

BAFTA Games Awards

Rules and Guidelines 2021

British Academy of Film and Television Arts
BAFTA Games Awards
Rules and Guidelines 2021

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A. INTRODUCTION

The BAFTA 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 (Fellowship and Special Awards). These awards are in the gift of the Academy. They are approved by the Games Committee and ratified by the Board.

B. TIMETABLE

2020	
Thursday 9 July	Entry site opens via http://entry.bafta.org
Thursday 19 November	Entry and payment deadline for games released on or by 11 December
Friday 11 December	Final entry deadline for 'Late Release' games i.e. games released between 12-31 December
Monday 14 December	Member voting opens at 14:00 GMT
2021	
Monday 4 January	Member voting closes at 18:00 GMT
Friday 8 January	Results confirmed from membership vote and games requested for jurors Clips requested for each of the shortlisted titles ready for nominations
Friday 15 January	Deadline for submitting copies of shortlisted games for jury consideration
Friday 19 February	Deadline for all clips to be received
Monday 22 – Thursday 25 February	Juries sit
Tuesday 2 March	Games nominations announced
Thursday 25 March	British Academy Games Awards

C. ELIGIBILITY

- Entries are invited for the BAFTA Games Awards in 2021 from developers, publishers or anyone involved in the production and/or promotion of the title
- Any game is eligible as long as it has been, or will be, released in the UK between 1 January – 31 December 2020
- No game that has previously been entered can be re-entered (this includes Late Releases from 2019 entered into categories presented at the Awards in 2020).
- 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 2020, 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 2020 will only be eligible for the BAFTA Games Awards in 2020. Please contact us if you have a game in beta or early access as special considerations apply

BFI Diversity Standards and Bullying & Harassment Guidelines *NEW*

- This year BAFTA will also require additional information to be submitted in support of any games entering in to the British Game category, adhering to [the BFI Diversity Standards as defined here](#). The Standards are a set of criteria developed by BAFTA and the BFI. The Standards are split into four sections – In-Game Representation; Creative Leadership and Development Team; Industry Access; and Player Base Development – and under each section is a list of actions that studios can take to increase diversity and inclusion. Entrants in the British Game category will be asked to “self-assess” against these criteria by providing the relevant information.

In addition to the Standards, BAFTA has also introduced [Bullying and Harassment Guidelines for Games](#), designed to provide some achievable actions for companies to tackle bullying and harassment in the workplace. There are three questions pertaining to these guidelines on the entry form for British Game submissions.

This is a pilot initiative and we will be using the information gathered to help define formal standards that will eventually be applied to the process for eligibility. Qualification will not affect your eligibility this year. On the entry form we will ask for examples, across the four sections, where your game has met the standards. Please note that this will only apply to UK developed games entering the British Game category.

Our intention with this pilot is to encourage better representation and increased inclusivity across the industry and the supporting information you provide will enable us to define what standards we can apply for future awards.

D. ENTRY

- All entries should be made via the entry site <http://entry.bafta.org>
- Entry deadline (for all games released by Friday 11 December, inclusive) is Thursday 19 November. Following this date, the entry site will be closed

- For all games released on or by Friday 11 December inclusive, payment must be made by Friday 4 December for the entry to be considered. Failure to do so will result in the entry's removal from consideration
- The 'Late Release' deadline (i.e. for games released between 12 December and 31 December) is Friday 11 December, restricted to four categories per title. Late Release entrants should contact Sam D'Elia (see [CONTACT LIST](#)). All late release entries will be subject to approval by the Games Committee, who have the final say on categories that may be entered by late release titles
- Entrants must propose up to three individuals 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 '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 individuals who receive the nomination certificates and, should the game go on to win, will also be presented with the winner certificates and awards. 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 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 11 December 2020**:

- To make the Awards as inclusive as possible, BAFTA is pleased to offer a significantly reduced rate of £90.00 plus VAT (£108) to entrants for their first entry if it is submitted during the calendar month of its release, with normal fees applying for subsequent entries. Please note that for the discount to be applied you must contact BAFTA before proceeding to payment so that this can be applied.
- Games can be entered in to multiple categories where applicable and games that were released between 1 January – 31 July 2020 can also be entered on this rate until the end of July
- 1 game: £210 plus VAT (£252) – for games entered outside their release month
- Up to 5 games: £360 plus VAT (£432)
- 6 games and over: £480.00 plus VAT (£576)

Late Entries

For games released between **Saturday 12 December and Thursday 31 December 2020**, inclusive ('Late Releases')

- Entry Fee per game: £600 plus VAT (£720)

- Any game that has not been released by [late release eligibility] may still be entered, but due to the proximity to the online voting and consequent inaccessibility to voters, they will be judged by jury only. Late release entries are subject to review by the Games Committee, and it is within the committee's power to roll over late entries into the following Awards year where this is deemed appropriate
- Please note that all late release entries are limited to a maximum of four categories. The Committee have the right to remove and recommend categories. If you would prefer to enter a wider number of categories, you will need to receive approval to roll over your entry to the following awards year, and take part in the membership vote stage. Please contact Sam D'Elia for further information.

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 strongly encouraged to offer members access to their game, providing them with information and opportunities to play the entered titles. The level of access provided is entirely at the entrant's discretion. However, please note that BAFTA members are under no obligation to purchase titles for review purposes.

Entrants should be amenable to providing additional peripherals and hardware to support consideration of titles, especially where titles rely on specialised and/or non-standard hardware (e.g. headsets, smart speakers, toys to life).

These guidelines aim to ensure that campaigning is conducted fairly. Any activity that 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 one key per member through the voting site. This site 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 that 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 of what is available.

If you plan to make your game available via **Steam, the Epic Store** or the **iOS App Store**, specific procedures apply. Full details on how to make use of these procedures are 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.)
- 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;
- Dates the game will be available from and to (e.g. expiry dates of download codes)
- Details of who to contact to request access (if relevant), 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 will be factual and not refer to any previous awards nominations or wins. This information should be provided through the relevant areas of the 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 BAFTA 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 BAFTA Games Awards in 2021.

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. Please request this 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

The purpose of the Special Award is to honour the talents of individuals or companies who have made a significant contribution to games.

Audience Award

3. EE MOBILE GAME OF THE YEAR

The best mobile game of the year, as voted for by the public.

Competitive Categories

These awards are platform agnostic. Any title that meets the entry requirements (see [ELIGIBILITY](#)) is eligible to enter any of the competitive categories listed below. You will be required to list a preferred platform for consideration when submitting your entry.

A competitive category may not run if fewer than 10 entries are received.

4. ANIMATION

For the highest level of excellence in bringing a game to life. This award considers all elements of animation: including but not limited to player control, non-player characters, ambient/environmental animation, facial animation and cinematics. This category will also consider the style, fluidity and responsiveness of the characters.

5. ARTISTIC ACHIEVEMENT

For demonstrating exceptional visual art across all genres.

6. AUDIO ACHIEVEMENT

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

7. BEST GAME

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

8. BRITISH GAME

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

Please note that entrants in the British Game category will be asked to take part in a Diversity Standards pilot project in collaboration with the BFI. This will not affect eligibility for the 2021 awards, but will help BAFTA inform its future rules.

9. DEBUT GAME

For the best game from any studio or individual that released their first title in 2020. 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.

10. EVOLVING GAME

For the best game that displays excellence in ongoing developer support. This includes persistent online games, GaaS, massively multiplayer online games, evolving free-to-play games, and any other games that receive ongoing content and updates. This category is open to games originally released outside of the eligibility period, but have received significant updates within the eligibility period, as well as 2020 releases. When submitting, you will be asked to detail the updates that have been made.

11. 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.

12. 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 [Sam D'Elia \[See CONTACTS\]](#). 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.

13. GAME DESIGN

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

14. MULTIPLAYER

Awarded for the best multiplayer game experience, including social, online or local / couch co-op.

15. MUSIC

Awarded for excellence in composition for a game music score, through original music and/or creative use of licensed tracks. A soundtrack link may be provided for reference alongside game codes.

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 IN A LEADING ROLE

For the best lead 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 used by the performer to help enhance the role.

19. PERFORMER IN A SUPPORTING ROLE

For the best supporting 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 used by the performer to help enhance the role.

20. TECHNICAL ACHIEVEMENT

Celebrating the highest level of technical achievement in a game. All elements of gameplay programming and visual engineering will be considered, including but not limited to artificial intelligence, physics, engine mechanics, and visual rendering. Entrants will be required to supply a short supporting statement (max. 4000 characters) clearly identifying the techniques utilised.

Innovations in hardware may also be considered in this category where they relate to a specific piece of content, following approval by the Games Committee.

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 19 November and released prior to or on 11 December will be grouped together into their entered categories and judged by the games voting members. The top six across each category will then go through for jury consideration. The jury shortlist may also contain

late release entries, and/or additional titles that are decided via a games committee process which is in place to ensure that lesser known titles are given due consideration

- Any game that has not been released by 11 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 15 January 2021.

Jury Shortlist

- If shortlisted for jury consideration, 14 copies of the game must be supplied by **15 January 2021**, 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
- If additional hardware is required for the entry, it will be the entrant's responsibility to provide it
- 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 upon request
- Jurors are 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 Sam D'Elia (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; names provided as representatives of the 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
- Companies directly involved with the nominated games in certain categories may be eligible to purchase a duplicate certificate so that they can have a record of their involvement

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 **Friday 19 February 2021**. 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 HD clips for each nomination

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) and BAFTA social media channels 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-theatrical, worldwide for a period of (1) year from 25 March 2021

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 'BAFTA 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

<p>Kelly Smith Head of Awards Tel: +44 (0)20 7292 5821 awards@bafta.org</p>	
<p>Sam D'Elia Awards Officer – Games and Children's Tel: +44 (0)20 7292 5810 samd@bafta.org</p>	<p>Rules and guidelines / eligibility</p> <p>Voting procedures</p> <p>Juries</p> <p>Nominees</p> <p>Tickets</p> <p>Other General Enquiries</p>
<p>Lewis Peet Awards Coordinator - Games & Children's Tel: + 44 (0)20 7292 5855 lewisp@bafta.org</p>	<p>As above</p> <p>Clips / Assets</p>
<p>Nick Williams Marketing & Communications Manager Tel: +44 (0)20 7292 5847 nickw@bafta.org</p>	<p>Logos and Clearances</p>
<p>Timothy Hughes Membership Manager Tel: +44 (0)20 7292 5877 membership@bafta.org</p>	<p>Membership applications and queries</p> <p>List of Members</p> <p>Membership conduct</p>

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