

# British Academy Children's Awards

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Rules and Guidelines 2011/2012

# **British Academy of Film and Television Arts**

British Academy Children's Awards

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## TIMETABLE

2012

<b>Thursday 10 May</b>	Entry Portal opens ( <a href="http://entryportal.bafta.org">http://entryportal.bafta.org</a> ) and video upload available
<b>Tuesday 29 May</b>	Viewing Portal available
<b>Monday 9 July</b>	Entry and video upload deadline (17:00)
<b>Monday 23 July</b>	Online voting opens
<b>Thursday 9 August</b>	Online voting closes (12:00)
<b>Wednesday 15 August</b>	Request Broadcaster entries
<b>Wednesday 5 September</b>	Deadline for Broadcaster entries (17:00)
<b>Wednesday 12 September</b>	Deadline for all programmes on jury shortlists to be uploaded
<b>Wednesday 3 October</b>	Children's Juries start
<b>Tuesday 23 October</b>	Nominations announced
<b>Sunday 25 November</b>	British Academy Children's Awards

## INTRODUCTION

The British Academy Children's Awards are presented annually to recognise, honour and reward individuals for outstanding achievement in children's media. The awards categories reflect the wealth and diversity of children's media in film, television, video games and online.

The Academy also honours individuals with awards in recognition of their contribution to the industry. These awards are in the gift of the Academy: they are approved by the Children's Committee and ratified by the Board of Trustees.

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The Academy may, at its discretion, choose not to present any of the above awards at the Children's Awards ceremony.

## **LONGLIST, NOMINATIONS AND WINNERS**

- The longlist and nominations for each category will always be listed in alphabetical order;
- Nominations will be announced approximately four weeks before the ceremony;
- The winners press release is the definitive source of award winners information;
- All individual named nominees will receive a certificate of nomination;
- All individuals named as award winners will receive a BAFTA Award and a winner's certificate;
- The 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 reserves the right to purchase the mask back for a fee of £1. The Award must not be sold on to any third party;
- Award winners unable to collect their BAFTA Award(s) on the night of the ceremony must arrange collection from the Academy within 12 months of the ceremony;
- The Academy does not issue replicas of the Award;
- Certain companies directly involved with the winning programmes in certain categories could be eligible to purchase a duplicate winner certificate so that they can have a record of their involvement. No duplicate nomination certificates can be issued.

## **CLIP USAGE – NOMINATED TELEVISION PROGRAMMES**

An important part of BAFTA's charitable remit is to promote excellence to as large an audience as possible. In order to fulfil this, BAFTA intends to show clips of nominated programmes at the Awards ceremony and these clips may form part of its online broadcast in the UK. In the event of your programme being nominated for a BAFTA, you undertake to deliver to the Academy's production company, BAFTA Productions, a programme clip of up to 25 seconds and if you have more than one nomination, you undertake to supply different clips for each nomination on HDCAM or Digital Betacam with a viewing copy on DVD.

1. By entering your programme 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.com](http://www.bafta.com), [www.youtube.com/BAFTAonline](http://www.youtube.com/BAFTAonline) and [www.bafta.org/guru](http://www.bafta.org/guru) (the "Websites") for worldwide streaming for a period of (1) one year from the date of first transmission of the Programme and across all forms of TV, including VoD and non-theatric, worldwide for a period of (1) year from 25 November 2012.

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 payment 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.

## CEREMONY

**Children's Awards or Film Awards:** For the Short Film and Short Animation categories in the Film Awards, where the minimum theatrical run is not applicable, the principle of first exhibition determining the appropriate ceremony still holds. If the entry first has a public, paid cinema screening and/or a film festival screening it will be eligible for the Film Awards. Otherwise it will be eligible for the Television / Television Craft / Children's Awards.

## ELIGIBILITY

- Television programmes must have had their first transmission in the UK between 1 July 2011 and 30 June 2012 on terrestrial, cable, satellite or digital channels.
- Web-based entries must have been available online between 1 July 2011 and 30 June 2012. You may not resubmit an entry from previous years unless it can be demonstrated that there are significant new levels of technology or innovation.
- Feature films must have had their original release in the UK between 1 August 2011 and 31 July 2012.
- Video games must have had their original release in the UK between 1 August 2011 and 31 July 2012. You may not re-enter previously entered games into the Children's Awards.
- All entries must be accompanied by a jpeg image which will be used on the BAFTA website and in the Awards brochure should the entry be nominated. This should be emailed to [lisap@bafta.org](mailto:lisap@bafta.org).
- Editorial initiative and control must reside with the UK producer, broadcaster or developer in all cases except in the categories of Feature Film, International programme and Video Game.

## ENTRY

- Entry is online via a secure website – the BAFTA Entry Portal.
- The BAFTA Entry Portal will be open for entries from 8 May 2012 and the deadline for entry is **17:00, Monday 9 July 2012**. Entries received after the deadline will not be eligible.
- Full instructions about how to register and enter programmes will be on the Entry Portal. More information on the online entry process and a link to the Entry Portal (when open) can be found at <http://www.bafta.org/awards/childrens/television-entry-form,447,BA.html>.
- The entry fee is £115 + VAT per entry.
- Entry is open to all and includes producers, directors, broadcasters, independent production companies, BAFTA members and all those included on the credits of a programme.
- The names submitted must pertain to the episode submitted.
- 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. Alternatively, 'The Production/Development Team' can be credited. In this case, you will be asked to supply a maximum of three names of representatives from this team. These representatives must be part of the programme's creative team. These representatives will be the person/s who receive the nomination certificate/s and, should the programme go on to win, they will also be presented with the winner certificate/s and Award/s. Please note that these individuals will not be able to refer to themselves as BAFTA winners: the programme will be BAFTA-winning, but not the individuals.
- All entrants will be asked to provide the contact details for the producer of the programme who may then be contacted to confirm credits and roles.

## MAKING PROGRAMMES AVAILABLE TO VOTERS AND JURORS

### Round One Voting

- Entrants may make their programmes available to voters for review via the BAFTA Viewing Portal. DVD screeners may not be sent to voters.
- The BAFTA Viewing Portal is available to BAFTA members from Tuesday 29 May. We strongly encourage all entrants to upload videos supporting their entries as early as possible, as this will give BAFTA members a greater opportunity to view all material under consideration.
- The BAFTA Viewing Portal is username and password-protected and is only accessible by BAFTA members eligible to vote in the Children's Awards. Video may be available to either stream or download until 9 August 2012. After this date, video will only be available to BAFTA jurors. For further information on the security controls in place to protect streamed and downloaded content.

### Jury Shortlist

- If shortlisted for jury consideration, programmes **must** be made available to jurors via the BAFTA Viewing Portal by 12 September 2012. These programmes must be as originally broadcast, minus commercial breaks.
- Please note that for jury viewing the digital rights management will be removed from the download to allow the jurors the freedom to download the material and watch either on a computer or via a DVD player. Every juror signs a confidentiality form to clarify they must not copy or lend the material and that it is for judging purposes only.
- Please prepare your video to the following technical specification:

<b>Format</b>	<b>mp4</b> only
<b>Codec – Video</b>	<b>h.264</b> It is suggested that the data-rate is set higher than 6Mbps but no more than 10Mbps for video Or select quality to 'best output'
<b>Codec – Audio</b>	<b>AAC</b> Most data rates are catered for but above 256Kbps, 44kHz Stereo is recommended
<b>Frame Rate</b>	<b>25</b> per second
<b>Frame Size</b>	<b>1280 x 720 HD</b> <b>1024 x 576 SD</b> Strongly recommended: <b>16:9</b> We can accept 4:3 pillarboxed to 16:9, frame size as stated above
<b>Please note that mp4 is the only acceptable format.</b> If you need to get your programme/s encoded to the above specification, please contact us.	

**CORRECT ENTRY INFORMATION IS THE RESPONSIBILITY OF THE ENTRANT**

**BAFTA IS NOT LIABLE FOR ERRORS IN LISTINGS THAT ARE THE RESULT OF INCORRECT INFORMATION BEING SUBMITTED ON THE ENTRY FORM**

**BAFTA CANNOT BE HELD RESPONSIBLE FOR PROGRAMMES BEING ENTERED IN THE WRONG CATEGORIES**

**BAFTA CANNOT BE HELD RESPONSIBLE FOR ENSURING VIDEOS ARE UPLOADED TO THE BAFTA VIEWING PORTAL UNLESS ENTRANTS HAVE SUPPLIED TO THE EXACT TECHNICAL SPECIFICATIONS AS DETAILED ABOVE.**

## **AWARD CATEGORIES**

### **AWARD IN THE GIFT OF THE ACADEMY**

#### **1. SPECIAL AWARD**

- This award is presented at the discretion of the Children's Awards and Events Committee; therefore it may not be presented in any given year. Its purpose is to honour an individual or a team of people for outstanding creative contribution in children's media.

### **CHILDREN'S CATEGORIES**

#### **2. ANIMATION**

- Animated programmes of more than five minutes' duration, for children aged five and over.
- Animation specials are not eligible in this category if derived from a pre-school series.
- Credits may include: Producer/Director.
- A maximum of three names may be listed for the nomination credit.

#### **3. CHANNEL OF THE YEAR**

- For a dedicated UK children's channel.
- Entries will be judged on innovation, commissioning, creative scheduling, impact on the viewers and rating success.
- All entries in this category are considered by a jury and are not subject to a first round of online voting by Children's Voting members.
- Entries require a written submission which may include ratings and programme reviews (combined maximum of 1,000 words). A schedule grid of programmes during 13-19 February 2012 is also required.
- Entries require a 1 hour viewing block (continuous and un-edited) and a 20 minute showreel.
- All viewing and supporting material must relate to programmes broadcast between 1 July 2011 and 30 June 2012.
- Credited: Channel

#### **4. COMEDY**

- Can include narrative-based comedy and sketch shows.
- Credits may include: Producer/Director/Writer
- A maximum of three names may be listed for the nomination credit.

#### **5. DRAMA**

- All children's drama including those programmes commissioned by education departments.
- Can include single or long-running drama.
- Credits may include: Producer/Director/Writer
- A maximum of three names may be listed for the nomination credit.



## **6. ENTERTAINMENT**

- General entertainment programme.
- Credits may include: Producer/Director
- A maximum of three names may be listed for the nomination credit.

## **7. FACTUAL**

- Credits may include: Producer/Director
- A maximum of three names may be listed for the nomination credit.

## **8. FEATURE FILM**

- Films can be of any genre but with a specific family appeal.
- Films with a certificate of U, PG, 12 or 12A may be considered.
- Films must have had their first theatrical screening in the UK between 1 August 2011 and 31 July 2012.
- Films entered in the Children's Awards may also be eligible for the Orange British Academy Film Awards.
- Credits may include: Producer/Director/Writer
- A maximum of four names may be listed for the nomination credit.

## **9. INDEPENDENT PRODUCTION COMPANY OF THE YEAR**

- This category is open to companies working in feature film, television, online and video games.
- Awarded to the independent production company which has demonstrated original ideas, high quality children's media and a dedicated interest in the children's audience.
- All entries in this category are considered by a jury and are not subject to a first round of online voting by Children's Voting members.
- Entries require a written submission (approximately 500 words) plus any relevant support material, eg. ratings, programme reviews.
- All viewing and supporting material must relate to titles in the public domain or in development between 1 July 2011 and 30 June 2012.
- Credited: Production Company

## **10. INTERACTIVE**

- Awarded for the best interactive media experience for children aged 16 and under.
- This category is open to any form of interactive media including web, mobile, app, IPTV, red button or any cross-platform combination.
- Emphasis will be placed on creativity and user engagement through the moving image.
- Supporting materials will be requested after entry. All interactive entries will require a statement demonstrating a recommended pathway/user journey. Walkthroughs should demonstrate the user experience.
- Credits may include: Developer/Producer
- A maximum of three names may be listed for the nomination credit.

## **11. 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 2011 and 30 June 2012.
- Credits may include: Producer/Director/Writer
- A maximum of three names may be listed for the nomination credit.

## **12. LEARNING – PRIMARY**

- The specific purpose of all entries should be to educate children aged four to 11 and support or complement the curriculum through excellent innovative use of the moving image.
- Eligible formats include television programmes and any form of interactive media including web, mobile, app, IPTV, red button or any cross-platform combination.
- All entries in this category are considered by a jury and are not subject to a first round of online voting by Children's Voting members.
- Teachers' notes will be requested in addition to a supporting statement (approximately 500 words).
- All interactive entries will require a statement demonstrating a recommended pathway/user journey. Walkthroughs should demonstrate the user experience.
- Credits may include: Producer/Director/Developer
- A maximum of three names may be listed for the nomination credit.

## **13. LEARNING – SECONDARY**

- The specific purpose of all entries should be to educate children aged 11 to 16 and support or complement the curriculum through excellent innovative use of the moving image.
- Eligible formats include television programmes and any form of interactive media including web, mobile, app, IPTV, red button or any cross-platform combination.
- All entries in this category are considered by a jury and are not subject to a first round of online voting by Children's Voting members.
- Teachers' notes will be requested in addition to a supporting statement (approximately 500 words).
- All interactive entries will require a statement demonstrating a recommended pathway/user journey. Walkthroughs should demonstrate the user experience.
- Credits may include: Producer/Director/Developer
- A maximum of three names may be listed for the nomination credit.

## **14. PERFORMER**

- Open to performers in a UK television programme which is eligible in the comedy, drama, entertainment or pre-school live action categories.
- Entries should be for an individual performance in a specific programme (not a body of work).
- A performer can be entered for a number of different programmes but each programme will require a separate entry.
- Credited: Performer

### **15. PRE-SCHOOL ANIMATION**

- Animated programmes for children under five.
- Credits may include: Producer/Director
- A maximum of three names may be listed for the nomination credit.

### **16. PRE-SCHOOL – LIVE ACTION**

- Live action programmes for children under five.
- Credits may include: Producer/Director
- A maximum of three names may be listed for the nomination credit.

### **17. PRESENTER**

- Entries should be for an individual presenter's work for a specific programme (not a body of work). Open to presenters in a UK television programme.
- A presenter can be entered for a number of different programmes but each programme will require a separate entry.
- Presenters may be listed together as one entry if they always work as presenting partners; the final judgement will be made by BAFTA.
- Credited: Presenter

### **18. SHORT FORM**

- Programmes of under five minutes' duration including interstitials.
- Credits may include: Producer/Director
- A maximum of three names may be listed for the nomination credit.

### **19. VIDEO GAME**

- Video games specifically aimed at children.
- Any format eligible.
- When entering a game, there is no need to be platform-specific unless a game has been produced by separate developers/publishers for different platforms. In that case, each developer or publisher may enter its own version.
- Entries must have been released between 1 August 2011 and 31 July 2012.
- Games which are entirely delivered via online channels are only eligible in either the Interactive or Learning categories.
- Credits may include: Developers
- A maximum of three names may be listed for the nomination credit.

## **20. 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.
- Confirmation will be required as to whether the work is original or adapted. If the material is adapted, the name of the source material (eg book, film) and the original author/creator will be requested.
- Credited: Writer
- A maximum of three names may be listed for the nomination credit.

**THE CHILDREN'S AWARDS AND EVENTS COMMITTEE IS THE ARBITER OF ALL CATEGORY ELIGIBILITY.**

## **VOTING PROCESS**

The Special Award is in the gift of the Academy and is not open to voting by members at any stage.

Nominations and winners of all other Awards are decided by Children's Voting members and juries.

Voting in Round One is restricted to registered Voting members. Registered US Voting members may vote in the categories of Feature Film and International programme only. Voting is conducted online.

All voting is authenticated by the Academy's appointed scrutineers.

Prior to the first round of voting, all Voting members are informed of voting rules and must vote or register their abstention. They may vote for up to six programmes/individuals per category but may register their abstention from any category where they feel unqualified to vote. The top six go forward for jury consideration.

### **Broadcaster Entries**

After the first round of voting each UK broadcaster has the opportunity to enter four additional programmes per category. Film Distributors may enter a maximum of four feature films at this second stage. The deadline for this entry is Wednesday, 5 September 2012. For further information on entering please contact Lisa Prime (see Contact List).

### **Juries**

The top six, as voted for by the membership, is compiled with the broadcaster entries to form the jury shortlist. The juries then decide the four nominations and overall winner in each category.

The jury comprises between five and seven industry practitioners across a range of broadcasters and independent production companies and is chaired by a member of the Academy's Children's Awards and Events Committee.

If an entry is shortlisted for jury consideration in the categories of either Feature Film or Video Games, a minimum of ten copies will be requested in the relevant format.

**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 LOGOS

- You may use the BAFTA logo online, in print and in broadcast once you have received a nomination and signed a BAFTA permission agreement.
- Logos and permission agreements will be provided by BAFTA before the nominations are announced for the purpose of advance artwork preparation, but may only be used if the programme receives a nomination.
- The official event logo must be used; use of the mask alone is not permitted.
- Please contact Nick Williams (see Contact List) for permission to use the BAFTA event logo.

## PIRACY

- BAFTA takes a very serious view of piracy and will work with broadcasters and production companies to help prevent it.
- All BAFTA Voting members sign up to a code of conduct setting out their responsibilities regarding piracy. This code is available upon request from Jim Bradshaw (see Contact List).

## CONTACT LIST

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Press and Communications Co-ordinator

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General Enquiries

Entry and Rules

Voting Procedures

Nominees

As above

Online entry and video support

Membership Enquiries

Logos/Permission Agreements

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