

British Academy Games Awards

Rules and Guidelines 2017

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 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

2016

Wednesday 21 September	Entry site opens – http://entry.bafta.org
Thursday 8 December	Entry and payment deadline (for games released by 16 December)
Friday 16 December	Online voting starts (12:00)
Monday 19 December	Final entry deadline for 'Late Release' games, i.e games released between 17-31 December)

2017

Wednesday 4 January	Online voting closes (12:00)
Thursday 5 January	Results confirmed from membership vote and games requested for jurors. Request clips for each of the shortlisted titles ready for nominations
Wednesday 18 January	Deadline for submitting copies of shortlisted games for jury consideration
Thursday 16 February	Deadline for all clips to be received
Monday 27 February – Friday 3 March	Juries sit
Thursday 9 March	Nominations announced
Thursday 16 March	Online vote opens for winner of Best Game and Mobile (12:00)
Thursday 30 March	Online vote closes (12:00)
Wednesday 5 April	British Academy Games Awards Nominees party
Thursday 6 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 2017 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 2016
- No game that has previously been entered can be re-entered (this includes Late Releases from 2015 entered into categories presented at the Awards in 2016). However, games which have been entered for the Children's Awards in 2016 can also be entered in to these Awards.
- The exception to the above rule is for VR titles that were released in 2015. These can also be considered in this year's 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 2016, 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 Serena Deakin see ([Contact List](#)) prior to entry
- All games released in 2016 will only be eligible for the British Academy Games Awards in 2017, 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 Wednesday 21 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 16 December, incl.) is Thursday 8 December. Following this date the entry site will be closed.
- Extended entry deadline (for "Late Releases", i.e. games released between Saturday 17 December and Saturday 31 December) is Monday 19 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 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, 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. SUPPORTING IN-GAME VIDEOS

- Entrants should provide up to ten minutes of in-game footage that will be available to BAFTA members for review via BAFTA's Awards Viewing and Voting website.
- Promotional videos maybe considered providing the footage is on actual game play.
- The BAFTA Awards Viewing and Voting website is username and password protected and is only accessible by BAFTA members eligible to vote in the Games Awards. Video may be available to either stream or download until Friday 6 January 2017. 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

F. 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

G. FEES

For games released by **Friday 16 December 2016**:

- To make the Awards as inclusive as possible, BAFTA is pleased to offer a significantly reduced rate of £48.00 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: £48.00 (£40.00 + £8.00 vat) 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 2016 can also be entered until the end of September)
- 1 x game: £150.00 (£125.00 + £25.00 vat) - for games entered outside their release month
- Up to 5 games: £258.00 (£215.00+ £43.00 vat)
- 6 games and over: £330.00 (£275.00 + £55.00 vat)

Late Entries:

For games released between **Saturday 17 December and Saturday 31 December 2016**, inclusive (late releases)

- Entry Fee per game: £444.00 (£370 + £74.00 vat)
- Please note all late release entries are subject to approval by the Games Committee and are limited to a maximum of 4 categories.

H. 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 hard copy of the game.

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. 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 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 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 2017.

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 Maeve Hickey (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 Maeve Hickey (see [Contact List](#)).

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

Please contact Serena Deakin 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.

I. 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 2016.

8. EVOLVING GAME

For the best game that displays ongoing evolution and developer support, including games-as-a-service, 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 2016 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 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.

11. GAME INNOVATION

For the best innovation in gameplay and/or technology.

12. MOBILE GAME

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

13. MULTIPLAYER

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

14. MUSIC

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

15. NARRATIVE

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

16. ORIGINAL PROPERTY

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

17. 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 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 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 eligibili

J. VOTING AND JURIES

Judging Process

- All entries received by Thursday 8 December and released prior to Saturday 17 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 17 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 Wednesday 18 January 2017.

Jury Shortlist

- If shortlisted for jury consideration, 14 copies of the game must be supplied by **Wednesday 18 January 2017**, for each category that it has been shortlisted in. Any game not received by this time may be withdrawn from consideration. Where multiple formats are available we will specifically request the preferred format, unless the format has been specified at 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. In the Best Game and Mobile 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, or former member, of the Games committee. If you are interested in finding out more information on how to become a jury 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.

K. 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.

L. 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 **Thursday 16 February 2017**. 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 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 6 April 2017.

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.

M. 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.

N. 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](#)).

O. CONTACT LIST

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General Enquiries

Entry and Rules

Voting Procedures

Nominees

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Logos/Permission Agreements

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