applicable to the AOL Video APIs located at http://dev.aol.com/aol_video/index.html." If you have not read, or do not accept the terms of service, you must not enter a submission.</p>
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Selection of the Winner:

All submissions that pass screening by the Studio Contest Administrator will be placed into a survey for TopCoder members to complete. Members will be asked to provide feedback about the concepts and to choose their favorite. The results of this survey will be provided to AOL, but may not ultimately play a role in the winner selection process. After the submissions are sent to AOL and carefully reviewed, AOL will choose finalists. These finalists will enter into a Review and Revision Phase with AOL on January 22, 2007, where a dialog regarding their submissions will take place. This is a time for AOL to help each designer flesh out their idea and offer feedback. The Review and Revision Phase will end on February 1, 2007.

AOL will choose the winner from the finalists who participated in the Review and Revision phase.

Prizes:

The contest will award cash prizes totaling \$19,000 to up to three (3) competitors, with a possibility of an additional \$4,000 distribution prize. Any and all applicable taxes on prizes are the sole responsibility of the prizewinner(s). See the Official Contest Rules for more information.

Prizes will be distributed as follows:



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1st Place:	\$12,000.00
2nd Place:	\$5,000.00
3rd Place:	\$2,000.00
Distribution Prize:	\$4,000.00

In addition to the cash prize, the winner of the AOL Video Search Mashup Competition may be interviewed and featured on the AOL developer site dev.aol.com.

Distribution Prizes: AOL may, in its sole discretion, decide to develop AOL Video Search widgets based upon a winner's submission. AOL may, in its sole discretion, decide to promote the distribution of any such widget, by offering a distribution prize to the prizewinner whose idea results in the most widely distributed widget as follows: Determination for the winner of this prize will not occur until all submissions being implemented have been developed and posted on the web with existing widgets. At this point, API usage for each widget will be recorded by AOL for a one month period. If, at the end of the month, the widget with the widest distribution is one of the submissions for this contest, the creator of that submission will be awarded the \$4,000 distribution prize. Please note that only one submission can win this prize and it is possible for no submission to win.

Required Deliverables From Winner:

The winner must deliver the final files created during the Review and Revision Phase, including the following:

- GUI Prototype **OR** Written Concept
- Summary Document
- Marketing Pitch
- Agreement Statement
- Original Graphic Files: In addition to the screens or presentation you will provide in the GUI, you must submit the original creation files for all graphical elements (.psd, .eps, .ai, etc.)