

British Academy Games Awards

Rules and Guidelines 2018

British Academy of Film and Television Arts

British Academy Games Awards

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A. INTRODUCTION

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

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

2017

Tuesday 19 September	Entry site opens – http://entry.bafta.org
Friday 8 December	Entry and payment deadline (for games released by 15 December)
Friday 15 December	Final entry deadline for 'Late Release' games, i.e games released between 16-31 December)
Monday 18 December	Online voting starts (12:00)

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Wednesday 3 January	Online voting closes (12:00)
Friday 5 January	Results confirmed from membership vote and games requested for jurors. Clips requested for each of the shortlisted titles ready for nominations
Wednesday 17 January	Deadline for submitting copies of shortlisted games for jury consideration
Tuesday 13 February	Deadline for all clips to be received
Thursday 1 – Thursday 8 March	Juries sit
Thursday 15 March	Nominations announced
Wednesday 11 April	British Academy Games Awards Nominees party (tbc)
Thursday 12 April	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 2018 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 2017
- No game that has previously been entered can be re-entered (this includes Late Releases from 2016 entered into categories presented at the Awards in 2017). However, games that have been entered for the Children's Awards in 2017 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 2017, 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 Sam D'Elia (see [Contact List](#)) prior to entry
- All games released in 2017 will only be eligible for the British Academy Games Awards in 2018, please contact us if you have a game in beta or early access.

D. ENTRY

- All entries should be made via the Entry site, which opens on Tuesday 19 September: 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 15 December, inclusive) is Friday 8 December. Following this date the entry site will be closed.
- For all games released by Friday 15 December inclusive, payment must be made by Friday 8 December for the entry to be considered. Failure to do so will result in the entry being removed from consideration.
- Extended entry deadline (for 'Late Releases', i.e. games released between Saturday 16 December and Sunday 31 December) is Friday 15 December, restricted to four categories per title. Late Release entrants should contact Serena Deakin (see [Contact List](#)) to process their entry as all late release entries will be subject to approval by the Games Committee.
- Entrants are 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, but the named representative will still be presented with the Award.

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 15 December 2017**:

- To make the Awards as inclusive as possible, BAFTA is pleased to offer a significantly reduced rate of £45.00 + VAT (£54.00) to entrants for their first entry if it is submitted during the calendar month of its release, with fees applying for subsequent entries.
- 1 x game: £45.00 +VAT (£54.00) 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 August 2017 can also be entered until the end of September)
- 1 x game: £140.00 + VAT (£175.00) - for games entered outside their release month
- Up to 5 games: £225.00 +VAT (£270.00)
- 6 games and over: £290 + VAT (£348.00)

Late Entries:

For games released between **Saturday 16 December and Sunday 31 December 2017**, inclusive ('Late Releases')

- Entry Fee per game: £385.00 + VAT (£481.25)
- 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 are encouraged 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/XBL 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 physical copy of the game.

It is entirely at the entrant's discretion how many copies are provided 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. Full details on how to make use of these procedures are given on the entry form.

For any title 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 download codes)
- Details of who to contact to request access, and what information they would need to provide (NB we will not release any postal addresses directly to entrants offering physical 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 should be provided through the relevant areas of the online entry form.

Physical Copies of Games

- Game covers may not contain press 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 2018.

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 Timothy Hughes (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 Timothy Hughes (see [Contact List](#)).

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

Please contact Sam D'Elia 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, who 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 2017. Subsidiaries acquired by established studios during the period of consideration are not generally eligible for entry, but may be eligible should they be found to be within the spirit of the award. The final decision on category eligibility rests with BAFTA.

8. EVOLVING GAME

For the best game that displays ongoing evolution and developer support, including persistent online games, massively multiplayer online games, evolving free-to-play games, and any other types of game that receive ongoing updates. This category is open to games that were originally released outside of the eligibility period, but have received significant updates within the eligibility period, as well as 2017 releases. When submitting, you will be asked to detail the updates that have been made.

9. 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.

10. GAME BEYOND ENTERTAINMENT

For the best game that capitalises on the unique and maturing medium of video games to deliver a transformational experience beyond pure entertainment -- whether that is to raise awareness through empathy and emotional impact, to engage with real world problems, or to make the world a better place.

Entries will be judged solely on content; its emotional impact, thematic fit and innovative use of the medium. If you are unsure whether your title is eligible, please contact awards@bafta.org. The final decision rests with BAFTA.

Entrants will be required to supply a short supporting statement (max. 4000 characters) clearly identifying the game's agenda and demonstrate how this was realised in the game.

This category goes straight to a jury, and is not considered by the membership vote.

11. GAME DESIGN

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

12. GAME INNOVATION

For the best innovation in gameplay and/or technology.

13. MOBILE GAME

For the best gaming experience on a mobile phone or tablet.

14. MULTIPLAYER

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

15. MUSIC

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

16. NARRATIVE

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

17. ORIGINAL PROPERTY

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

18. PERFORMER

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

include preparation undertaken, training or special techniques learnt for the role or any technology that was used by the performer to help enhance the role.

Where the minimum number of ten 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 Thursday 8 December and released prior to Saturday 16 December will be grouped together into categories and judged by the games voting members.
- The top 8 across each category will then go through for jury consideration.
- Any game which has not been released by Saturday 16 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 Thursday 18 January 2018.

Jury Shortlist

- If shortlisted for jury consideration, 14 copies of the game must be supplied by **Thursday 18 January 2018**, for each category that it has been shortlisted in. Any game codes not received by this time may be withdrawn from consideration. You will be required to state your preferred format for the jury process at the point of entry.
- Entrants may provide 14 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.

Juries

- Juries are made up of between nine and twelve industry experts and chaired by a member, or former member, of the Games committee. If you are interested in finding out more information on how to become a juror please contact Serena Deakin (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. 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 names provided as representatives of the Development Team will also be presented with the certificate and BAFTA Award but won't be able to refer to themselves as BAFTA nominees or winners.
- 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 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 and image at this stage of voting, with the deadline being **Tuesday 13 February 2018**. Only games that go on to be nominated will be used for the nominations clips packages and official awards brochure.

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 www.youtube.com/BAFTAonline and <http://guru.bafta.org> (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 12 April 2018.

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;

- 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 Timothy Hughes (see [Contact List](#)).

M. CONTACT LIST

Kelly Smith

Head of Games & Children's
Tel: +44 (0)20 7292 5821
awards@bafta.org

General Enquiries
Entry and Rules
Voting Procedures
Nominees

Sam D'Elia

Awards Officer – Games and Children's
Tel: +44 (0)20 7292 5810
awards@bafta.org

As above

Serena Deakin

Awards Coordinator - Games & Children's
Tel: + 44 (0)20 7292 5855
awards@bafta.org

As above
Juries

David Lortal

Senior Technical Development Officer
Tel: +44 (0)20 7292 5818
awards@bafta.org

Online entry support

Nick Williams

Communications Manager
Tel: +44 (0)20 7292 5847
nickw@bafta.org

Logos/Permission Agreements

Timothy Hughes

Membership Coordinator
Tel: +44 (0)20 7292 5877
membership@bafta.org

List of Members
Membership conduct

British Academy of Film and Television Arts
195 Piccadilly | London | W1J 9LN
T +44 (0)20 7734 0022 W www.bafta.org