

BOOKR

Reading World Cup 2026

Official Competition Rulebook

Competition Details	
Version	1.0 – April 2026
Organiser	Móra-BOOKR Kids Ltd.
Competition period	27 April – 19 June 2026
Eligible ages	4–18 years (BOOKR Class: 4–14 · BOOKR Next: 14+)
Registration	Free for all teachers – new users welcome
Contact	support@bookrclass.com

1. Introduction

The BOOKR Reading World Cup 2026 is a global classroom reading competition open to schools worldwide. Inspired by the spirit of the FIFA World Cup, the competition is designed to motivate students aged 4–18 to read more, build lasting reading habits, and discover the joy of storytelling – through the excitement of a team-based, globally competitive format.

Classes read together, earn coins, and rise through a live global leaderboard. The top 10 classes per competition level advance to a creative Round 2, where students write and perform an original sequel to one of the BOOKR books. The competition concludes with prizes for the top three classes and a special award for an outstanding teacher.

Participation is entirely free and open to all teachers worldwide – whether you are an existing BOOKR Class or BOOKR Next user, or brand new to the platform. New users are warmly welcomed and will receive free access to BOOKR for the duration of the competition.

2. Organiser

The BOOKR Reading World Cup 2026 is organised and operated by Móra-BOOKR Kids Ltd. ("BOOKR"), the developer of the BOOKR Class and BOOKR Next digital reading platforms. BOOKR's decisions on all matters related to the competition – including eligibility, scoring, advancement, disqualification, and prize awards – are final and binding.

All enquiries should be directed to: support@bookrclass.com

3. Competition Timeline

All dates are inclusive and expressed in Central European Time (CET). BOOKR reserves the right to adjust dates with reasonable notice to participants.

Phase	Details
Registration Open 13 April – 26 April 2026	Free registration at bookrclass.com/reading-world-cup . Closes at 23:59 CET on 26 April.
Round 1 – Reading 27 April – 25 May 2026	Students read from the Reading World Cup reading list and earn coins. Live leaderboard active throughout.
Round 1 Results 29 May 2026	Top 10 classes per level advance to Round 2. All participants notified by email.
Round 2 – Sequel Videos 1 June – 12 June 2026	Finalist classes write and perform an original sequel. Deadline: 23:59 CET on 12 June.
Winners Announced 19 June 2026	Top three classes and the Master Educator Award recipient announced publicly.

4. Eligibility

4.1 Teacher Eligibility

- The competition is open to all teachers worldwide — both existing BOOKR Class or BOOKR Next users and teachers who are new to BOOKR.
- New users are welcome. Teachers without an existing BOOKR account may sign up for free at the point of competition registration. Participation is free of charge for everyone.
- Teachers may register multiple classes across both platforms. Each registered class is a separate entry competing at its own level.
- Teachers must be employed at or affiliated with an accredited educational institution.

4.2 Student Eligibility

- Students must be enrolled in the registering teacher's class at the time of registration.
- Students aged 4–14 must compete using BOOKR Class.
- Students aged 14+ must compete using BOOKR Next.
- Where a class spans both age groups (e.g. a mixed class including students aged 13–15), the teacher should register on the platform matching the majority of their students, or contact BOOKR for guidance.
- There is no minimum or maximum class size. Classes with fewer than 10 students are scored using the BOOKR Fair Score (see Section 6.4), which gently adjusts smaller class averages toward the global average to ensure fair competition.

4.3 Platform Eligibility

- BOOKR Class: for students aged 4–14. Available globally.
- BOOKR Next: for students aged 14+. Available globally.
- Both platforms support in-class and at-home use.

4.4 Device Compatibility

- Students: BOOKR Class and BOOKR Next are available as apps on iOS (iPhone and iPad, iOS 13 or later) and Android (Android 8.0 or later).
- Teachers: The Teacher Dashboard is accessible via any modern web browser (Chrome, Safari, Firefox, Edge) on desktop or tablet — no app installation required.
- Students may read on any compatible device, including personal devices at home, school tablets, or shared classroom devices.

4.5 Mid-Competition Student Changes

- Students who join a class after registration closes (26 April) may still be added to the class in the Teacher Dashboard and will participate in the competition from the date they are added.
- Coins already earned by a student before being added to the registered class do not count retroactively.
- If a student leaves the class mid-competition, their previously earned coins remain in the class total and are not removed.
- Teachers should contact support@bookrclass.com if they experience significant class roster changes that may affect their competition standing.

5. Registration

5.1. Registration period: 13 April – 26 April 2026. Closes at 23:59 CET on 26 April.

5.2. Free for everyone: No payment or credit card is required. The competition is also free for new BOOKR users – no existing subscription is needed.

5.3. How to register: Complete the registration form at bookrclass.com/reading-world-cup. Existing users log in with their credentials; new users create a free account at the same step.

5.4. Confirmation: A confirmation email will be sent containing login credentials (if new), a link to the Reading World Cup reading list, and setup instructions.

5.5. Late registration: Classes registering after 26 April 2026 are not eligible to participate in the 2026 competition.

5.6. Class setup: The teacher is responsible for adding students to the Teacher Dashboard, generating student login codes, and distributing login information before Round 1 begins. The Reading World Cup reading list is assigned to students automatically upon class registration.

New to BOOKR? Teachers without an existing account can sign up for free at the point of competition registration. Free access includes full platform functionality for the duration of the competition – no subscription or credit card required.

5.7 Getting Started – Teacher Setup Guide

After registering, follow these five steps to get your class ready to compete:

Step 1: Sign in to the Teacher Dashboard

Choose your platform based on your students' age and log in with your credentials:

- BOOKR Class (ages 4–14): teacher.bookrclass.com
- BOOKR Next (ages 12+): teacher.bookrnext.com

Step 2: Add your students and assign them to a class

Each student gets a unique 10-digit code to log in to the app. Only reading done with these profiles counts in the competition. Print the codes and hand them out to your students.

1. Navigate to the **Students** menu in your Teacher Dashboard – this section shows all students linked to your school.
2. Click "**Add New Student**" and fill in the details: First Name, Last Name, Birth Year (required). Optional: Lexile Level, Class, Parent's Name, Email. To assign the student to a class, select it in the Class field. Click "**Create Profile.**"
3. A **10-digit Student Code** is generated automatically. Students use this code to log in to the app.
4. **Need to regenerate a code?** Go to the student's profile → click "Re-generate Code."

Each student has a unique 10-digit code for app login. Only reading done with registered profiles counts in the competition.

Step 3: Register your class for the Reading World Cup

1. Navigate to the "**Reading World Cup**" menu in your Teacher Dashboard.
2. Select the class you want to enter into the competition.

3. Click "**Register**" to confirm your class's participation.

Once registered, the Reading World Cup reading list is automatically assigned to your students. It will appear in their profiles and they will be notified automatically.

Step 4: Ask students to download the app and sign in

Give the printed 10-digit student codes to your students. Ask them to download the app and choose their student code to sign in.

- BOOKR Class: bookrclass.com/download
- BOOKR Next: Bnapp.bookrnext.com

Step 5: Start reading!

Once students sign in, they will see the Reading World Cup reading list and can start reading right away!

6. Round 1 – Reading

Period: 27 April – 25 May 2026

6.1 How Round 1 Works

Students read books from the official Reading World Cup reading list, which is automatically assigned to their profiles upon class registration. Students earn coins by completing books and engaging with the platform. The class's average coins per class determines the class's position on the global leaderboard, making the competition fair regardless of class size.

6.2 The BOOKR Coin System

Coins are the core engagement and scoring unit within the BOOKR platform:

- **Earning coins:** Students earn coins by completing books and their associated in-app exercises and educational games. The more students read and interact with content, the more coins they accumulate.
- **What counts as completing a book:** A book is considered complete – and coins are awarded – when the student has finished reading the full text and successfully completed the associated quiz or exercise. Partial reading or skipping exercises does not earn coins.
- **One completion per book:** Each book on the Reading World Cup reading list can be completed once per student. Re-reading a book does not earn additional coins.
- **Tracking coins:** The Teacher Dashboard shows total coins earned per student over custom time periods, allowing teachers to monitor engagement in real time.
- **Statistics overview:** In the Statistics menu, teachers can view total coins earned, time spent reading, and exercise completion for the whole class.
- **Student profiles:** Students can view their own coin total, reading time, and completed exercises in their in-app profile.

Only coins earned from the Reading World Cup reading list count towards the competition score. Coins earned from any other books or activities on the platform are not included in the ranking.

6.3 The Reading World Cup Reading List & Levels

The Reading World Cup reading list is a curated selection of English-language books published on BOOKR. The competition is organised into levels corresponding to the reading levels available within each platform. Teachers select the Reading World Cup list that matches their class's reading level – the level is shown in the 4th column of the reading list search results in the Teacher Dashboard.

- BOOKR Class offers levels 1–5. BOOKR Next offers levels 6–9. Level 5 is exclusive to BOOKR Class and is not available on BOOKR Next.
- Classes compete against other classes at the same reading level. A class on Level 3 is ranked against other Level 3 classes, not against a Level 6 class.
- If your class has students at mixed reading levels, choose the level that best represents the majority of your class, or contact support@bookrclass.com for advice.
- Only books completed from the assigned Reading World Cup list count towards the competition score.
- All books on the Reading World Cup reading list are in English.

6.4 Scoring & The BOOKR Fair Score

- The class score is based on the average coins per student earned from the Reading World Cup reading list during Round 1.
- Coins are awarded automatically upon successful completion of a book and its quiz or exercise.
- Partial reading or skipping exercises does not earn coins.
- Re-reading a book does not earn additional coins.
- There is no limit to the number of books a student may complete.
- Coins earned before 27 April or after 25 May 2026 do not count.

To ensure fair competition for all class sizes, BOOKR uses the Fair Score system for classes with fewer than 10 students. The Fair Score gently adjusts a small class's average toward the global average, so that a class of 3 students with one exceptional reader does not automatically outrank a class of 30 hard-working readers.

Fair Score formula – applies to classes with fewer than 10 students:

$$\text{Adjusted Score} = \left(\frac{n}{n+m} \right) \times C + \left(\frac{m}{n+m} \right) \times G$$

n = number of students | **C** = class average coins | **G** = global average coins across all classes | **m** = 10 (confidence threshold)

Example: Global average = 12 coins. Class A has 3 students averaging 20 coins.

Adjusted Score = $\left(\frac{3}{13} \times 20 \right) + \left(\frac{10}{13} \times 12 \right) = 13.8$ – rather than 20.

Classes with 10 or more students use the standard average with no adjustment.

6.5 Tiebreaker

In the event of a tied class average:

- First tiebreaker: Class average success rate on completed book activities.
- Second tiebreaker: The class that completed the full Reading World Cup reading list first (earliest completion timestamp wins).

- Tie at advancement cutoff: If two or more classes are tied at the 10th-place cutoff for their level, all tied classes advance to Round 2.

6.6 Live Leaderboard

A live global leaderboard is active throughout Round 1, accessible via the Teacher Dashboard and at bookrclass.com/reading-world-cup. Rankings update in real time. Classes are ranked by level and, where applicable, by country.

6.7 Advancement to Round 2

The top 10 classes per level (by average coins per class) advance to Round 2. If classes are tied at 10th place, all tied classes advance. Results are communicated by email to all participants on 29 May 2026.

Scoring is based on average coins per student. Classes with fewer than 10 students receive a Fair Score adjustment to ensure no small class has an unfair advantage – every student's reading counts.

Advancement is per level, so a beginner-level class is never competing for the same spots as an advanced-level class.

7. Round 2 – Sequel Videos

Period: 1 June – 12 June 2026 · Finalist classes only

7.1 Overview

Round 2 is a creative challenge open exclusively to classes that advanced from Round 1. BOOKR will announce a dedicated list of books to all qualifying classes after the Round 1 results on 29 May 2026. Each class chooses one book from this list as the basis for their sequel.

The class writes an original sequel or alternative ending, then performs it – read aloud or in any creative format of their choosing. All creative performances are welcome. The performance is recorded as a video and submitted for jury evaluation.

7.2 Submission Requirements

- The class must choose one book from the BOOKR-provided Round 2 book list.
- Students write the sequel or alternative ending collaboratively as a class.
- The class performs the sequel – read aloud or in any creative format. All creative performances are welcome.
- The performance must be recorded as a video and submitted via the Teacher Dashboard.
- Video length: minimum 1 minute, maximum 5 minutes.
- Preferred video format: MP4. MOV files are also accepted.
- Maximum file size: 500 MB.
- The video must visibly feature students performing or presenting the content (not slides-only or audio-only).
- Submission deadline: 23:59 CET on 12 June 2026, via the Teacher Dashboard.
- One submission per class only. The final submitted video is the official entry. Resubmission is not permitted after the deadline.

If your video file is larger than 500 MB, compress it using a free tool such as HandBrake (handbrake.fr) before uploading. If you experience upload difficulties, contact support@bookrclass.com before the deadline.

7.3 Language

Performances must be in English. If a class requires an exception due to language barriers, they should contact BOOKR at support@bookrclass.com before the submission deadline.

7.4 Content Standards

All submissions must be suitable for an educational, family-friendly audience. BOOKR reserves the right to disqualify any submission containing inappropriate language, imagery, or content, or that infringes third-party rights. If a submitted video does not meet these standards, the teacher will be notified and given 48 hours to submit a replacement before the class is disqualified.

7.5 Judging Criteria

Round 2 videos are evaluated by a BOOKR-appointed jury on the following criteria:

- Creativity and originality of the storyline and sequel.
- Engagement and quality of the performance.
- Teamwork and class participation.
- Connection to the source book and authenticity of the retelling.

Round 1 coin totals do not influence Round 2 judging. Final prize rankings are determined entirely by the jury's evaluation.

8. Prizes

8.1 Class Prizes

The following prizes are awarded to the top three classes at the conclusion of Round 2 judging:

Place	Prize	Description
1st Place	The Grand Expedition €1,000 experience credit	GetYourGuide experience credit – redeemable for any adventure, class trip, or experience, anywhere in the world.
2nd Place	The Discovery Award €600 experience credit	GetYourGuide experience credit for a workshop, hands-on activity, or creative experience day of the teacher's choosing.
3rd Place	The Champion's Afternoon €400 experience credit	GetYourGuide experience credit for a class outing or afternoon activity of the teacher's choosing.

Experience credits are issued as GetYourGuide vouchers (EUR), redeemable on the GetYourGuide platform (300,000+ experiences in 190+ countries).

Vouchers are issued to the registered teacher within four weeks of the winners announcement on 19 June 2026. They are valid for 12 months from the date of issue, non-transferable, and cannot be exchanged for cash.

The voucher is awarded to the teacher to book on behalf of the class. It is the teacher's responsibility to coordinate how the experience is used with their school and students.

8.2 Participation Certificates

All registered classes receive a digitally signed BOOKR Reading World Cup 2026 Certificate of Participation. Round 2 finalists receive a Finalist Certificate. The top three classes receive Champion Certificates. Certificates are issued digitally within two weeks of the winners announcement.

9. The Master Educator Award

The Master Educator Award is a special recognition for an exceptional teacher from among the Round 2 finalists.

This award is entirely independent of the class's competition results. It is not determined by coin totals or Round 2 scores. It is selected solely by a BOOKR internal jury.

9.1 Eligibility

- Open exclusively to teachers whose class advanced to Round 2.
- All Round 2 finalist teachers are automatically considered — no separate application is required.
- The award is not linked to Round 1 coin totals, Round 2 video scores, or final prize placement.

9.2 Selection Process

- Selected by a BOOKR jury composed of members of the BOOKR team.
- The jury's decision is final and not subject to appeal or review.

The jury considers, but is not limited to:

- Enthusiasm, engagement, and dedication demonstrated throughout the competition.
- Creativity and quality of the class's Round 2 submission.
- Evidence of a genuine reading culture fostered in the classroom.
- Spirit of participation and community engagement during the campaign.

9.3 The Prize: Budapest Weekend

The Master Educator Award recipient wins an all-expenses-paid weekend trip to Budapest, Hungary, including:

- Return travel to Budapest (economy class, from the winner's country of residence).
- Two nights' hotel accommodation in Budapest.
- A guided visit to the BOOKR office to meet the team behind the platform.

- A personally curated sightseeing experience in Budapest, arranged by the BOOKR team.

Travel logistics and dates are agreed between the winner and BOOKR following the announcement on 19 June 2026. The prize is personal and non-transferable and cannot be exchanged for cash. If the winner is unable to travel, BOOKR may, at its discretion, award the prize to an alternative finalist.

9.4 Announcement

The Master Educator Award recipient is announced alongside the class prize winners on 19 June 2026.

10. Leaderboard & Transparency

10.1. Live leaderboard: Active throughout Round 1 via the Teacher Dashboard and bookrclass.com/reading-world-cup.

10.2. Data displayed: Class name, country, level, and average coin score per class. Individual student data is never publicly displayed.

10.3. Accuracy: BOOKR does not guarantee real-time accuracy at all times due to system synchronisation. Official final rankings are calculated from authoritative platform data at the close of Round 1.

10.4. Disputes: Leaderboard disputes must be submitted to support@bookrclass.com within 48 hours of Round 1 closing. BOOKR's ruling is final.

11. Fair Play & Code of Conduct

BOOKR is committed to running a fair, inclusive, and enjoyable competition. The following standards apply to all participants.

11.1 Prohibited Conduct

- Use of automated tools, bots, or scripts to artificially inflate coin counts.
- Sharing of student login credentials with individuals outside the registered class.
- Submitting Round 2 videos not created by the registered class's students.
- Any form of cheating, manipulation, or misrepresentation.
- Submitting offensive, inappropriate, or plagiarised content in Round 2.
- Impersonating another class, teacher, or school.

11.2 Reporting

Suspected violations should be reported confidentially to support@bookrclass.com. All reports will be reviewed by BOOKR.

12. Disqualification

BOOKR may disqualify any class or teacher if:

- A violation of Section 11 is confirmed.

- False or misleading information was provided during registration.
- A Round 2 submission fails to meet the requirements in Section 7.
- A class's average coin score is determined to have been artificially inflated.
- The teacher or class engages in conduct harmful to the spirit or reputation of the competition.

Disqualification decisions are made by BOOKR and are final. Disqualified classes forfeit all prizes and advancement rights.

13. Data & Privacy

13.1. Data collection: By registering, teachers consent to BOOKR collecting and processing competition-related data including class performance, reading activity, and video submissions.

13.2. Student data: Processed in accordance with BOOKR's Privacy Policy and applicable data protection law, including GDPR. Individual student performance data is not publicly displayed.

13.3. Video submissions & parental consent: By submitting a Round 2 video, the teacher confirms they have obtained all necessary consents from students and, where required by local law, from their parents or guardians. In many jurisdictions this includes written parental consent for any recording featuring minors. Teachers are responsible for following their school's own consent and safeguarding procedures. BOOKR may use submitted videos for promotional purposes only with prior written teacher consent provided at the point of submission.

13.4. Marketing: Teachers may opt in to receive updates and communications from BOOKR. Opting out does not affect competition eligibility.

13.5. Privacy Policy: Full details available at bookrclass.com/privacy.

14. Intellectual Property

14.1. BOOKR content: All books, characters, and platform content are the intellectual property of BOOKR or its licensors. Participants are granted a non-exclusive, non-transferable licence to use platform content for competition purposes only.

14.2. Student submissions: Intellectual property in Round 2 videos remains with the students and their school. Submission grants BOOKR a non-exclusive, royalty-free licence to use the video for promotional and educational purposes, with attribution, subject to teacher consent.

15. Amendments & Force Majeure

15.1. Amendments: BOOKR may amend these rules at any time. Material changes will be communicated by email and posted on the competition website. Continued participation constitutes acceptance of the revised rules.

15.2. Cancellation: BOOKR reserves the right to cancel, suspend, or modify the competition at any time due to circumstances beyond its control, including technical failure or force majeure.

15.3. Force majeure: BOOKR shall not be liable for any failure to perform due to circumstances beyond its reasonable control.

16. Governing Law

These rules are governed by and construed in accordance with the laws of Hungary. Any disputes that cannot be resolved by direct communication with BOOKR are subject to the exclusive jurisdiction of the courts of Hungary.

17. Frequently Asked Questions

The following questions are answered here for quick reference. For anything not covered, contact support@bookrclass.com.

Question	Answer
Do we need to already be using BOOKR to enter?	No. The competition is open to all teachers worldwide. New users can sign up for a free account at the point of registration. Participation is entirely free.
Can students read from home, or only in the classroom?	Students can read anywhere using the BOOKR app on their own device (iOS or Android). Both in-class and at-home reading count equally towards the class score.
How many coins does each book earn?	The number of coins varies by book length and level. You can see coin values for individual books inside the app or Teacher Dashboard.
Can a student re-read a book to earn more coins?	No. Each book on the Reading World Cup reading list can be completed once per student. Re-reading does not earn additional coins.
What does 'completing' a book mean?	A book is complete when the student has read the full text and successfully completed the associated in-app quiz or exercise. Partial reading or skipping the exercise does not count.
Which level should I choose for my class?	Choose the Reading World Cup list that best matches your students' current reading level – shown in the 4th column of the reading list search results. Classes compete only against other classes at the same level.
My class has students at different reading levels. What do I do?	Choose the level that best represents the majority of your students.
We teach students aged 13–15 – which platform do we use?	Students aged 13–14 use BOOKR Class; students aged 14+ use BOOKR Next. If your class spans both, you may register a class on each platform.
Can I register more than one class?	Yes. Teachers may register multiple classes across both platforms. Each class is a separate entry competing at its own level.
Our class is small – are we at a disadvantage?	No. Scoring is based on average coins per class, so class size has no effect on your ranking. A class of 10 competes on exactly equal terms with a class of 35. Note that a minimum of 10 students is required to participate.

A student's login code isn't working. What do we do?	Check the code in the Teacher Dashboard under the Students menu. You can regenerate a new code from there. If the issue persists, contact support@bookrclass.com .
A new student joined our class after registration. Can they compete?	Yes. Add them to the class in the Teacher Dashboard. They will compete from the date they are added. Their coins are included in the class average from that point.
A student has left our class mid-competition. What happens to their coins?	Their earned coins remain counted in the class average and are not removed.
What video format should we submit for Round 2?	MP4 is preferred. MOV is also accepted. Maximum file size is 500 MB. If your file is too large, compress it using a free tool such as HandBrake (handbrake.fr).
Can we re-submit our Round 2 video after uploading?	Only if the deadline has not passed. The most recently submitted video before the deadline is the official entry. Resubmission is not possible after 23:59 CET on 12 June 2026.
Do we need parental consent for the Round 2 video?	Yes, in most countries you will need parental or guardian consent to film and submit a video featuring students. Please follow your school's own consent and safeguarding procedures.
Are the books in English?	Yes. All books on the Reading World Cup reading list are in English, which is also why Round 2 performances are required to be in English.
When will we receive the prize if we win?	GetYourGuide vouchers are issued to the winning teacher within four weeks of the winners' announcement on 19 June 2026. The vouchers are valid for 12 months from the date of issue.
Who does the prize voucher go to?	The prize voucher is awarded to the registered teacher, who coordinates how it is used with their school and class.
When is the Master Educator Award announced?	On 19 June 2026, alongside the class prize winners.
How is the Master Educator Award winner chosen?	By a BOOKR internal jury from among all Round 2 finalist teachers. It is not related to coin totals or Round 2 scores. All Round 2 teachers are automatically considered – no application is needed.

18. Contact & Support

For all competition queries, technical support, or prize enquiries, please contact the BOOKR Reading World Cup team:

Email	support@bookrclass.com
Website	bookrclass.com/reading-world-cup

