

British Academy Cymru  
Award for Games

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Rules and Guidelines 2012/2013

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

British Academy Cymru Award for Games

Rules and Guidelines 2012-2013

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## TIMETABLE

2013

<b>Thursday 28<sup>th</sup> February</b>	Games Awards announced
<b>Monday 1<sup>st</sup> April</b>	Entry site/portal opens
<b>Monday 20<sup>th</sup> May</b>	Entry payment deadline
<b>Friday 24<sup>th</sup> May</b>	Entry site/portal closes
<b>Monday 3<sup>rd</sup> June</b>	Juries commence
<b>Friday 14<sup>th</sup> June</b>	Juries finish
<b>Monday 17<sup>th</sup> June</b>	Nominations Announced
<b>Wednesday 26<sup>th</sup> June</b>	Presentation of the British Academy Cymru Award for Games

## CONTACT LIST

**Allison Dowzell**

**Director, BAFTA in Wales**

Tel: +44 (0)29 20 223898

[allisond@bafta.org](mailto:allisond@bafta.org)

**Claire Heat**

**Awards & Events Coordinator**

Tel: +44 (0) 29 20 223898

[claireHe@bafta.org](mailto:claireHe@bafta.org)

**Ceri Lewis**

**Awards Administrator**

Tel: +44 (0) 29 20 223898

[ceril@bafta.org](mailto:ceril@bafta.org)

British Academy of Film and Television Arts in Wales  
Chapter, Market Road, Canton, Cardiff CF5 1QE

T +44 (0)20 29 223898 F +44 (0)20 29 664189 W [www.bafta.org/cymru](http://www.bafta.org/cymru)

## **INTRODUCTION**

The presentation of the British Academy Cymru Award for Games will take place on the 26<sup>th</sup> June 2013 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 for each of the four British Academy Cymru Games Commendation Awards.

## **AWARDS PRESENTED**

- 1. British Academy Cymru Award for Games**

### **ACADEMY COMMENDATIONS**

- 2. Game Design**
- 3. Artistic Achievement**
- 4. Technical Achievement**
- 5. Sound & Music**

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

## ENTRY PROCESS

- Entry is by email to Claire Heat, Awards & Events Coordinator [claireHe@bafta.org](mailto:claireHe@bafta.org) ,
- or by post or direct delivery to Claire Heat, Awards & Events Coordinator, BAFTA Cymru office at Chapter, Market Road, Canton, Cardiff CF5 1QE.
- Entries will be accepted from 1st April 2013 and the deadline for entry is Friday 24th May 2013.
- Each entry should include the following:
  1. **Title of game;**
  2. **Production company name or individual entrant name;**
  3. **Full contact details: postal address, email address and telephone number;**
  4. **Platform details:** required platform (and technical specification, where appropriate);
  5. **Playable game** for judging purposes. The following delivery or access mechanisms are acceptable:
    - a) Direct download links, or codes for use on Steam, the Apple App Store, PlayStation or Xbox stores or similar download services. **Please Note: If your license codes will expire after a short time, please do not provide them at the time of your submission. Provide a note stating that BAFTA must request codes from you, and BAFTA will do so at an appropriate time before the judging begins.**
    - b) Physical media such as CD, DVD or console card by post or direct delivery to the BAFTA Cymru office at Chapter, Market Road, Canton, Cardiff CF5 1QE.
    - c) In the case of web games, direct link.
  6. One or more **gameplay videos** for clips purposes during the awards and on the BAFTA website. These should be high quality video (rather than low resolution streaming footage), and may be delivered as downloadable files (such as a web dropbox or FTP site link) or on physical media.
  7. A **short description** of the game.
  8. **Screenshots / publicity images** in jpeg format with permission allowing BAFTA to use for publicity purposes.
- **Please do not send large video or game files via email. Provide links to the relevant files instead.**
- BAFTA Cymru juries may be limited in the range of platforms they have access to. If your game is on such a platform, BAFTA Cymru will contact you to discuss the most appropriate way of ensuring that your game has a fair viewing.
- Note that where access codes or physical media are concerned, a single copy is required, however ideally 5 copies should be provided to BAFTA Cymru to ease the judging process.

## ENTRY FEES

- **£25.00** per game entered.

## PAYMENT

- Entry fees are not payable online.
- All entrants will be contacted directly by BAFTA in Wales (via email) to process payment fee.
- Entry fees **MUST** be received no later than Monday 20th May 2013.

**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 RULES AND REGULATIONS**

1. Entries are invited for the British Academy Cymru Award for Games 2013 from both developers and publishers.
2. Any game is eligible as long as it has been, or will be released in the UK between 31<sup>st</sup> March 2012 and 1<sup>st</sup> April 2013
3. Entry deadline: **Friday 24<sup>th</sup> May 2013.**
4. All entries must be made using the official entry process.
5. Individual or team entries can be submitted where appropriate.
6. For team entries who are subsequently nominated the teams are required to select one representative for formal acceptance of any award.
7. 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.
8. 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.

**ELIGIBILITY CRITERIA**

All entries should satisfy two of the three following criteria:

1. The production company 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.
2. At least 70% of the production budget (excluding the cost of on-screen talent, archive material and copyright costs) was spent in Wales and/or on Welsh production talent.
3. At least 50% of the production talent (i.e. not on-screen talent) must have their home or usual place of employment in Wales.

**ELIGIBILITY CRITERIA FOR INDIVIDUALS**

In addition to the 'Eligibility Criteria' for individual entries 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.



## **LONGLIST, NOMINATIONS AND WINNERS**

- The nominations for each category will always be listed in alphabetical order.
- Nominations will be announced approximately ten days before the ceremony.
- The winner's press release is the definitive source of award winner's information.
- Only one overall British Academy Cymru Award for Games will be given
- One British Academy Cymru Games 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 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 in Wales do not issue replicas of the Award.

## **CLIP USAGE – NOMINATED GAMES**

An important part of BAFTA's charitable remit is to promote excellence to as large an audience as possible. BAFTA in Wales will show clips of nominated productions at the awards ceremony and these clips may form part of its television and/or online broadcast. In the event of your production being nominated for a British Academy Cymru Award for Games, or Commendation .We may intend to make clips of the nominated productions available to the public in accordance with the following terms:

1. By entering your programme for consideration by BAFTA , you hereby grant BAFTA and persons authorised by BAFTA the non-exclusive right to record, copy, reproduce, broadcast, transmit, communicate to the public, cut and edit material from your programme in connection with the production, exploitation, promotion and/or advertising of the British Academy Cymru Award for Games Programme, on all forms of internet distribution worldwide including but not limited to our sponsors websites and the BAFTA websites:
  - [www.bafta.org /cymru](http://www.bafta.org/cymru)
  - [www.youtube.com/BAFTA](http://www.youtube.com/BAFTA) online
  - <http://guru.bafta.org> ([www.bafta.org/guru](http://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 and across all forms of television , including VoD and non-theatric, worldwide for a period of (1) year from the date of the British Academy Cymru Award for Games.

2. You warrant that you are entitled to grant to us the rights referred to above 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 your programme have given their consents to enable us to make and exploit the British Academy Cymru Award for Games Programme in accordance with the above and as set out 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.





## **AWARD & COMMENDATION CATEGORIES**

### **1. BEST GAME**

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

### **2. GAME DESIGN**

For the best game design 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.

### **3. ARTISTIC ACHIEVEMENT**

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

### **4. TECHNICAL ACHIEVEMENT**

For demonstrating exceptional technical innovation and application across all genres.

### **5. SOUND & MUSIC**

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

## **VOTING AND JURIES**

- All qualifying games entries will be considered for the British Academy Cymru Award for Games and for a British Academy Cymru Games Award Commendation in each of the four categories.
- A specialist BAFTA Cymru Jury will decide the nominations and 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 IN WALES AND ITS JURIES ARE FINAL AND NO CORRESPONDENCE WILL BE ENTERED INTO AS TO WHY PARTICULAR ENTRIES WERE OR WERE NOT NOMINATED.**

## **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.