

British Academy Cymru
Award for Games & Interactive
Experience

Rules and Guidelines 2013/2014

British Academy of Film and Television Arts in Wales

British Academy Cymru Award for Games & Interactive Experience Rules and Guidelines 2013-2014

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TIMETABLE

Monday 31 March	Entry site opens
Friday 16 May	Entry site closes
Friday 30 May	Payment deadline
Monday 2 June	Juries commence
Friday 13 June	Juries finish
Friday 11 July	Presentation of the British Academy Cymru Award for Games & Interactive Experience

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INTRODUCTION

The presentation of the British Academy Cymru Award for Games & Interactive Experience will take place on 11 July 2014 and will be presented annually to recognise, honour and reward individuals for outstanding creative achievement in Games.

All entries will be considered for the prestigious British Academy Cymru Award for Games and Interactive Experience and for each of the four British Academy Cymru Games Commendation Awards.

AWARDS PRESENTED

British Academy Cymru Award for Games & Interactive Experience

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

COMMENDATIONS:

1. GAMEPLAY DESIGN

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

2. ARTISTIC ACHIEVEMENT

For demonstrating exceptional visual art and/or animation across all genres.

3. TECHNICAL ACHIEVEMENT

For demonstrating exceptional technical innovation and application across all genres.

4. SOUND & MUSIC

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

The Academy, at its discretion may choose not to present the Award or any Commendations.

ELIGIBILITY CRITERIA

- Entries are invited for the British Academy Cymru Award for Games & Interactive Experience in 2014 from both developers and publishers.
- Any game is eligible as long as it has been released in the UK between 1 April 2013 and 31 March 2014.
- No game that has previously been entered can be re-entered.
- If a game was originally released prior to the eligibility period, but has received a significant update or alteration between 1 April 2013 and 31 March 2014, 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 Claire Heat or Fiona Lynch (see Contact List) prior to entry.
- The developer/publisher must have a substantive business and production base in Wales. A base will be taken to be substantive if it is the usual place of employment of senior executives and personnel involved in the production in question.
- Entries must only be submitted by the company/individual which can prove it/they holds 51% or more of the total IP of the entry.

ELIGIBILITY CRITERIA FOR INDIVIDUALS

- For individual entries the developer(s) must be considered Welsh and will be eligible for consideration by virtue of the developer(s) having Wales as their permanent place of residence during the qualifying period for the twelve months preceding the release of the relevant game.

ENTRY PROCESS

- Entry is online via a secure website – the British Academy Cymru Award for Games & Interactive Experience Entry Site: <http://entry.bafta.org>
- The Entry Site will be open for entries from 31 March 2014 and the deadline for entry is 16 May 2014.
- Full instructions about how to enter will be available on the Awards Entry Information Page from 31 March 2014. More information on the online entry process and a link to the Entry Site can be found at: <http://awards.bafta.org/entry>
- 8 copies (either physical copies or access codes) of the game must be supplied to BAFTA Cymru by Monday 26 May 2014. Any game not received by this time may be withdrawn from consideration.
- Individual or team entries can be submitted where appropriate.
- For team entries who are subsequently nominated the teams are required to select one representative for formal acceptance of any award.
- The selection and submission of representative material is responsibility of the producer developer or publisher or their nominees who will take responsibility for the entry.
- Names submitted on the entry form will go on to become the official nominations and cannot be subsequently altered. Changes cannot be made once the nominations are announced.

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

ENTRY FEES

- **£25.00 + VAT** per game entered.
- Entry fees are payable online through the entry site and must be received by **24 May 2014**.

LOGLIST AND WINNERS

- The winner's press release is the definitive source of award winner's information.
- Only one overall British Academy Cymru Award for Games & Interactive Experience will be given.
- One British Academy Cymru Commendation will be given in each of the four listed categories.
- The British Academy Cymru logo may not be reproduced or used in any commercial manner unless prior permission has been obtained from BAFTA in Wales.
- The British Academy Cymru Award for Games & Interactive Experience remains the property of the British Academy of Film and Television Arts in Wales 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 British Academy Cymru Award back for a fee of £1. The Award must not be sold on to any third party.
- Award winners unable to collect their Award) during the ceremony must arrange collection from BAFTA in Wales within 12 months of the ceremony.
- BAFTA Wales do not issue replicas of the Award.

CLIP USAGE – WINNING GAMES

An important part of BAFTA's charitable remit is to promote excellence to as large an audience as possible. BAFTA Wales may show clips of winning games at the awards ceremony and these clips may form part of online broadcast. As part of your entry, you undertake to deliver to BAFTA Cymru, a clip from the game of up to 30 seconds in a format to be advised by BAFTA Cymru.

1. By entering your game for consideration, you hereby grant BAFTA 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/wales www.youtube.com/baftaonline / <http://guru.bafta.org> (www.bafta.org/guru) for worldwide streaming for a period of (1) one year from the date of the British Academy Cymru Award for Games & Interactive Experience and across all forms of television , including VoD and non-theatric, worldwide for a period of (1) year from the date of 11 July 2014.
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 (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 BAFTA or from any BAFTA 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 BAFTA or our assigns for any remuneration in respect of the exploitation of the rights set out in paragraph 1.

VOTING AND JURIES

- 8 copies (either physical copies or access codes) of the game must be supplied by Monday 26 May 2014. Any game not received by this time may be withdrawn from consideration.
- All qualifying games entries will be considered for the British Academy Cymru Award for Games & Interactive Experience and for a British Academy Cymru Commendation in each of the four categories.
- Once the jury have decided upon the winner of the British Academy Cymru Award for Games & Interactive Experience, this entry will not be further considered for any of the commendations.
- A specialist BAFTA Cymru Jury will decide the winners in each category.
- A game can be supplied on your preferred format, unless the format has been specified at the point of entry.
- All voting is authenticated by the Academy's appointed scrutineers.

ALL DECISIONS MADE BY BAFTA WALES AND ITS JURY ARE FINAL AND NO CORRESPONDENCE WILL BE ENTERED INTO AS TO WHY PARTICULAR ENTRIES DID OR DID NOT WIN.

BAFTA CYMRU LOGOS

- You may use the BAFTA Cymru logo online, in print and in broadcast once you have received a nomination and signed a BAFTA Cymru permission agreement.
- The official event logo must be used; use of the mask alone is not permitted.
- Please contact Director BAFTA in Wales (see Contact List) for permission to use the BAFTA Cymru event logo.

PIRACY

The Academy takes a very serious view of piracy and requires that all jurors abide by a code of conduct setting out their responsibilities regarding piracy.