

BAFTA Games Awards

Rules and Guidelines 2024

BAFTA
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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.

TIMETABLE

2023	
Thursday 1 June	Entry site opens via http://entry.bafta.org
Thursday 9 November	Entry and payment deadline
Monday 27 November	Round one voting opens at 14:00 GMT
Monday 11 December	Round one voting closes at 17:00 GMT
Thursday 14 December	Longlist announced
Friday 15 December	Deadline for submitting copies of longlisted games for jury consideration
2024	
Monday 29 January	Round two voting opens for Best Game & British Game at 14:00 GMT
Monday 12 February	Round two voting closes for Best Game & British Game at 17:00 GMT
Monday 5 February	Juries sit
Thursday 7 March	Nominations announced
Monday 11 March	Round three voting opens for Best Game & British Game at 14:00 GMT
Monday 25 March	Round three voting closes for Best Game & British Game at 17:00 GMT
Thursday 11 April	BAFTA Games Awards

ELIGIBILITY

- Entries are invited for the BAFTA Games Awards in 2024 from developers, publishers or anyone involved in the production and/or promotion of a game
- Any game is eligible as long as it has been, or will be, released in the UK between 10 December 2022 – 24 November 2023
- No game that has previously been entered can be re-entered except in the Evolving Game category
- Remasters of games released outside of the eligibility period are not eligible for consideration. Full remakes, and substantial pieces of new content, may be eligible in particular craft categories. Please contact Lewis Peet at BAFTA if you have any questions about eligibility
- Please contact Lewis Peet at BAFTA if you have a game in beta or early access as special considerations apply
- In submitting this entry, you confirm that you know of nothing relating to the game or about anything or anyone involved in its production or distribution, which, if it came into the public domain, could or would, if the game or anyone involved with it were to be nominated for an Award, be likely to bring BAFTA into disrepute. In the event that BAFTA is made aware of information relating to the game or about anything or anyone involved in its production or distribution which is capable of bringing BAFTA into disrepute, BAFTA shall, in its absolute discretion, be entitled to suspend or rescind any nomination or award, or impose such other conditions as it shall consider reasonable in the circumstances

ENTRY PROCESS

- All entries should be made via the entry site <http://entry.bafta.org>
- The entry process is divided into two stages. To complete stage one, entrants should provide basic information about the game such as the title, synopsis, key art and categories, and outline where the game is available to BAFTA voters. This section of the entry form should be completed within 30 days of the games release to ensure that voters have appropriate time to play and judge the game
- Stage two contains all of the other information required to complete the entry. Stage two must be completed before Thursday 9 November. Following this date, the entry site will be closed and all incomplete or unpaid entries will be unsubmitted

BFI Diversity Standards Pilot and Bullying & Harassment Guidelines

- BAFTA will require additional information to be submitted in support of any games entering in to the British Game category, to demonstrate whether they adhere to [BFI Diversity Standards](#). 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. 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
- In addition to the Standards, BAFTA continues to promote the [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. To this end, the completion is mandatory, however **qualification will not affect your eligibility this year**

ACCESS TO GAMES

- The BAFTA Games Awards has three stages of voting. In the first stage, all entries in all categories are voted on the BAFTA Games Membership, which is made up of industry professionals
- Entrants are highly encouraged to offer members access to their game upon entry, providing voters with the opportunity to play the entered title ahead of the membership vote
- Codes can be provided through the entry form, and will be securely provided to voting members, limited to one per member. BAFTA recommends that you provide a minimum of 500 codes upon entry to ensure that voters can play your game before voting, spread across any platforms the game is available on. Approximately 80% of the voting membership is based in Europe, with 20% in the USA
- Titles available on Steam and the Epic Games Store can be added to the libraries of voting members through BAFTA bundles. More information on how to enter the bundle can be found on the entry form
- BAFTA voting members are provided with access to Apple Arcade for the duration of the voting period
- If longlisted for the jury stage of voting, BAFTA will contact you to request 15 codes per longlisted game, per category. These codes must be provided before Friday 15 December
- Please contact Lewis Peet at BAFTA if you require guidance on providing access to games

NOMINATION CANDIDATES OR TEAM REPRESENTATIVES

- Entrants must provide the names of up to three individuals who made the most significant creative contribution to the game within the relevant category
- Failure to provide these names may render your entry invalid
- There must be careful consideration of who is proposed, as changes cannot be made once nominations have been announced
- Entrants will be asked to select whether the proposed individuals should be listed as nomination candidates or development team representatives. If nomination candidates is selected, the individuals will be listed by name on the nomination, as well as on certificates and plaques should the game go on to win. If development team representatives is selected, the nomination listing, as well as any certificates and plaques, will read 'Development Team'
- Please note that if development team representatives is selected, the individuals will be asked to sign for BAFTA masks on behalf of the development team should the game go on to win, but will not be able to refer to themselves as BAFTA winners: the game will be BAFTA-winning, not the individuals
- Entrants are asked to provide information, via a dropdown list, of the gender/gender identity of all nomination candidates in the performance categories
- 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

FEES

- If stage one of your entry is completed before 30 June or within 30 days of your game's release - £175 + VAT
- If stage one of your entry is completed later than within 30 days of your game's release - £350 + VAT
- Entries are charged per game so you may enter into all categories in which the game is eligible
- Your entry is not complete until the stage two form has been submitted and approved

CAMPAIGNING RULES AND GUIDELINES

- 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 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)
- The Academy encourages entrants to offer game-playing opportunities throughout the year
- These guidelines aim to ensure that campaigning is conducted fairly. Any activity that violates the letter or spirit of these guidelines will be penalised

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 2024
- 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 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
- If any aspect of your campaigning is not covered in the above, please do not assume it is permitted
- Please contact Lewis Peet 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

AWARD CATEGORIES

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
- 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

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

ARTISTIC ACHIEVEMENT

For demonstrating exceptional visual art across all genres

AUDIO ACHIEVEMENT

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

BEST GAME

For the best game of the year, across all genres

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 2024 awards, but will help BAFTA inform its future rules

DEBUT GAME

For the best game from any studio or individual that released their first title in 2023

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

EVOLVING GAME

This category is open to games released before 2023 which have received, and will continue to receive, regular updates and significant enhancements to improve the game and to support the community

Entries will be judged on quality and regularity of updates and enhancements, as well as communication and engagement with the community

Entrants will be asked to provide two short supporting statements. Statement 1 should detail the substantial updates that have been made to the game within the eligibility period, and demonstrate how these have been communicated to the community. Statement 2 should detail any other activity undertaken to support or connect with the community outside of the game within the eligibility period

Eligibility is limited to games with a proven track record of receiving substantial updates within the eligibility period, as well as planned future updates. The final decision on eligibility rests with BAFTA

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

GAME BEYOND ENTERTAINMENT

For the best game that capitalises on the unique 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 on content within the game, as well as any external activity undertaken by the developers to support the aims of the game

Entrants will be asked to provide three short supporting statements. Statement 1 should outline the ways in which the game delivers an experience beyond entertainment as a primary aim. Statement 2 should provide clear examples from within the game to demonstrate how the game achieves its aims of providing an experience beyond entertainment. Statement 3 should detail any external activity undertaken by the developers to support the aims of the game

Eligibility is limited to games which clearly deliver an experience beyond entertainment as a primary aim. The final decision on eligibility rests with BAFTA

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

MULTIPLAYER

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

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

NARRATIVE

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

NEW INTELLECTUAL PROPERTY

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

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.

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

PERFORMER IN A LEADING ROLE

For the best lead performance featured in a game; from voice artistry through to motion capture

PERFORMER IN A SUPPORTING ROLE

For the best supporting performance featured in a game; from voice artistry through to motion capture

VOTING PROCESS

Round One

- All entries will be grouped together into their entered categories and judged by games voting members. The top ten across each category will be longlisted

Round Two

- Longlisted entries in the Best Game and British Game categories will be judged by games voting members to determine the six nominations in each category

Round Three

- Nominated entries in the Best Game and British Game categories will be judged by games voting members to determine the winners in each category

Jury Consideration

- Longlists in all categories other than Best Game and British Game will progress to jury consideration
- Juries are made up of between nine and twelve industry experts and chaired by a member, or former member, of the Games Committee
- Jurors are sent copies of the longlist to be played ahead of the jury meeting. At the jury meeting the longlist will be discussed and the six nominations and overall winner will be decided
- The winner vote is undertaken as a blind vote within the jury, and BAFTA does not reveal information about the winners until it is announced within the ceremony
- 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

- BAFTA will contact longlisted entrants to request 15 copies of the game per longlisted category. These must be supplied by **15 December 2023**. Any game codes not received by this time may be withdrawn from consideration
- If additional hardware is required for the entry, it will be the entrant's responsibility to provide it. Any copies of a game supplied but not longlisted will be returned to the entrant upon request

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 winner 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 BAFTA, 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
- 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

ADDITIONAL MASKS

- In some circumstances the number of eligible candidates/representatives may exceed the three individuals submitted for each category. The entrant may be eligible to appeal for up to a maximum of two additional awards per category to be purchased should a game go on to win. Appeals will only be accepted on behalf of candidates who would be eligible based on the rules listed in the nomination candidates section and are part of the lead creative team. All additional mask requests will be considered by the Games Committee. If additional masks are purchased following a successful appeal, the recipients will not be named as nominees in the ceremony, BAFTA website, press release or any other related materials; or listed internally as development team representatives

CLIP USAGE - NOMINATED CONTENT

- All games that are longlisted for jury consideration will be asked to provide clips and images at this stage of voting, with the deadline being Wednesday 14 February 2024. 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, extended gameplay footage from the game and if you have more than one nomination, you undertake to supply different HD clips for each nomination

- 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 11 April 2024
- 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
- 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

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

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 BAFTA

CONTACT LIST

Lewis Peet

Games Awards Officer
 Tel: + 44 (0)20 7292 5855
lewisp@bafta.org

Rules and guidelines / eligibility

Voting procedures

Juries

Nominees

Other General Enquiries

Tia Wedderburn

Games Awards Coordinator
 Tel: + 44 (0)20 7292 5810
tiaw@bafta.org

Nominees

Tickets

Clips / Assets

Other General Enquiries

BAFTA

195 Piccadilly | London | W1J 9LN

T +44 (0)20 7734 0022

W www.bafta.org