



Electronic Arts
**BRITISH ACADEMY
CHILDREN'S AWARDS**



30 November 2008

IMPORTANT – PLEASE READ

Part of BAFTA's remit is to promote excellence to as large an audience as possible. In order to fulfil this, the Academy intends to make clips of the nominated programmes in the EA British Academy Children's Awards available to the public on the BAFTA website, www.bafta.org.

By entering your programme for consideration, you are consenting to any clips (including any accompanying soundtrack synch'ed in the clips) to be made available for non-commercial purposes in the context of the Awards for one year on the BAFTA website from 30 November 2008.

This is a very important step for us and the Academy thanks you for your support.

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Electronic Arts BRITISH ACADEMY CHILDREN'S AWARDS



Conditions of Entry

1. **Television programmes** must have had their original transmission in the UK between 1 July 2007 and 30 June 2008.
2. **Web-based entries** must have been available online between 1 July 2007 and 30 June 2008.
3. **Feature films** must have had their original release in the UK between 1 August 2007 and 31 July 2008.
4. **Video games** are eligible so long as they have been, or will be, released between 1 September 2007 and 31 December 2008. This means that both completed/published games can be entered as well as currently uncompleted games so long as they will be released by 31 December 2008 and ready for BAFTA to send to jury members to play and scrutinise by 12 September 2008. Any game not ready for judging will be eligible for the following year's Awards. No game that has previously been entered for a BAFTA can be re-entered.
5. Individuals may enter themselves into the following categories: Break-Through Talent, Presenter and Writer.
6. Editorial initiative and control must reside with the UK producer, broadcaster or developer in all cases except in the categories of International programme and Feature Film.
7. **Entries must be received no later than 18.00 on Wednesday 16 July 2008.** Entries received after the closing date will not be eligible.
8. **The entry fee is £90 + VAT per entry.**
9. All entries will be listed in category order and the list will be available online for the voting membership of the Academy. Once Academy members have cast their votes, the shortlist of the highest-scoring titles will go to a selected jury. The jury comprises between 5-7 industry practitioners across a range of broadcasters and independent production companies and is chaired by a member of the Academy's Children's Committee. The jury selects both the nominations and the winner.
10. There is a second stage of entry where UK broadcasters (cable, satellite and terrestrial) may then add to the shortlist. Each broadcaster may enter a maximum of three programmes per category at a cost of £195 + VAT per entry (known as the 'broadcaster's entry'). Film Distributors may enter a maximum of three feature films at this second stage.
11. If you are entering a series or serial, you must choose one episode from the series.
12. If you wish your programme to be streamed in the secure members' area of the BAFTA website during the voting period, you must supply a file in one of these formats: MPEG2/4 (>10Mb/s); DV25/DV50; uncompressed AVI; MOV (>10Mb/s). Please note that the preferred encoding is MPEG2, and that standard definition is currently preferable to HD.
13. **In the event of your programme being nominated for a BAFTA, you undertake to deliver to the Academy's production company, BAFTA Productions, the following:**
 - a) **one programme clip of up to 30 seconds (if you have more than one nomination, you undertake to supply different clips for each nomination) on Digital Betacam, or similar common broadcast format, with a viewing copy on DVD with burnt-in timecode. In addition, you hereby grant BAFTA permission to show the clip(s) at the Awards ceremony and on the BAFTA website (www.bafta.org) for one year from the date of the ceremony. In the event of your not being the rights-holder, you hereby indemnify BAFTA and hold BAFTA fully indemnified against any and all claims, suits, damages, judgements, costs and expenses in connection with the usage of the clip(s) as described above, or you will provide to the Academy copies of any necessary permission and all costs paid if any.**
 - b) **one copy of the submitted programme as a digital file in one of the formats in point 12, to be viewed by the jury.**
14. Teachers' notes will be requested for learning resources shortlisted for jury consideration.
15. Sample navigational routes will be requested for digital resources shortlisted for jury consideration.
16. In the event of a nomination, the company entering will be asked to confirm the nomination credits. Please see individual categories for BAFTA nominee credits. **A maximum of three names will be permitted in each category, except Feature Film where four names are permitted.** Alternatively, 'The Production/Development team' can be credited.
17. Failure to submit potential nominees' names will make the entry invalid.
18. Up to three masks (for winners) and three certificates (for both winners and nominees) will be issued. For Feature Film up to four masks and certificates will be issued.
19. The winners will be announced at the EA British Academy Children's Awards on Sunday 30 November 2008 at the London Hilton.

Notes for Entrants

1. The Council of the Academy is the final judge of all rules and procedures.
2. The nominations will be announced at least four weeks before the Awards ceremony.
3. All individual nominees will receive a nomination certificate. Winners will receive a bronze BAFTA mask and a winner's certificate.
4. The Academy reserves the right not to enter into correspondence with entrants on any subject.
5. To receive voting privileges you must be an Academy member. For information please call the membership department on 020 7734 0022.
6. Correct entry information is the responsibility of the entrant. The Academy is not liable for errors in listings that are the result of incorrect information on the entry form.
7. The Academy cannot be held responsible for programmes being entered in the wrong categories.
8. The BAFTA mask may not be reproduced or used in any commercial manner unless otherwise agreed by the Academy.
9. The BAFTA mask may not be sold or in any way passed on to any third party other than beneficiaries of the winners' estate (heirs). If the winner (or descendants/beneficiaries hereof) wish to part with the Mask, the Mask shall be returned to BAFTA and BAFTA shall pay £1 as good and valid consideration upon return of the mask.
10. In the event of loss or theft of the BAFTA mask, BAFTA should be notified immediately.
11. Any entry which does not comply with these conditions may be disqualified.



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Categories

ANIMATION

Animated programmes of more than three minutes' duration, for children aged 5 and over.

Credited: Producer/Director

BREAK-THROUGH TALENT

This Award is designed to recognise someone whose talents have come to fruition in the 12 months between 1 July 2007 and 30 June 2008. An entry might comprise one piece of work, or a number of credits in any medium eligible in the Awards i.e. film, television, games and online media. This multi-discipline Award will pay tribute to emerging talent displayed in any part of the production process and could include actors, animators, developers, directors, presenters, producers, writers etc. This Award could be presented to a promising new talent or someone with experience in the industry who has recently broken through. Entrants must be working on UK-based productions to qualify. Entries must be accompanied by a supporting statement of a maximum of 500 words.

Credited: Individual

CHANNEL OF THE YEAR

For the outstanding UK children's channel (terrestrial or multichannel). Entries will be judged on innovation, commissioning, creative scheduling, impact on the viewers and ratings success. Entries require a written submission (maximum 500 words) plus any relevant support material e.g. ratings, programme reviews, relating to programmes broadcast between 1 July 2007 and 30 June 2008.

Credited: Channel

DRAMA

All children's drama including those programmes commissioned by education departments. Can include narrative-based comedy, single or long-running drama.

Credited: Producer/Director/Writer

ENTERTAINMENT

General entertainment programme.

Credited: Producer/Director

FACTUAL

Credited: Producer/Director

FEATURE FILM

Films can be of any genre but with a specific family appeal (U, PG, 12, 12A). Films must have had their first theatrical screening in the UK between 1 August 2007 and 31 July 2008. Entrance to the Children's Awards does not disqualify films being eligible for the Orange British Academy Film Awards.

Credited: Producer/Director/Writer

INDEPENDENT PRODUCTION COMPANY OF THE YEAR

For the independent production company which has demonstrated original ideas, high quality children's media and a dedicated interest in the children's audience between 1 July 2007 and 30 June 2008. This category is open to companies working in feature film/television/online/video games. Entries require a written submission (maximum 500 words) plus any relevant support material, e.g. reviews.

Credited: Production Company

INTERACTIVE

The primary purpose of entries should be to both entertain and inform through a two-way flow of information between application and user. Eligible formats include www delivery (games or other interactive activities), CD ROM, DVD ROM, DVD and interactive TV.

Credited: Developer or Producer

INTERNATIONAL

All programmes submitted must have been made and broadcast outside the UK but shown for the first time on UK television between 1 July 2007 and 30 June 2008.

Credited: Producer/Director (and Writer for drama)

LEARNING – PRIMARY

The primary purpose of all entries should be to educate children aged 4-11 and support or complement the curriculum. Eligible formats include television programmes, www delivery (games or other interactive activities), CD ROM, DVD ROM, DVD and interactive TV.

Credited: Producer/Director/Developer

LEARNING – SECONDARY

The primary purpose of all entries should be to educate children aged 11+ and support or complement the curriculum. Eligible formats include television programmes, www delivery (games or other interactive activities), CD ROM, DVD ROM, DVD and interactive TV.

Credited: Producer/Director/Developer

PRE-SCHOOL – ANIMATION

Animated programmes for children under 5.

Credited: Producer/Director

PRE-SCHOOL – LIVE ACTION

Live action programmes for children under 5.

Credited: Producer/Director

PRESENTER

Entries should be for an individual presenter's work for a specific programme (not a body of work). A presenter can be entered for a number of different programmes but each programme will require a separate entry form.

Credited: Presenter

SHORT FORM

Programmes of under three minutes' duration, including interstitials.

Credited: Producer/Director

VIDEO GAME

Video Games specifically aimed at children. Only one version of a multi-platform game may be entered. Any format eligible. Entries must have been released between 1 September 2007 and 31 December 2008. Online games are only eligible in either the Interactive or Learning categories.

Credited: Developer

WRITER

Entries are for a specific programme, not a body of work. Includes original scripts, adaptations of fiction and non-fiction and contributions to a continuing series. Please specify on the entry form if the work is original or adapted and the name of the source material (e.g. book, film) and the original author/creator.

Credited: Writer



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Entry Form - Page 1 of 2: Entry Details

Please complete both pages of this form in BLOCK CAPITALS

CLOSING DATE FOR ALL ENTRIES: Wednesday 16 July 2008

PROGRAMME DETAILS

Name/Title of Entry

Category

Episode (for television entries)
(Please specify one episode title/number in the case of series and serials)

Date of transmission/release

Duration (in minutes)

TV channel/Film Distributor/Game Platform

Production Company/Developer

Producer (for film/TV entries)

Director (for film/TV entries)

Writer (for film/TV entries)
(Please indicate if the work is original or adapted)

Will you be supplying a digital file of your programme to be screened to voting members on the BAFTA website?
Acceptable formats: MPEG2/4 (>10Mb/s); DV25/DV50; uncompressed AVI; MOV (>10Mb/s) Yes No

TARGET AGE GROUP

Pre-School Primary Secondary

Please specify exact target age range

SYNOPSIS (maximum 50 words) for all entries

*This should be a description of the programme you are entering. In the case of specific TV episodes, please give information about the context of the entered episode. The aim of the synopsis is to merely serve as a reminder for the voters. **Details of prizes won, ratings achieved etc must not be included.***

OBJECTIVES AND AIMS OF THE FILM/PROGRAMME/VIDEO GAME/ONLINE MEDIA (maximum 50 words)



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Entry Form - Page 2 of 2: Payment Details

Please complete in BLOCK CAPITALS

SUBMISSION DETAILS

Entry submitted by

Job Title

Contact Address

Contact Telephone

Contact Fax

Contact Email

ENTRY FEE: £90.00 + £15.75 VAT per entry (£105.75 total).

PAYMENT METHOD (Please select one)

Credit Card Cheque Please invoice me

CREDIT CARD DETAILS

Card Type Visa Mastercard Solo Maestro

Credit Card Number / / /

Valid From / Expires End / Issue number

Security Code

The last three digits of your security code are needed. These can be found on the signature strip on the reverse of your card.

Please debit my card in pounds sterling £

CARDHOLDER CONTACT DETAILS

Name

Email

Address

Town/City

County Postcode

Cardholder Signature Date

CHEQUE DETAILS

I enclose a cheque in pounds sterling for £ Cheques payable to BAFTA

INVOICE DETAILS

Your PO no: Your reference no:

DECLARATION

I have read, understood and agree to abide by the conditions of entry to the Awards and the terms & conditions of the British Academy of Film and Television Arts.

Signature Date

PLEASE RETURN TO: Lisa Prime, Awards Officer, BAFTA, 195 Piccadilly, London W1J 9LN
 † 020 7292 5820 ‡ 020 7292 5868 e lisap@bafta.org

CLOSING DATE FOR ALL ENTRIES: Wednesday 16 July 2008

VAT REGISTRATION NO: 653 3113 65