

# British Academy Games Awards

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Rules and Guidelines 2016

**British Academy of Film and Television Arts**

British Academy Games Awards  
Rules and Guidelines 2016

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## A. INTRODUCTION

The British Academy Games Awards are presented annually to recognise, honour and reward individuals for outstanding creative achievement in Games. The awards categories reflect the wealth and diversity of the games market.

The Academy also honours individuals with awards in recognition of their contribution to the games industry. These awards are in the gift of the Academy: they are approved by the Games Committee and ratified by the Board.

## B. TIMETABLE

### 2015

<b>Tuesday 14 July</b>	Entry site opens – <a href="http://entry.bafta.org">http://entry.bafta.org</a>
	Publishers/Developers contacted to encourage early entry and sent details of how to send review copies to members.
<b>Wednesday 9 December</b>	Entry and payment deadline
<b>Monday 21 December</b>	Online voting starts (12:00) Deadline for all 'Late Releases', i.e. Games released between Friday 18 – 31 December)

### 2016

<b>Tuesday 5 January</b>	Online voting closes (12:00)
<b>Wednesday 6 January</b>	Results confirmed from membership vote and games requested for jurors. Request clips for each of the shortlisted titles ready for nominations
<b>Monday 11 January</b>	Deadline for submitting copies of shortlisted games for jury consideration
<b>Friday 19 February</b>	Deadline for all clips to be received
<b>Tuesday 23 February – Friday 4 March</b>	Juries sit
<b>Thursday 10 March</b>	Nominations announced
<b>Tuesday 15 March</b>	Online vote opens for winner of Best Game and Mobile & Handheld (12:00)
<b>Thursday 31 March</b>	Online vote closes (12:00)
<b>Thursday 7 April</b>	British Academy Games Awards

A list of key dates and actions for entrants is also available at <http://awards.bafta.org/entry>.

## C. ELIGIBILITY

- Entries are invited for the British Academy Games Awards in 2016 from both Developers and Publishers
- Any game is eligible as long as it has been, or will be, released in the UK between 1 January – 31 December 2015
- No game that has previously been entered can be re-entered (this includes Late Releases from 2014 entered into categories presented at the Awards in 2015). However, games which have been entered for the Children's Awards in 2015 can also be entered in to these Awards.
- If a game was originally released prior to the eligibility period, but has received a significant update or alteration between 1 January and 31 December 2015, it may be entered if it can be demonstrated that there are significant new levels of content and innovation. Entrants wishing to enter on this basis should consult with Kerry Rizzo see ([Contact List](#)) prior to entry

All games released in 2015 will only be eligible for the British Academy Games Awards in 2016

## D. ENTRY

- All entries should be made via the Entry site, which opens on Tuesday 14 July 2015: [entry.bafta.org](http://entry.bafta.org)
  - Instructions about the online entry process can be found at <http://awards.bafta.org/entry>
- Entry deadline (for all games released by Friday 18 December, incl.) is Wednesday 9 December. Following this date the entry site will be closed.
- Extended entry deadline (for "Late Releases", i.e. games released between 18 December and 31 December) is Friday 18 December, restricted to four categories per title. Late Release entrants should contact Kerry Rizzo (see [Contact List](#)) to process their entry as all late release entries will be subject to approval from the Games Committee.
- Entrants will be asked to propose up to three individuals to be listed as nominees should the game be nominated. Failure to propose names may render your entry invalid.
  - There must be careful consideration of who is proposed for nomination as changes cannot be made once nominations have been announced;
  - The names submitted should be those who have made the greatest creative contribution to the game within the relevant category;
  - If it is not possible to decide upon three names, you may opt to list 'Development Team' as the nomination credit. In this case, you will be asked to supply up to three names of representatives from the team. These representatives will be the person(s) who receive the nomination certificate(s) and, should the game go on to win, who will also be presented with the winner certificate(s) and Award(s). Please note that these individuals will not be able to refer to themselves as BAFTA winners: the game will be BAFTA-winning, not the individuals.

**BAFTA is not liable for errors in listings that are the result of incorrect information being submitted on the entry form**

**BAFTA cannot be held responsible for games being entered in the incorrect categories**

## E. FEES

For games released by **Friday 18 December 2015**:

- To make the Awards as inclusive as possible, BAFTA is pleased to offer entrants their first entry complimentary if it is submitted during the calendar month of its release, with fees applying for subsequent entries.
- 1 x game: no fee if entered during the calendar month of its general release. For example, if a game is released on 3 September, it must be entered by 30 September to be eligible for the discount (please note that the game can be entered in to multiple categories, games that were released 1 January - 31 July 2015 can also be entered until the end of August)
- 1 x game: £132.00 (£110.00 + £22.00 vat) - for games entered outside their release month
- Up to 5 games: £240.00 (£200.00+ £40.00 vat)
- 6 games and over: £312.00 (£260.00 + £52.00 vat)

Late Entries:

For games released between **Saturday 19 and 31 December 2015**, inclusive (late releases)

- Entry Fee per game: £420.00 (£350 + £70.00 vat)
- Please note all late release entries are subject to approval by the Games Committee and are limited to a maximum of 4 categories.

## F. CAMPAIGNING RULES AND GUIDELINES

These guidelines are intended for Publishers and Developers covering all aspects of campaigning for entered games.

As part of the entry process, entrants may choose to offer members access to their game, providing them with information and opportunities to play the entered titles. It is entirely at the entrant's discretion what access to a game they provide, if any.

These guidelines aim to ensure that campaigning is conducted fairly. Any activity which violates the letter or spirit of these guidelines will be penalised.

The Academy encourages Entrants to offer game-playing opportunities all year round.

### Offering Review Copies to Members

If you wish to make your game available to members, please indicate this during entry under the "Review Copies" section of the entry form. If the game is accessed through a digital key (such as a PSN/XBLA voucher code) you can enter a list of keys for the relevant platform and the system will automatically provide these to members through the voting website. This website is accessible to members throughout the entry period and we encourage all entrants to provide game-playing opportunities as early as possible.

In addition to, or instead of, entering access keys into the system, you can provide an email address which members will use to request a copy of the game. This can be useful for entrants who wish to offer hard copies on request.

It is entirely at your discretion how many copies you provide in total, on which formats, and any restrictions (e.g. only posting hard copies within the UK), but please make any restrictions clear when entering the game, so that members are fully aware what is available.

If you plan to make your game available via **Steam** or the **iOS App Store**, specific procedures apply – these allow Steam titles to be distributed automatically to members without the need for entrants to provide keys, and iOS titles to receive specially generated download keys for the purposes of awards campaigning. Full details on how to make use of these procedures are given on the entry form.

For any title being offered to members, you should provide the following information, which will be displayed in BAFTA's online list of entries:

- Full details about how to access the game (including links, codes, passwords etc. as appropriate)
- Any restrictions on accessing the game including:
  - what formats the game is available on;
  - any operating or hardware requirements;
  - any geographical restrictions (e.g. only available in the UK);
  - limited numbers of copies available;
- What dates the game will be available from and to (or expiry dates of rental downloads)
- Details of who the member should contact to request access, and what information they would need to provide (NB we will not release any postal addresses directly to entrants offering hard copies).
- A support email address or website for members to report problems accessing the game.
- Entrants may also provide brief information about the game this needs to be factual and not refer to any previous awards nominations or wins. This information can all be provided through the relevant areas of the online entry form.

#### Physical Copies of Games

- Game covers may contain artwork/quotes/other awards won. The Academy does not require sight of printed materials in advance;
- Press and retail versions of a game may be sent;
- Game packaging must be limited to functional packaging only. No excessive packaging is permitted;
- The Academy encourages entrants to include a list of the game's eligible categories either on the cover or on a letter enclosed with the game. This list must reflect British Academy Game Awards categories only.

#### Communication with Members

If a member contacts you to request access to your game, you must only communicate with them for that purpose. Members' contact details must not be passed on to third parties or used for any purpose outside of campaigning for the British Academy Games Awards in 2016.

All BAFTA members have agreed to a code of conduct specifying that they will use this access to games only for their own personal use as a voter. All download keys are traceable to individual member's accounts. Should you experience any negative conduct please report this to Sam Rhodes (see [Contact List](#)) at BAFTA immediately.

Entrants may also access a list of BAFTA members' names and membership numbers, to help verify that any requests come from genuine members. This list can be requested from Sam Rhodes (see [Contact List](#)).

**If any aspect of your campaigning is not covered in the above, please do not assume it is permitted.**

**Please contact Kerry Rizzo at BAFTA if you have any queries about these rules and guidelines.**

**Any infringement of the letter or spirit of these rules will be referred to the BAFTA Games Committee, which may impose penalties.**

## **G. AWARD CATEGORIES**

### Awards in the Gift of the Academy

These awards are presented at the discretion of the Games Committee; therefore they may not all be presented in any given year.

#### **1. FELLOWSHIP**

The Fellowship is the highest accolade the Academy can bestow. It is presented to an individual with a substantial body of work in recognition of an outstanding and exceptional contribution to games.

#### **2. SPECIAL AWARD**

Its purpose is to honour the talents of individuals who have made a significant contribution to games.

### Competitive Categories

When making an entry you are asked to supply a synopsis about the game, this needs to be a factual description of the game and not refer to any previous awards nominations or wins.

#### **3. ARTISTIC ACHIEVEMENT**

For demonstrating exceptional visual art and/or animation across all genres.

#### **4. AUDIO ACHIEVEMENT**

Rewarding excellence in the design and application of sound, dialogue and music to create an exceptional audio experience.

#### **5. BEST GAME**

For the best game of the year, across all genres and platforms.

#### **6. BRITISH GAME**

For the best British game of the year across all genres and platforms. Creative control and overall development must be led by a British development studio.

#### **7. DEBUT GAME**

For the best game from any studio or individual that released their first title in 2015.

#### **8. FAMILY**

For the best game experience for a family audience, whether played as individuals or as a group. This category is only open to titles with a PEGI age rating of 12 or under.

## **9. GAME DESIGN**

For the best game design that captivates and engages the player. All areas of design are considered here, including game mechanic, use of controls, intelligent level/world structure, pacing and second-to-second game design.

## **10. GAME INNOVATION**

For the best innovation in gameplay and/or technology.

## **11. MOBILE & HANDHELD**

For the best gaming experience on any handheld device, such as a mobile phone, tablet, PlayStation Vita or Nintendo 3DS.

## **12. MULTIPLAYER**

Awarded for the best multiplayer game experience, including social, online or offline.

## **13. MUSIC**

Awarded for excellence in composition for a game music score, through both original music and use of licensed tracks.

## **14. ORIGINAL PROPERTY**

For the best game which is not part of an established series and represents a new intellectual property.

## **15. PERFORMER**

For the best performance featured in a game; from voice artistry through to motion capture. A supporting statement, maximum 4000 characters, should also be supplied. The supporting statement should explain and demonstrate the performance work the actor undertook.

## **16. PERSISTENT GAME**

For the best game which is augmented by updates following its initial release – this category may include DLC, games-as-a-service, persistent online titles and other types of game which receive ongoing updates. This category is also open to games which were originally released outside of the eligibility period, but have received significant updates within the eligibility period. When submitting the game you will be asked to detail the updates that have been made.

## **17. SPORTS**

For the sports game that best emulates the playing or management of traditional real-world sports or fitness games.

## **18. STORY**

For excellence in the creation and delivery of the best story or narrative that captivates and engages the player.

**Where the minimum number of entries in any category is not reached, the Academy, at its discretion, may choose not to present any of the above awards at the Games Awards ceremony, or announce fewer nominations in any category.**

**The Games Committee is the arbiter of all category eligibility.**

## H. VOTING AND JURIES

### Judging Process

- All entries received by Wednesday 9 December and released prior to 18 December will be grouped together into categories and judged by the games voting members.
- The top 6 across each category will then go through for jury consideration.
- Any game which has not been released by 18 December may still be entered, but due to the proximity to the online voting and consequent inaccessibility, they will be judged by jury only. These games must be available for the jury by Tuesday 5 January 2016.

### Jury Shortlist

- If shortlisted for jury consideration, 12 copies of the game must be supplied by **Monday 11 January 2016**, for each category that it has been shortlisted in. Any game not received by this time may be withdrawn from consideration. You can supply the game on your preferred format, unless the format has been specified at point of entry.
- Entrants may provide 12 copies of the game per category at point of entry, prior to the date of shortlisting. (The Academy is aware that this may not be practical in all cases.) Any copies of a game supplied but not shortlisted will be returned to the entrant.
- Juries are then sent copies of the shortlist to be played ahead of the jury meeting. At the jury meeting the shortlist will be discussed and the six nominations and overall winner will be decided. In the Best Game and Mobile & Handheld category, once nominations have been announced, the games voting members will vote for the winner.

### Juries

- Juries are made up of between nine and twelve industry experts and chaired by a member of the Games committee. If you are interested in finding out more information on how to become a jury please contact Kerry Rizzo (see [Contact List](#)).

All voting is authenticated by the Academy's appointed scrutineers.

**All decisions made by BAFTA and its juries are final and no correspondence will be entered into as to why particular entries were or were not nominated.**

## I. LONGLIST, NOMINATIONS AND WINNERS

- The nominations for each category will always be listed in alphabetical order;
- Nominations will be announced approximately four weeks before the ceremony;
- The winners press release is the definitive source of award winners information;
- All individual named nominees will receive a certificate of nomination;
- All individuals named as award winners will receive a BAFTA Award and a winner's certificate;
- The BAFTA Award or logo may not be reproduced or used in any commercial manner unless prior permission has been obtained from BAFTA;
- The BAFTA Award remains the property of the British Academy of Film and Television Arts, to remain in the care of the recipient or his/her descendants. Should the Award leave the care of the recipient or his/her descendants, the Academy reserves the right to purchase the mask back for a fee of £1. The Award must not be sold on to any third party;
- Award winners unable to collect their BAFTA Award(s) on the night of the ceremony must arrange collection from the Academy within 12 months of the ceremony;

- The Academy does not issue replicas of the Award;
- Certain companies directly involved with the winning games in certain categories could be eligible to purchase a duplicate winner certificate so that they can have a record of their involvement. No duplicate nomination certificates can be issued.

## J. CLIP USAGE - NOMINATED CONTENT

All games that are shortlisted for jury consideration will be asked to provide a clip at this stage of voting, with the deadline being **Friday 19 February 2016**. Only games that go on to be nominated will be used for the nominations clips packages.

An important part of BAFTA's charitable remit is to promote excellence in games to as large an audience as possible. In order to fulfil this, BAFTA intends to show clips of nominated games at the Awards ceremony and these clips may form part of its online broadcast in the UK. In the event of your game being nominated for a BAFTA, you undertake to deliver to the Academy's production company, BAFTA Productions, a clip from the game of up to 30 seconds and if you have more than one nomination, you undertake to supply different clips for each nomination on HDCAM, Digital Betacam or similar broadcast format.

**1. By entering your game for consideration, you hereby grant to us and persons authorised by us the non-exclusive right to record, copy, reproduce, broadcast, transmit, communicate to the public, cut and edit the Material and perform all or part of the Material for and/or in connection with the production, exploitation, promotion and/or advertising of the Programme, on all forms of Internet Distribution worldwide including but not limited to the sponsors websites and the BAFTA websites [www.bafta.org](http://www.bafta.org), [www.youtube.com/BAFTAonline](http://www.youtube.com/BAFTAonline) and <http://guru.bafta.org> ([www.bafta.org/guru](http://www.bafta.org/guru)) for worldwide streaming for a period of (1) one year from the date of first transmission of the Programme and across all forms of TV, including VoD and non-theatric, worldwide for a period of (1) year from 7 April 2016.**

**2. You warrant that you are entitled to grant to us the rights referred to above detailed in paragraph 1 and that the exercise of such rights will not will not (a) infringe the copyright or any other personal or property rights of any person or be in breach of any statute or regulation or (b) entitle any person to claim any fees from us or from any of our licensees. You warrant that any persons appearing in the Material have given their consents to enable us to make and exploit the Programme in accordance with the above detailed in paragraph 1.**

**3. You agree that you will not make any claim against us or our assigns for any further remuneration in respect of the exploitation of the rights set out in paragraph 1.**

## K. BAFTA LOGOS

- All requests for logos are made via [www.bafta.org/press/logos](http://www.bafta.org/press/logos);
- Entrants may use the 'British Academy Games Awards', 'BAFTA Nominee' or 'BAFTA Winner' logos online, in print and in broadcasts only once a game has been nominated for or won an award;
- Logos are available from BAFTA before nominations and winners announcements for advance artwork preparation, but may only be used if the entry receives at least one nomination or Award;
- Cropping or altering the logos in any way is prohibited;
- Each instance of logo use must be approved by BAFTA, with proofs of the logos in situ sent by email;
- Contact Nick Williams (see [Contact List](#)) for more information.

## L. PIRACY

- All BAFTA Voting members sign up to a code of conduct setting out their responsibilities regarding piracy. This code is available upon request from Sam Rhodes (see [Contact List](#)).

## M. CONTACT LIST

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Head of Television and Games

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Entry and Rules

Voting Procedures

Nominees

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Awards Officer and Events Programmer,  
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*As above*

Online entry support

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Online entry support

### **Sam Rhodes**

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Membership Enquiries

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Logos/Permission Agreements

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