

British Academy Children's Awards

Rules and Guidelines 2016/17

British Academy of Film and Television Arts

British Academy Children's Awards

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A. INTRODUCTION

The British Academy Children's Awards are presented annually to recognise, honour and reward individuals for outstanding achievement in children's media. The awards categories reflect the wealth and diversity of children's media in film, television, games and online.

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

B. TIMETABLE

2017

Monday 22 May	BAFTA Awards Entry Site opens (http://entry.bafta.org)
Thursday 15 June	Viewing available to members (subject to entry numbers)
Friday 7 July	Entry deadline (17:00)
Thursday 27 July	Voting opens (12:00)
Tuesday 22 August	Voting closes (12:00)
Wednesday 23 August	Request broadcaster entries
Wednesday 6 September	Deadline for broadcaster entries (17:00)
Monday 2 October	Juries start
Tuesday 24 October	Nominations announced
Sunday 26 November	British Academy Children's Awards

C. ELIGIBILITY

- The Children's Awards are for content specifically designed for audiences under the age of 16
- Television programmes must have had their first transmission in the UK between 1 July 2016 and 30 June 2017 on terrestrial, cable, satellite or digital channels including web based broadcasters who commission content (e.g. Amazon, Netflix)
- Web-based or Interactive entries must have first been released online between 1 July 2016 and 30 June 2017. You may not resubmit an entry from previous years unless it can be demonstrated that there is significant new content, levels of technology or innovation
- Programmes that have only been distributed online may be subject to an additional review of eligibility from the BAFTA children's committee
- Games must have had original release in the UK between 1 July 2016 and 30 June 2017. No game that was entered in to the 2016 Awards will be considered unless there have been considerable updates.
- Films must have had an original release in the UK between 1 August 2016 and 31 July 2017
- Editorial initiative and creative control must reside with the UK producer, broadcaster or developer in all cases, except in the following categories: *Feature Film*, *International* and *Game*
- Some categories have specific additional eligibility criteria; for details please see the [categories](#) section

D. OTHER BAFTA CEREMONIES

BAFTA also presents awards for film (the British Academy Film Awards) television (presented at two ceremonies, the British Academy Television Awards and the British Academy Television Craft Awards) and for games (the British Academy Games Awards).

- Entries may not be made into both the Children's Awards and the Television Awards
- Entries may be entered into both the Children's Awards and Television Craft Awards, except in the case of the Writer category
- Games may be entered into both the Children's Awards and the Games Awards
- Films may be entered into both the Children's Awards and the Film Awards

Final decisions regarding eligibility are made by BAFTA's Children's Committee or its representatives

E. ENTRY

- All entries should be made via the BAFTA Awards Entry Site: <https://entry.bafta.org/>. Full instructions about the online entry process can be found at <http://awards.bafta.org/entry>, and more information about the video specifications can be found on page 7 of this document
- The BAFTA Awards Entry Site will be open for entries from 22 May 2017 until 17:00 on Friday 7 July 2017. Entries submitted after the deadline will not be accepted or eligible for future awards
- All entries will be asked to confirm the target age range
- On the entry website, a synopsis of no more than 1000 characters (125 words) will be requested. This should be a factual synopsis of the episode or the series, not a supporting statement. It should not include any details of other awards won, production techniques, ratings or media quotes. BAFTA reserves the right to edit text that does not meet the criteria above
- The entry fee is £140+ VAT per entry under consideration
- Entries will only be accepted in one production category
- Entry is open to all and includes producers, directors, broadcasters, independent production companies, BAFTA members and all those included on the credits of a programme
- At the entry stage, entrants will be asked to propose names of up to three individuals (maximum of four names for *Feature Film*) who would be listed as nominees if the programme receives a nomination. These are the 'candidates for nomination'. Failure to propose names may render your entry invalid
 - There must be careful consideration of who is proposed as nomination candidates for changes cannot be made once nominations have been announced
 - The names submitted must pertain to the episode submitted, as this is the episode under consideration for the Awards and should be those who have made the greatest creative contribution to the entry
 - When supplying the names of the candidates for nomination BAFTA will only accept names if they are part of the creative production team. Commissioning editors and executives who work within the broadcaster commissioning teams will not be accepted
 - If it is not possible to decide upon the maximum specified names, you may opt to list 'Production Team' as the nomination credit. In this case, you will be asked to supply up to three names of representatives from the team, along with their role on the project. These representatives will be the person/s who receives the nomination certificate/s and, should the programme go on to win, they 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 programme will be BAFTA-winning, not the individuals. It is not possible to provide candidates for nomination in addition to a "production team" credit: entrants must choose one or the other
- Entrants may be asked to provide the contact details for the producer of the programme who may then be contacted to confirm credits and roles

Correct entry information is the responsibility of the entrant. 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 programmes being entered in the wrong categories

F. MAKING PROGRAMMES AVAILABLE TO VOTERS AND JURORS

- Entrants in television categories should make their programmes available to BAFTA members for review via BAFTA's Awards Viewing and Voting website
- One complete programme should be supplied to represent the series. This should be as a video file, DVD screeners may not be sent to voters
- These programmes should be as originally broadcast, minus commercial breaks. Ideally clocks, adverts and idents should be removed but videos that contain these will be accepted
- Specials or one-offs from series with continuing narratives and/or characters should be categorised in the same way as an episode from the series would have been
- Viewing is available to BAFTA members eligible to vote in the Children's Awards from 15 June (subject to entry numbers). We strongly encourage all entrants to upload videos supporting their entries as early as possible, as this will give BAFTA members a greater opportunity to view all material under consideration
- The BAFTA Awards Viewing and Voting website is username and password protected and is only accessible by BAFTA members eligible to vote in the Children's Awards. Video may be available to either stream or download until Tuesday 22 August. After this date, video will only be available to BAFTA jurors. For further information on the security controls in place to protect streamed and downloaded content, please email awards@bafta.org

G. TECHNICAL SPECIFICATION

The BAFTA Awards Entry System aims to provide the best possible viewing experience for your content. In order to achieve this, we request that you provide a high quality version of your file. Our preferred video specification is shown below. Please use our preferred specification where possible, however if your original best quality video is in another format, we would prefer to receive it with minimum encoding to preserve quality.

Contact awards@bafta.org with any questions:

	Preferred specification
File format	.mp4 / .mov
Video codec	H.264 (AVC)
Audio codec	Stereo, 48Khz audio is preferred, in formats: AAC (256k or higher) or Linear PCM
Bit rate	15 – 20 mbps
File size	File sizes up to 100 Gigabytes are supported.
Frame rate	Same as source
Note	Please DO NOT add letter-box or pillar-box to your video. All videos will display correctly.

BAFTA accepts no liability for any file created to the wrong specification and is therefore not available to be viewed in the viewing or voting site. It is the entrant's responsibility to make sure the file is created to the correct format, to check their video once it has transcoded and to confirm the video associations are correct

H. AWARD CATEGORIES

1. SPECIAL AWARD

This award is presented at the discretion of the Children's Awards and Events Committee; therefore it may not be presented in any given year. Its purpose is to honour an individual or a team of people for outstanding creative contribution in children's media.

COMPETITIVE CATEGORIES

All entries are judged on their creative excellence. Where additional criteria are used these are stated in the descriptions below:

2. ANIMATION

For animated programmes of more than five minutes duration, for children aged five and over
Animation specials are not eligible in this category if derived from a pre-school series

Candidates for nomination

A maximum of three names may be listed e.g. Producer/Director/Writer

3. CHANNEL OF THE YEAR

For a dedicated UK children's channel (broadcast and non-linear channels are both acceptable)

Entries will be judged on innovation, content commissioning, creative scheduling, impact on the viewers and rating success

Viewing and supporting material must relate to content available between 1 July 2016 and 30 June 2017

Nomination/win is awarded to the channel, not to an individual

Additional Materials

Entries require the following at the point of entry:

- A 1 hour viewing block (continuous and un-edited). This can begin at any time in the day, E.G 15:47 and must run for 60 consecutive minutes only. The video should include all presentation, idents, trails and adverts
- A 10 minute showreel (maximum) - This should demonstrate the breadth of programming within the relevant period and highlight examples of creative excellence The submitted showreel may only include content that has been broadcast within the eligibility period.
- A written submission which may include ratings and programme reviews (combined maximum 1,000 words). It may not include details of budget
- A schedule grid (or equivalent) of programmes during **9-15 February 2017**

4. COMEDY

For narrative-based comedy and sketch shows

Candidates for nomination

A maximum of three names may be listed e.g. Producer/Director/Writer

5. DRAMA

- For all children's drama including those programmes commissioned by education departments
- Can include single or long-running drama

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Director/Writer

6. ENTERTAINMENT

- For general entertainment shows, features, and factual entertainment where the emphasis is entertainment

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Director/Writer

7. FACTUAL

- For factual programming, documentaries, and factual entertainment where the emphasis is factual

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Director/Writer

8. FEATURE FILM

- Films can be of any genre but with a specific family appeal
- Films with a certificate of U, PG, 12 or 12A may be considered
- Films entered in the Children's Awards may also be eligible for the EE British Academy Film Awards
- This category is open to international entries

Candidates for nomination

- A maximum of four names may be listed.

Additional Materials

- 15 DVD copies or digital screeners will be requested for the jury stage. If these are not provided, the entry will be withdrawn
- No video upload is required

9. GAME

- Any format eligible.
- When entering a game, there is no need to be platform-specific unless a game has been produced by separate developers/publishers for different platforms, in which case each developer or publisher may enter its own version.
- This category is open to international entries
- Entries made in this category are also eligible to be entered into the British Academy Games Awards

Candidates for nomination

- A maximum of three names may be listed
- The listed candidates should include developers or members of the development team

Additional Materials

- 15 copies of the game must be supplied or the entry may be withdrawn from consideration. Should codes be required, please email awards@bafta.org of details of when these can be supplied so they do not expire prior to the end of judging.

10. INDEPENDENT PRODUCTION COMPANY OF THE YEAR

- Open to companies working in feature film, television digital, interactive and games
- Awarded to the independent production company which has demonstrated original ideas, high quality children's media and a dedicated interest in the children's audience
- All viewing and supporting material must relate to titles in the public domain or in development between 1 July 2016 and 30 June 2017. The entry should clearly indicate TX, release and development dates
- Nomination/win is awarded to the production company, not to an individual

Additional Materials

- A 10 minute showreel (maximum) - This should demonstrate the breadth of content within the relevant period and highlight examples of creative excellence. It should clearly indicate TX, release and development dates either within the reel or as an accompanying written commentary.
- A written submission (maximum 1,000 words) inclusive of any relevant support material, e.g. ratings, programme reviews,

11. INTERACTIVE

- Open to interactive entries that extend, support or are based on original or existing intellectual property.
- Awarded for interactive media experiences for children aged 16 and under
- This category is open to any form of interactive media including web, mobile, app, IPTV, red button or any cross-platform combination
- Emphasis will be placed on creativity and user engagement through the moving image

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Developer

Additional Materials

- All interactive entries require a one-page statement demonstrating a recommended pathway/user journey. Walkthroughs should demonstrate the user experience. Additional imagery may also be included
- Should codes be required, please email awards@bafta.org of details of when these can be supplied so they do not expire prior to the end of judging.
- No video upload is required, however supporting showreels will be accepted
- Where an entry spans multiple platforms the core creative for the property must originate in the interactive version in order to be eligible in this category

12. INTERNATIONAL

- All programmes submitted must have been produced outside the UK but shown for the first time on UK television between 1 July 2016 and 30 June 2017
- All genres are eligible

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Director/Writer
- Commissioning Editors and Executives who work within the Broadcasting teams will not be accepted.

13. LEARNING – PRIMARY

- Specific purpose of all entries should be to educate children aged 4 to 11 and support or complement the curriculum through excellent innovative use of the moving image
- Eligible formats include television programmes and any form of interactive media including web, mobile, app, IPTV, red button or any cross-platform combination

Additional Material

As part of your entry you will be required to answer the following questions (max 1600 characters each – approx. 200 words):

1. What is the learning aim for this project? Who is the target audience?
 2. Is the project designed for formal or informal learning?
 - a. If formal, how will this project be used in a formal learning context?
 - b. If informal, how will this project be discovered and used by informal users?
 3. How does the entry support or complement the curriculum?
- All interactive entries will require a one-page statement demonstrating a recommended pathway/ user journey. Walkthroughs should demonstrate the user experience.

14. LEARNING – SECONDARY

- Specific purpose of all entries should be to educate children aged 11 to 16 and support or complement the curriculum through excellent innovative use of the moving image
- Eligible formats include television programmes and any form of interactive media including web, mobile, app, IPTV, red button or any cross-platform combination

Additional Material

As part of your entry you will be required to answer the following questions (max 1600 characters each – approx. 200 words):

1. What is the learning aim for this project? Who is the target audience?
 2. Is the project designed for formal or informal learning?
 - a. If formal, how will this project be used in a formal learning context?
 - b. If informal, how will this project be discovered and used by informal users?
 3. How does the entry support or complement the curriculum?
- All interactive entries will require a one-page statement demonstrating a recommended pathway/ user journey. Walkthroughs should demonstrate the user experience

15. PERFORMER

- Open to performers in a UK television programme which is eligible in the *Animation, Comedy, Drama, Entertainment, Pre-School Animation* or *Pre-School Live Action* categories
- Entries should be for an individual performance in a specific programme (not a body of work)
- A performer can be entered for a number of different programmes but each programme will require a separate entry
- In all cases, where a performer appears in a programme, only one episode of that programme may be entered and uploaded for viewing.
- Multiple performers from the same programme can be entered into this category. Entrants can choose to submit a different episode for each performer, or the same episode. A new entry is needed per episode submitted for consideration.

Candidates for nomination

- Performers may only be considered as individuals

16. PRE-SCHOOL – ANIMATION

- For animated programmes for children under five
- If a programme has received the animation tax break (or would qualify for the tax credit under the 51% rule), it should be considered in the animation category, even if portions of the show are live action

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Director/Writer
- Commissioning Editors and Executives who work within the Broadcasting teams will not be accepted

17. PRE-SCHOOL – LIVE ACTION

- For live-action programmes for children under five
- If a programme has received the animation tax break (or would qualify for the tax credit under the 51% rule), it should be considered in the animation category, even if portions of the show are live action

Candidates for nomination

- A maximum of three names may be listed e.g. Producer/Director/Writer
- Commissioning Editors and Executives who work within the Broadcasting teams will not be accepted

18. PRESENTER

- Open to presenters in a UK television programme. Entries should be for an individual presenter's work for a specific programme (not a body of work)
- A presenter can be entered for a number of different programmes but each programme will require a separate entry
- In all cases, where a presenter appears in a programme, only one episode of that programme may be entered and uploaded for viewing.
- Continuity presenters may be considered in this category
- Multiple presenters from the same programme can be entered into this category. Entrants can choose to submit a different episode for each presenter, or the same episode. A new entry is needed per episode submitted for consideration

Candidates for nomination

- Presenters may be listed together as one entry if they always work as presenting partners; the final judgement will be made by BAFTA

19. SHORT FORM

- Programmes of under five minutes' duration including interstitials
- Entries can be any genre, including but not limited to, animation, drama, comedy and documentary
- Entries will be judged on originality, innovation and impact.

Candidates for nomination

- A maximum of three names may be listed
- Commissioning Editors and Executives who work within the Broadcasting teams will not be accepted

Additional Material

- Up to three complete short form programmes should be supplied as a single mp4 file. The total time may not exceed 5 minutes.

20. WRITER

- Entries should be for a specific programme, not a body of work. Can include original scripts, adaptations of fiction and non-fiction and contributions to a continuing series

Candidates for nomination

- Writers of both original and adapted teleplays are eligible.
- Eligibility is limited to the writer(s) of the original teleplay or the writer(s) credited with adapting the original source material: 'story by' or similar credits are not eligible.
- A maximum of three names may be submitted.

Additional Material

- Confirmation will be required as to whether the work is original or adapted. If the material is adapted, the name of the source material (e.g. book, film) and the original author/creator will be requested
- A shooting script must be provided for the submitted episode

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 Children's Awards ceremony, or announce fewer nominations in any category

The Children's Awards and Events Committee is the arbiter of all category eligibility

I. VOTING PROCESS

- The Special Award is in the gift of the Academy and is not open to voting by members at any stage
- Nominations and winners of all other Awards are decided by Children's Voting members and/or juries
- Prior to Round One voting, all voting members are informed of voting rules and must vote or register their abstention. They may vote for up to six programmes/individuals per category but may register their abstention from any category where they feel unqualified to vote. The top six in each category go forward for jury consideration
- Voting in Round One is restricted to registered voting members. Registered US Voting members may vote in the categories of Feature Film and International programme only. Voting is conducted online
- If there are eight entries or fewer in any category then this will not go to a membership vote. Instead the category will go straight to jury consideration. All voting is authenticated by BAFTA's appointed scrutineers
- If there are fewer than six entries in a particular category then those entries will not be considered for the 2017 awards, but will be carried over for consideration in 2018.

Broadcaster Entries

After round one voting, each UK broadcaster has the opportunity to make a limited number of additional entries; further information about this process can be requested from awards@bafta.org. The deadline for this entry is Wednesday 6 September 2017 (17:00). Broadcaster entries will not be accepted in categories that go direct to jury for consideration. These categories are:

Channel of the Year, Game, Interactive, Independent Production Company of the Year, Learning: Primary, Learning: Secondary, Short Form

Entries and additional material in these categories should be prepared for upload by Friday 7 July deadline.

Juries

The top 6 as voted for by the membership is compiled with the broadcaster entries to form the jury shortlist. The juries then decide the nominations and overall winner in each category.

The jury comprises between seven and nine industry practitioners (minimum of 5) across a range of broadcasters and independent production companies and is chaired by a representative of the Academy.

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

J. LONGLIST, NOMINATIONS AND WINNERS

- The longlist and 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 reserve 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 programmes 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

K. CLIP USAGE - NOMINATED CONTENT

An important part of BAFTA's charitable remit is to promote excellence to as large an audience as possible. In order to fulfil this, BAFTA will show clips of nominated entries at the Awards ceremony and these clips may form part of its online broadcast in the UK. In the event of your entry being nominated for a BAFTA, you undertake to deliver to the Academy's production company – BAFTA Productions – a clip of 30 seconds and if you have more than one nomination, you undertake to supply different clips for each nomination on HDCAM or Digital Betacam with a viewing copy on DVD with burnt-in timecode.

1) By entering the British Academy Children's Awards, you hereby grant to us and the 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 all BAFTA websites and social media channels for non-commercial purposes in the context of the Awards across all forms of TV, including VoD and non-theatric worldwide, for one year from 26 November 2017

2) You warrant that you are entitled to grant to us the rights referred to above details in paragraph 1 and that the exercise of such rights 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 fee 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 details 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

L. BAFTA LOGOS

- You may use the BAFTA logo online, in print and in broadcast once you have received a nomination and signed a BAFTA permission agreement
- Logos and permission agreements will be provided by BAFTA before the nominations are announced for the purpose of advance artwork preparation, but may only be used if the programme receives a nomination
- Only the official event logo (British Academy Children's Awards) or Nominee/Winner 'Stamp' can must be used; use of the mask alone is not permitted
- To request permission and for further information visit <https://www.bafta.org/press/logos>. Please contact Nick Williams (see [Contact List](#)) for additional queries

M. PIRACY

- The Academy takes a very serious view of piracy and will work with broadcasters and production companies to help prevent it.
- All BAFTA Voting members sign up to a code of conduct setting out their responsibilities regarding piracy. This code is available upon request from the membership department.

N. CONTACT LIST

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Entry and Rules

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Logos/Permission Agreements

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