

BAFTA Games Awards

Rules and Guidelines 2025

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

2024	
Thursday 20 June	Entry site opens via http://entry.bafta.org
Thursday 7 November	Entry and payment deadline
Wednesday 20 November	Round one voting opens at 12:00 GMT
Wednesday 4 December	Round one voting closes at 18:00 GMT
Tuesday 10 December	Longlist announced
Wednesday 18 December	Deadline for submitting copies of longlisted games for jury consideration
2025	
Wednesday 22 January	Round two voting opens for Best Game & British Game at 12:00 GMT
Wednesday 5 February	Round two voting closes for Best Game & British Game at 18:00 GMT
Monday 10 February	Juries sit
Tuesday 4 March	Nominations announced
Wednesday 12 March	Round three voting opens for Best Game & British Game at 12:00 GMT
Wednesday 26 March	Round three voting closes for Best Game & British Game at 18:00 GMT
TBC April	BAFTA Games Awards

ELIGIBILITY

- Entries for the BAFTA Games Awards in 2025 are invited 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 25 November 2023 – 15 November 2024
- 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, are not eligible in Best Game or British Game but may be eligible in craft categories where they can demonstrate significant originality. Please contact Lewis Peet at BAFTA if you have any questions about eligibility. The Games Committee is the arbiter of all category eligibility
- Please contact Lewis Peet at BAFTA if you have a game in 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 7 November. Following this date, the entry site will be closed and all incomplete or unpaid entries will be unsubmitted
- Entrants in the British Game category will be required to answer a set of mandatory questions designed to address diversity & inclusion and bullying & harassment in the UK games industry to support the BFI Diversity Standards for Games. Questions relate to In-Game Representation, Creative Leadership & Development Team, Industry Access & Opportunities, Community Development, In-Studio Accessibility, In-Game Accessibility and Bullying & Harassment. The answers provided to these questions will not be displayed to voters and will not impact eligibility in the awards. If you have any questions about these questions, please feel free to contact the Awards Team on awards@bafta.org

ACCESS TO GAMES

- The BAFTA Games Awards has three rounds of voting. In the first round, entries are voted on by approximately 1200 BAFTA members, comprised of games industry professionals
- Entrants are highly encouraged to offer voters access to their game upon entry, providing them with the opportunity to play the entered title ahead of the first-round vote
- 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

- Codes can be provided through the entry form, and will be securely provided to voters, limited to one per voter. BAFTA recommends that you make your game available to voters through the Steam or Epic Games Store bundle or provide codes upon entry to ensure that voters can play your game before voting. Approximately 80% of voters are based in Europe, with 20% in the USA
- 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 up to 15 codes per longlisted game, per category. These codes must be provided before Wednesday 18 December
- Please contact Lewis Peet at BAFTA if you require guidance on providing access to games

NAMED NOMINEES 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 by name as individual nominees or as unnamed development team representatives. If named nominees is selected, each name that you provide will be published alongside the game in the event of a nomination. If you select unnamed representatives, the nomination listing, as well as any certificates and plaques, will read 'Development Team' but the development team representatives will be required to take legal responsibility for any masks and certificates
- Please note that if unnamed representatives are 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 submitted before 20 July or within 30 days of your game's release - £200 + VAT (£240)
- If stage one of your entry is submitted later than within 30 days of your game's release - £400 + VAT (£480)
- 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

- BAFTA is committed to a fair and equitable process which helps to level the playing field for all games entered into the awards
- BAFTA Games voting members are expected to play games in contention, to apply their expertise, and to make their voting decisions based on the single criteria of Excellence
- Codes can be provided through the entry form, and will be securely provided to voters, limited to one per voter. Titles available on Steam and the Epic Games Store can also be added to the libraries of voting members through BAFTA bundles. Voting members are also provided with Apple Arcade for the duration of the voting period
- The level of access to entered games is entirely at the entrant's discretion, however please note that BAFTA voters are under no obligation to purchase titles for review purpose
- Entrants may not contact voters regarding their entry or lobby for votes under any circumstances
- BAFTA reserves the right to enforce penalties for entrants who do not abide by these regulations when interacting with voters
- All BAFTA voters have agreed to a code of conduct specifying that they will use access codes 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

FOR YOUR CONSIDERATION (FYC) EVENTS

- FYC events are in-person events held by entrants to provide BAFTA voters with additional opportunities to play entered games outside of access codes and/or game bundles provided through BAFTA View
- FYC events are only permitted for entrants who are unable to provide access through BAFTA View, or for titles that rely exclusively on specialised hardware such as VR/AR technology
- The entrant agrees to assume all costs for FYC events
- FYC events may only take place during between 20 June 2024 – 15 November 2024 (inclusive). A maximum of four FYC events are permitted per entered game
- Invitations to FYC events must be extended to all voters. BAFTA will distribute the invitation to all voters on the entrant's behalf, and the entrant must manage RSVP's. Please note that BAFTA will require a minimum of three working days to set up, test and distribute the invitation to voters

An FYC invitation includes:

- An invitation to a new FYC event
- The date, timings and venue of the event
- An unembellished, credit-less synopsis of the game
- No images (FYC emails are plain text)
- A different font, colour and size for the game name
- Clear procedures for members to RSVP
- Clear venue accessibility information
- Reference to the game being available to play on BAFTA View

Voters will be asked to RSVP to the entrant directly. Entrants must share a list of successful and unsuccessful RSVPs with BAFTA following the event

When managing RSVPs:

- Ensure there are sufficient tickets available, proportionate to demand by BAFTA members
- Collect responses within a certain timeframe and then allocate tickets at random
- Once confirmed, a cancellation period should be clearly stated in the confirmation email
- Please consider running a waiting list so that voters can be informed of any last-minute availability due to cancellations
- Ask members to bring photo ID or their membership cards with them
- Voter's information and personal data must be destroyed and removed from entrant's systems and email clients after their event, and by no later than 16 November 2024. The entrant must only communicate with voters for the sole purpose of sharing information about the event

FYC events are opportunities for BAFTA voters to play entered games, not promotional events, and the following is not permitted:

- Introductions or Q&A's
- Gifts to attendees
- Distribution of any physical material
- Distribution of any merchandise
- Selective ticket distribution to chapter members or on any other basis
- Hosts (individuals with no direct association to the Game)
- Complimentary food and drink on a scale where it could be seen as an inducement

These guidelines aim to ensure that campaigning is conducted fairly

Any activity that violates the letter or spirit of these guidelines will be penalised. If any aspect of your campaigning is not covered in the above, please do not assume it is permitted

Please contact campaigning@bafta.org 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

- 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

An optional supporting statement of up to 500 words can be provided for this category

ARTISTIC ACHIEVEMENT

For demonstrating exceptional visual art across all genres

An optional supporting statement of up to 500 words can be provided for this category

AUDIO ACHIEVEMENT

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

An optional supporting statement of up to 500 words can be provided for this category

BEST GAME

For the best game of the year, across all genres

All eligible games entered for the Games Awards are automatically considered for Best Game, with the exception of Evolving Game, which can only be submitted for that single category

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

All eligible games in which the majority of the creative control and overall development resides in the United Kingdom are automatically considered for British Game, with the exception of Evolving Game, which can only be submitted for that single category

Please note that entrants in the British Game category will be required to answer a set of mandatory questions designed to address diversity & inclusion and bullying & harassment in the UK games industry to support the BFI Diversity Standards for Games

DEBUT GAME

For the best game from any studio or individual that released their first title in 2024

Subsidiaries owned by established studios 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 2024 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 the quality and regularity of updates and enhancements, as well as communication and engagement with the community

Entrants will be required to provide three supporting statements of up to 500 words each. 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. Statement 3 should provide details about the roadmap for new content in 2025 and beyond

Eligibility is limited to games with a proven track record of receiving substantial updates within the eligibility period, as well as a roadmap for substantial 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 required to provide three supporting statements of up to 500 words each. 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 that 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

An optional supporting statement of up to 500 words can be provided for this category

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 may be provided for reference alongside game codes

An optional supporting statement of up to 500 words can be provided for this category

NARRATIVE

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

An optional supporting statement of up to 500 words can be provided for this category

NEW INTELLECTUAL PROPERTY

For the most original and/or innovative game which is not part of an established series and represents a new intellectual property

An optional supporting statement of up to 500 words can be provided for this category

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

An optional supporting statement of up to 500 words can be provided for this category

PERFORMER IN A LEADING ROLE

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

Entrants will be required to provide a supporting statement of up to 500 words per performer which clearly outlines the specific work the performer undertook on the game. Entrants should detail whether the individual performed voice work, motion capture and/or live action. The statement may also detail preparation undertaken, training or special techniques learnt for the role or any technology that was used by the performer to help enhance the role. The statement should not refer to any other awards won by the performer, or any references to any work other than the game being entered

PERFORMER IN A SUPPORTING ROLE

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

Entrants will be required to provide a supporting statement of up to 500 words per performer which clearly outlines the specific work the performer undertook on the game. Entrants should detail whether the individual performed voice work, motion capture and/or live action. The statement may also detail preparation undertaken, training or special techniques learnt for the role or any technology that was used by the performer to help enhance the role. The statement should not refer to any other awards won by the performer, or any references to any work other than the game being entered

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
- The Design chapter will vote in the Game Design category
- The Technical chapter will vote in the Technical Achievement category
- All voters will vote in all other categories

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 up to 15 copies of the game per longlisted category. These must be supplied by **18 December 2024**. 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
- 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 must be submitted no later than six months post-awards and will require approval 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
- Developers and publishers may be eligible to request the lease of a display award. This does not apply to performance categories which are awarded to individuals only. Requests will be considered on a case-by-case basis and you should contact awards@bafta.org for further information

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 12 February 2025. 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, co-streaming associates and the BAFTA websites www.bafta.org, www.youtube.com/BAFTAonline 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 8 April 2025
- 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

CONTACT LIST

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Rules & Guidelines / Eligibility

Voting

Juries

Nominees

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