

British Academy Games Awards

Rules and Guidelines 2012/13

British Academy of Film and Television Arts

British Academy Games Awards

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* New for 2012/13

TIMETABLE

Eligibility: 1 January – 31 December 2012

2012

Mon 24 September	Entry portal opens (http://entryportal.bafta.org)
Mon 22 October	“Early Bird” entry deadline
Mon 12 November	Entry deadline (for all games released by Monday 3 December)
Fri 30 November, 12pm	Voting opens
Thurs 6 December	Extended entry deadline (for “Late Releases”, ie. games released between 3 and 31 December)
Fri 7 December, 12pm	Voting closes
Tues 11 December	Jury viewing materials requested
Mon 17 December	Deadline for Jury viewing material submission

2013

Wed 30 January – Wed 6 Feb	Juries sit
Tues 12 February	Nominations announced
Tues 5 March	British Academy Games Awards (London Hilton, Park Lane)

INTRODUCTION

The British Academy Games Awards are presented annually to recognise, honour and reward individuals for outstanding creative achievement in Games. The awards categories reflect the wealth and diversity of the video games market.

The Academy also honours individuals with awards in recognition of their contribution to the games industry. These awards are in the gift of the Academy; they are approved by the Games Committee and ratified by the Board of Trustees.

Awards Presented	Rules on page
1. Fellowship	8
2. Special Award	8
<u>Voted for Categories:</u>	
3. Action	7
4. Artistic Achievement	7
5. Audio Achievement	7
6. Best Game	7
7. British Game *NEW*	
8. Debut Game	7
9. Family	7
10. Game Design	8
11. Game Innovation	8
12. Mobile & Handheld	8
13. Online – Browser	8
14. Online - Multiplayer	8
15. Original Music	8
16. Performer	8
17. Sports/Fitness	8
18. Story	8
19. Strategy	8

The Academy may, at its discretion, choose not to present any of the above awards at the Games 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 games 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 GAMES

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, a clip from the game of up to 30 seconds and if you have more than one nomination, you undertake to supply different clips for each nomination on HDCAM or Digital Betacam or similar broadcast format.

1. 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 and the BAFTA websites www.bafta.org www.youtube.com/BAFTAonline and <http://guru.bafta.org> (www.bafta.org/guru) 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 5 March 2013.

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.

ELIGIBILITY

- Entries are invited for the British Academy Games Awards in 2013 from both developers and publishers.
- Any game is eligible as long as it has been, or will be, released in the UK between 1 January – 31 December 2012.
- No game that has previously been entered can be re-entered (this includes Late Releases from 2011 entered into categories presented at the Awards in 2012). However, games which have been entered for the Children's Awards in 2011 can also be entered in to these Awards.
- All games released in 2012 will only be eligible for the British Academy Games Awards in 2013

ENTRY

- The Entry Portal opens on Monday 24 September 2012: <http://entryportal.bafta.org>
- The "Early Bird" entry deadline is Monday 22 October.
- Entry deadline (for all games released by Monday 3 December, incl.) is Monday 12 November.
- Extended entry deadline (for "Late Releases", ie. games released between 4 and 31 December) is Thursday 6 December, restricted to four categories per title.
- Information on the entry process is available at the Entry Portal (<http://entryportal.bafta.org>)

FEES

- **For games released by Monday 3 December 2012 and submitted on or before Monday 22 October ('Early Bird' entries)**

To make the Awards as inclusive as possible, BAFTA is pleased to offer entrants their first entry complimentary if it is submitted on or before the 'early bird' deadline (22 October), with fees applying for subsequent entries.

1 x game: no fee

Up to 5 games: £192.00 (£160.00 + £32.00 vat)

6 games and over: £300.00 (£250.00 + £50.00 vat)

For games released by Monday 3 December 2012 and submitted after Monday 22 October

1 x game: £90.00 (£75.00 + £15.00 vat)

Up to 5 x games: £240.00 (£200 + £40.00 vat)

6 games and over: £348.00 (£290.00 + £58.00 vat)

For games released between 4 and 31 December 2012, inclusive (Late Releases)

Entry Fee **per game**: £ 420.00 (£350 + £70.00 vat)

- **Please note that no payment will be handled through the Entry Portal. You will be contacted for payment once your entry has been processed.**
- Entrants may provide 11 copies of the game per category at point of entry. (The Academy is aware that this may not be practical in all cases.) Any copies of a game supplied but not shortlisted will be returned to the entrant.
- Entrants not providing copies of the game at point of entry that become shortlisted will have to do so by Monday 17 December.
- Entrants must propose up to three individuals to be listed as nominees should the game be nominated. Failure to propose names at point of entry may render your entry invalid.
 - There must be careful consideration of who is proposed for nomination as changes cannot be made once nominations have been announced;
 - The names submitted should be those who have made the greatest creative contribution to the game within the relevant category;

- If it is not possible to decide upon three names, you may opt to list 'Development Team' as the nomination credit. In this case, you will be asked to supply up to three names of representatives from the team. These representatives will be the person(s) who receive the nomination certificate(s) and, should the game go on to win, who 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 game will be BAFTA-winning, not the individuals.

MAKING GAME FOOTAGE AVAILABLE TO VOTERS

Entrants are given the opportunity to provide a video file supporting their entry into the British Academy Games Awards, which is presented to BAFTA voting members on the Viewing Portal. This offers members the chance to remind themselves of the games they have played.

- The film can be a maximum of 10 minutes in length.
- The film must focus solely on the specific game being entered (it is strictly not a corporate promotional platform), featuring in-game footage.
- The film should provide some insight into the making of the game and can include interviews with the development team, feature the tools used and the objectives of the game.
- Promotional trailers/adverts are prohibited.
- BAFTA is the final arbiter of all rules and procedures and reserves the right to reject the film; BAFTA reserves the right not to enter into correspondence with entrants on any subject.
- By agreeing to supply the film, entrants take full responsibility for clearing all rights within it.

Please prepare your video to the following technical specification. Files not prepared to these specifications may not be accepted in the automated system:

Format	mp4 only
Codec – Video	h.264 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'
Codec – Audio	AAC Most data rates are catered for but above 256Kbps, 44kHz Stereo is recommended
Frame Rate	25 per second
Frame Size	1280 x 720 HD 1024 x 576 SD Strongly recommended: 16:9 We can accept 4:3 pillarboxed to 16:9, frame size as stated above
Please note that mp4 is the only acceptable format. 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 GAMES BEING ENTERED IN THE WRONG CATEGORIES

CAMPAIGNING RULES AND GUIDELINES

These guidelines are intended for games Publishers and cover all aspects of campaigning for entered games.

The Academy allows Entrants to have access to Game Voting Members' email and postal addresses to help Entrants to inform Voters about and offer Voters opportunities to play the entered games.

These guidelines aim to ensure that campaigning is conducted fairly. Any activity which violates the letter or spirit of these guidelines will be penalised.

The Academy encourages Entrants to offer game-playing opportunities all year round. However, please note that **members should not be contacted about a game before it has been entered online** at www.entryportal.bafta.org so that the games eligibility can first be established.

Communications

Email

Emails may only be sent to members to inform them of new opportunities to play eligible games.

The Academy requests that as much information is consolidated into each email as possible to help to reduce the volume of mailings sent to Members who receive large numbers of emails every day during awards season. Fewer, more concise and informative emails can be more effective.

Note that it is not permissible to email members merely to announce to them that a game has been nominated or won an award (this includes British Academy Games Awards nominations).

Members' email addresses

Entrants will be provided with the email addresses of all Members who have agreed for their details to be passed on, subject to signature of a confidentiality agreement which states that:

- The lists must not be passed on or used for any purpose other than campaigning for the Games Awards;
- Mailings must be sent in a way that prevents Members' addresses being visible to other recipients. This means that either a mailing programme should be used to send individual emails to members or, where a group email is sent, email addresses must be in the bcc not cc field;
- All emails sent must be sent to ALL members on the list (unless otherwise agreed in writing with BAFTA) and must adhere to all other guidelines as listed below;
- The lists must not be printed, and electronic copies must be permanently deleted by Monday 10 December 2012.

Content

The following is applicable to *email* communications:

- Emails must be in text only and not exceeding 50kb in size. Images, attachments and coloured backgrounds are not permitted;
- Please do not mark emails as 'high importance';
- Emails may give details of how to access the entered game(s) and/or information about the game(s). This may include synopsis and other nominations/awards received.
- Please make sure that the procedure for accessing games is clearly stated.
- Emails thanking members for voting are not permitted.

The following is applicable to *email and postal* communications:

- Where other nominations are listed, please ensure that it is clear that these are not BAFTA nominations;

- Please make clear in any communications to Members that the originator of the message is you and not the Academy, and please respect Members' wishes if they ask to be taken off your mailing list.

Postal

- The Academy will, with Members' permission, provide address details directly to Entrants so that Entrants are able to send screeners (physical copies of the games) to Games Voting Members
- Any organization who will require access to the mailing list for the purpose of sending materials to our members (including distributors, PR companies, fulfillment houses and mailing houses) must sign a separate confidentiality agreement with BAFTA before the list will be released.
- The lists may only be used to screeners. All lists must be deleted and/or destroyed by the date of the Games Awards ceremony.
- The BAFTA Membership Department must be informed of any screener being posted to the Members **before** it is sent.

Screeners (physical copies of games)

- Game covers may contain artwork/quotes/other awards won. The Academy does not require sight of printed materials in advance;
- Press and retail versions of a game may be sent;
- Game packaging must be limited to functional packaging only. No excessive packaging is permitted;
- The Academy encourages entrants to include a list of the game's eligible categories either on the cover or on a letter enclosed with the game. This list must reflect British Academy Game Awards categories only.
- Games can be distributed to the Members online via download or streaming. Please contact andys@bafta.org with the location of your game. This will be posted in the Members' Area of the BAFTA website.
- When planning the production and mailing of games, please note that Round One of voting begins on Friday 30 November. The Academy strongly recommends that screeners be mailed to Members before this date and not after.

If any aspect of your campaigning is not covered in the above,
please do not assume it is permitted.

Please contact Kelly Smith 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, which may impose penalties.

AWARD CATEGORIES

AWARDS IN THE GIFT OF THE ACADEMY

These awards are presented at the discretion of the Games Committee; therefore they may not all be presented in any given year.

1. FELLOWSHIP

- The Fellowship is the highest accolade the Academy can bestow. It is presented to an individual with a substantial body of work in recognition of an outstanding and exceptional contribution to games.

2. SPECIAL AWARD

- Its purpose is to honour the talents of individuals who have made a significant contribution to games.

COMPETITIVE CATEGORIES

3. ACTION

- Rewarding excellence in action based gameplay

4. ARTISTIC ACHIEVEMENT

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

5. AUDIO ACHIEVEMENT

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

6. BEST GAME

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

7. BRITISH GAME *New*

- For the best game of the year across all genres and platforms. Creative control and development must be led by a British development studio.

8. DEBUT GAME

- For the best game from a development studio, that released its first title in 2012.

9. FAMILY

- For the best overall game experience suitable 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.

10. GAME DESIGN

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

11. GAME INNOVATION

- For the best innovation in gameplay and/or technology.

12. MOBILE AND HANDHELD

- For the best gaming experience on any handheld device, such as a mobile phone, tablet, Sony PSP/VITA or Nintendo 3DS.

13. ONLINE - BROWSER

- For the best online gaming experience including social, casual and browser games.

14. ONLINE - MULTIPLAYER

- Awarded for the best online multiplayer game experience.

15. ORIGINAL MUSIC

- Awarded for excellence in original composition for a game music score.

16. PERFORMER

- For the best acted performance featuring in a game; from voice artistry through to motion capture. If the entry is shortlisted for the next stage of voting both a short video, maximum 10 minutes, and a supporting statement, maximum 500 words, will need to be submitted for jury purposes. Both of these supporting statements should explain and demonstrate the performance work the actor undertook.

17. SPORTS/FITNESS

- For the sports game that best emulates the playing or management of traditional real-world sports or fitness games.

18. STORY

- For excellence in the creation and delivery of the best story that captivates and engages the player.

19. STRATEGY

- For the best game centred around the use of strategic gameplay, includes management, life simulators, role playing and real time strategy games.

THE BAFTA GAMES COMMITTEE IS THE ARBITER OF ALL CATEGORY ELIGIBILITY.

VOTING AND JURIES

Judging process

- All entries received by Monday 12 November and released prior to 3 December will be grouped together into categories and judged by the games voting members.
- The top 10 across each category will then go through for jury consideration.
- Any game which has not been released by 3 December may still be entered, but due to the proximity to the online voting and consequent inaccessibility, they will be judged by jury only. These games must be available for the jury by Friday 4 January 2013.

Jury Shortlist

- If shortlisted for jury consideration, 11 copies of the game must be supplied by Friday 4 January 2013, for each category that it has been shortlisted in. Any game not received by this time may be withdrawn from consideration.
- You can supply the game on your preferred format, unless the format has been specified at point of entry.

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 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 game 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

- 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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Entry and Rules

Voting Procedures

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Logos/Permission Agreements

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