

BAFTA ANNOUNCES NEW CATEGORIES FOR DEBUT GAME, ONLINE GAMING AND PERFORMING TALENT

London, 6 October 2011: The British Academy of Film and Television Arts (BAFTA) has announced four new categories in the upcoming **GAME British Academy Video Games Awards** presented in 2012: **Debut Game, Online - Browser, Online - Multiplayer** and **Performer**.

Debut Game will reward the best game from a new development studio that releases its very first title in 2011, in order to encourage and reward the work of new studios.

The continuing advances in online gaming and the different ways in which consumers now access games means that it is important for BAFTA to recognise them with separate 'Online' categories:

- **Online - Browser** will be awarded for the best online experience and include social, casual and browser games;
- **Online - Multiplayer** will be awarded to the best online multiplayer games experience.

Performer will recognise excellence in performance featured in a game. This could include a range of performing arts, from voice artistry to motion capture.

Ray Maguire, Chairman of BAFTA's Video Games Committee, said: "BAFTA annually reviews its Awards categories to ensure they remain relevant and valued within the industry. Over the last year, we have witnessed the increased sophistication and popularity of online gaming, and so our two new Online categories will ensure the scope of creative work in this area is being properly recognised. We are equally delighted to begin recognising the performance aspect within games, as we do for film and television, which further demonstrates the common ground between the industries. Debut Game is another important addition this year, which reflects the changing game-development landscape and the rise of new, independent studios."

The GAME British Academy Video Games Awards will take place on **Friday 16 March 2012** at the London Hilton on Park Lane and, for the fourth year running, will be hosted by comedian and gamer Dara O'Briain. The nominations will be announced on Thursday 16 February.

If you would like to enter your game for consideration, buy tickets or enquire about the Awards in general, please visit www.bafta.org/awards/video-games or contact Kelly Smith, Head of Video Games, on kellys@bafta.org.

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About BAFTA

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org.

About GAME

GAME is Europe's leading specialist retailer of pc and video game products. Since the start of trading in 1991 with 11 stores in the UK, it has grown both organically and through acquisition to a chain of over 1,300 outlets in January 2009. It operates stores in ten countries, supported by eCommerce websites. Online retail is located at www.game.co.uk. For further corporate information, log onto www.gamegroup.plc.uk.

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