

EXPLAINING REWARDS:

PEOPLE'S CHOICE (Most Viewed): \$3000

On the last day of the festival, this reward goes to the film that is most viewed by the audience - in other words, this reward reflects People's Choice (shown by the highest view-count of a film). People are all of us -humanity's collective conscious/unconscious.

POPULAR (Runner Up): \$1000

The "Popular" winning film is the runner-up, or second most viewed film by the audience. This reward also reflects People's Choice - the collective voice of humanity's conscious/unconscious.

PRAISED (Second Runner Up): \$1000

The "Praised" winning film is the second runner-up, or third most viewed film by the audience. This reward also reflects a voice in unison, of us all - the humanity's collective conscious/unconscious.

UNDISCOVERED (Must View): \$1000

From all festival entries, the festival team creates a list of films, which we believe best embodies the spirit of the festival theme, vision and aspirations. These films are socio-spiritually conscious, contemplative and dedicated towards the unification or upliftment of global culture. All these films are presented under this section on rotational basis. This reward goes to the film that is most popular in this section.

FILM-MAKER'S CHOICE (Conscious Art): \$3000

We are requesting participating film-makers to enlist with us to engage in consciously deciding this reward. (Please click here to register with us.) Until then, this reward will continue to be decided by a guest panel of evolutionaries, invited for each festival. The individuals on this panel are from the fields of media as well as social, spiritual, cultural or political science and philosophy. They watch a small selection of films to attribute this reward to the most conscious film with evolutionary story/message. This set of films is selected by the festival team based on the audience's viewing pattern of the films presented under the Undiscovered category. To learn about previous guest panels, please visit <http://www.cultureunplugged.com/festival/previousWinners.php>

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<http://www.cultureunplugged.com/landing.php>

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