

Awards Information & Entry Form

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Notes for Entrants

ELIGIBILITY

1. Entries are invited for the GAME British Academy Video Games Awards in 2010 from both developers and publishers.
2. Any game is eligible so long as it has been, or will be, released in the UK between 1 January 2009 and 31 December 2009. This means both completed/published games and currently uncompleted games are eligible to be entered.
3. No game that has previously been entered can be re-entered into the Video Games Awards (this includes late releases only entered into two categories the previous year). However, games which have been entered for the Children's Awards in 2009 can also be entered for these Awards.
4. All games released in 2009, including Late Releases, will be eligible **only** for these Awards (Friday 19 March 2010). Even if they are not entered this year, they will **not** be eligible for the Awards in 2011.
5. 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 this case, each developer or publisher may enter its own version.

ENTERING YOUR GAME

1. To enter a game you must complete the Entry Form (p7), giving your full contact details and listing the games you wish to enter, along with their release dates.
2. All entries must be accompanied by one in-game screenshot **per category entered**, in JPEG or TIFF format, at the platform's native resolution.
3. When completing the Entry Form, you must list up to three people who have made the greatest creative contribution to the making of the game. Careful consideration should be made when putting these names forward, because if the game is nominated they will become the named nominees. Changes cannot be made once the nominations are announced.
4. At this stage you do not have to send any copies of the games you are wishing to enter. Simply complete the entry form and return it with the required screenshots (see above) to the address given on the form.

For games released up to and including Sunday 6 December 2009

Early Bird Entry Deadline*

Friday 16 October 2009

Entry Deadline

Monday 16 November 2009

Categories

Games can be entered into as many categories as desired.

Registration Fee

Developer: £135.00 + VAT Publisher: £225.00 + VAT

Entry Fee

£250.00 + VAT per game entered

For games released between Monday 7 December and Thursday 31 December 2009

Late Release Entry Deadline

Tuesday 1 December 2009

Categories

Late Release games are restricted to four categories per game.

Registration Fee

Developer: £135.00 + VAT Publisher: £225.00 + VAT

Entry Fee

£335.00 + VAT per game entered

Please be aware that Late Releases not entered for the Awards in 2010 will not be eligible for the Awards in 2011.

Notes for Entrants (cont.)

JUDGING PROCESS

1. **First Stage** All entries received by 16 November will be grouped into categories and voted on by game-voting BAFTA members and selected industry professionals. The top six games which have received the most votes in each category will then qualify for the next stage, which is to go to a carefully selected jury, specialising in that category.
2. **Second Stage** Any games which have not been released by 6 December will still have a chance to enter, but due to their proximity to the first stage of voting and consequent inaccessibility, they will have to be judged by the jury only. These games must be available for each jury member to play for c.30 days – between mid-December 2009 and mid-January 2010.
3. If your game is short-listed for jury consideration, 11 copies will be required for the jury process. **You will be asked to confirm the credits at this stage.**
4. After discussion, the jury will then select the nominations and winner by secret ballot.
5. **The Jury** Each jury will comprise between seven and nine industry practitioners across a range of developers and publishers and will be chaired by a member of the BAFTA Video Games committee. It is our aim for each jury to be balanced in age and experience, and with a track record of achievement in the field. No juror will be permitted to sit on the jury if he/she has had any direct association with a short-listed game. Chairs are also mindful of the diversity of the jury, and jurors will not be exclusively from one discipline.

RIGHTS CLEARANCE

1. By entering your game for consideration, you are consenting to any clips (including any accompanying soundtrack synched to the clips) being made available for non-commercial purposes in the context of the Awards for one year on the BAFTA website from 19 March 2010.
2. In the event of your game being nominated for a BAFTA Award, you undertake to deliver one game clip of up to 30 seconds (if you have more than one nomination, you undertake to supply different clips for each nomination) fully cleared

RIGHTS CLEARANCE (cont.)

- for worldwide transmission on Digital Betacam, Beta SP or similar common broadcast format.
3. In addition, you hereby grant BAFTA permission to show the clip(s) at the Awards ceremony (including any broadcast) and on the BAFTA website (www.bafta.org) for one year from the date of the ceremony. In the event of your not being the rights holder, you hereby indemnify BAFTA for the aforementioned usage.
 4. Any clips must be accompanied by the official clearance form.

RULES AND REGULATIONS

1. The BAFTA Board of Trustees is the final arbiter of all rules and procedures.
2. The nominations will be announced four weeks before the Awards ceremony.
3. All individual nominees will receive a nomination certificate. Winners will receive a bronze BAFTA mask and a winner's certificate.
4. BAFTA reserves the right not to enter into correspondence with entrants on any subject.
5. Correct entry information is the responsibility of the entrant. The Academy is not liable for errors in listings that are the result of incorrect information on the Entry Form.
6. The BAFTA mask may not be reproduced or used in any commercial manner without prior approval of the Academy.
7. The BAFTA mask may not be sold or in any way passed on to any third party other than beneficiaries of the winner's estate (heirs). If the winner (or descendants/beneficiaries hereof) wishes to part with the mask, the mask shall be returned to BAFTA and BAFTA shall pay £1.00 as good and valid consideration upon return of the mask.
8. In the event of loss or theft of the BAFTA mask, BAFTA should be notified immediately.
9. Any entry which does not comply with these conditions may be disqualified.

Timetable 2009–10

2009

- | | |
|----------------------|---------------------------------------------------------------------------------------------|
| 16 October | Early Bird Entry Deadline for games released up to/including 6 December 2009 (no entry fee) |
| 16 November | Entry Deadline for games released up to/including 6 December 2009 |
| 1 December | Late Release Entry Deadline for games released between 7–31 December 2009 |
| 7–14 December | First Stage Voting |
| 21 December | Shortlisted games sent to jurors |

2010

- | | |
|-------------------------------|------------------------------------------------------------------------------|
| 28 January–11 February | Juries sit |
| 16 February | Nominations announced |
| 19 March | The GAME British Academy Video Games Awards at the London Hilton, Park Lane. |

Categories

Any games entered before 16 November can be entered into as many categories as deemed suitable. Late Release entries are restricted to four categories per game. We do ask that you consider your category entries carefully and enter them into

relevant categories only. The Video Games committee reviews all entries before voting begins and will move games out of categories if they are considered inappropriately or incorrectly entered.

ACTION

For games that are predominantly action; including first/third-person shooters and fighting/combat games.

ARTISTIC ACHIEVEMENT

For achievement in visual art and animation across all genres.

BEST GAME

For the year's best game, across all genres.

FAMILY & SOCIAL (New Category)

For games which are played on a more social basis, bringing people together and/or played casually. This includes puzzle games, music games, social networking games, card games and board games playable on a home computer or console.

GAMEPLAY

The ability of a game to captivate and engage a user's attention and provide a truly compelling experience.

HANDHELD

Best gaming experience on a handheld device. This includes mobile phones, Sony PSP and Nintendo DS.

MULTIPLAYER

For games or game modes which enable two or more players to interact simultaneously in a game world, either co-operatively or competitively. Includes MMOGs and small-number multiplayer modes of single-player games.

ORIGINAL SCORE

Rewarding excellence in original composition and production for a music score which significantly enhances the gaming experience.

SPORTS

For games that emulate the playing of traditional or real-world sports.

STORY

For achievement in conveying compelling and original story content in an innovative and contextual manner.

STRATEGY

For games that have a high degree of strategic elements where gameplay is centred around decision-making skills. Includes management simulations, life simulations, RPGs and real time strategy games.

USE OF AUDIO

Rewarding excellence in the design and creative application of sound, dialogue, licensed music tracks and original score, combined to deliver an exceptional audio experience.

USE OF ONLINE (New Category)

Rewarding the best use of online gaming, comprising innovative networking features. Either single-player or multiplayer, played via consoles, PCs, handheld devices or cross-platform. Genres include first person shooters, real time strategy, MMOGs, sports, puzzle and social games.

OTHER AWARDS

These Awards are not open for general entry, although suggestions for them can be sent to Kelly Smith (kellys@bafta.org), who will put them forward to the Video Games committee

The Fellowship

The highest accolade the Academy can bestow, for outstanding contribution to the industry.

Technical Innovation

For outstanding exploitation of gaming technology.

BAFTA Ones to Watch

A new talent award in association with *Dare To Be Digital*.

Promoting your entry to the public

We have extended our entry deadlines to ensure that as many releases as possible can be entered for the Awards. Although the games are judged by industry experts, part of our charitable remit is to promote and champion video games as an art form to the public at large, which is why we'd like to showcase the games being entered for BAFTA consideration to as wide an audience as possible.

To this end, we are encouraging developers/publishers to support their individual entries with some background footage into the making of the game ("the Film") which will be available to view on the BAFTA website and which we also aim to promote on consumer gaming websites to raise awareness of all the titles being considered for this year's Awards. This is a hugely significant step for us and will enable us to deliver this part of our charitable remit. Should you wish to support your entries in this way, here are some terms and conditions which need to be followed:

TERMS & CONDITIONS

1. The Film can be up to eight minutes in duration.
2. The Film must focus purely upon the specific game being entered – it is not a corporate promotional platform.
3. The Film should provide some insight into the making of the game, and can include interviews with the development team, feature the tools used, the objectives of the game etc. It can include footage of the game itself but should concentrate on the making of the game.
4. The Film must open and close with the standard BAFTA mask and the wording 'For BAFTA Consideration', which will be supplied by BAFTA. No other representations of the BAFTA mask may be used in the Film.
5. Only Films accompanying an Entry Form for the same game will be accepted.
6. BAFTA is the final judge of all rules and procedures and reserves the right to reject the Film. The Academy reserves the right not to enter into correspondence with entrants on any subject.
7. By agreeing to supply the Film, you consent to the Film (including any accompanying soundtrack synched to the clips) being shown on consumer websites in the run-up to the Awards and on the BAFTA website for a period of one year.
8. By supplying the Film, you take full responsibility for clearing all content and indemnify BAFTA against any future claims which may arise from the exploitation of the Film.
9. The Film needs to be created for a 12+ PEGI audience.

TECHNICAL SPECIFICATIONS

Flash video file (.flv)
File 400
Ratio 16:9
470x265 pixels
Image size: 480x270
Frame rate: 25

Key frame: automatic
Bitrate: 400k
Rate control mode: 2-pass VBR
Audio: MP3, 48kbps, 44.1KHz, mono
Data rate: 352Kbps

I agree to the terms and conditions:

Name	<input type="text"/>
Company	<input type="text"/>
Job Title	<input type="text"/>
Signature	<input type="text"/>

Entry Form

Please complete a copy of this form in BLOCK CAPITALS for **each game** entered

Entry Deadline 16 October 2009. Entries after this date, up until 16 November 2009, will be charged £250.00 + VAT per game entered. Late release entries can be submitted up until 1 December 2009 at £335.00 + VAT per game entered. See *Notes for Entrants* (pp. 2–3) for details.

GAME DETAILS

Title	<input type="text"/>
Release Date	<input type="text"/>
Publisher	<input type="text"/>
Developer	<input type="text"/>

SYNOPSIS Please provide a short game synopsis of no more than 50 words

CATEGORY Please indicate with an 'X' the category/categories into which you wish to enter the game*

Action	<input type="checkbox"/>	Gameplay	<input type="checkbox"/>	Sports	<input type="checkbox"/>
Artistic Achievement	<input type="checkbox"/>	Handheld	<input type="checkbox"/>	Story	<input type="checkbox"/>
Best Game	<input type="checkbox"/>	Multiplayer	<input type="checkbox"/>	Strategy	<input type="checkbox"/>
Family & Social	<input type="checkbox"/>	Original Score	<input type="checkbox"/>	Use of Audio	<input type="checkbox"/>
				Use of Online	<input type="checkbox"/>

Please send one native-res JPEG screenshot per category (see p. 2)

CREDITS

Please list here the names of up to three people who have made the **most creative contribution** to the making of the game. Careful consideration should be made when putting forward these names, because if the game is nominated they will become the named nominees. **Changes cannot be made once the nominations are announced.** If you cannot limit the names to three, you may credit 'Production Team'. However, you will still be asked for up to three team representative names in the event of a nomination.

ENTRANT CONTACT DETAILS

Name	<input type="text"/>		
Company	<input type="text"/>		
Address	<input type="text"/>		
	<input type="text"/>		
Email	<input type="text"/>	Fax	<input type="text"/>
Mobile	<input type="text"/>	Landline	<input type="text"/>

**Late Release entries are restricted to four categories per game.*

Payment Form Please complete in BLOCK CAPITALS

Company name

Title(s) of Game(s) entered

REGISTRATION FEE Place an 'X' in one box
 Publisher fee: £225.00 + £33.75 VAT (£258.75) Developer fee: £135.00 + £20.25 VAT (£155.25)

ENTRY FEES / LATE RELEASE FEES

Number of Early Bird games entered before 16 Oct (no entry fee)

Number of games entered from 17 Oct to 16 Nov @ £250.00 + £37.50 VAT (£287.50) per entry

Number of Late Release games entered by 1 Dec @ £335.00 + £50.25 VAT (£385.25) per entry

PAYMENT METHOD Place an 'X' in one box
 Credit/Debit Card Cheque Please invoice me

CREDIT/DEBIT CARD DETAILS

Card Type Visa Mastercard Solo Maestro

Card Number / / /

Valid From / Expires / Issue number

Security Code Please debit my card in pounds sterling £

CARDHOLDER/INVOICEE CONTACT DETAILS Please complete this section if paying by card or invoice

Name

Email

Address

Town/City

County Postcode

Cardholder Tel

Signature Date

CHEQUE DETAILS

I enclose a cheque in pounds sterling for £ *Cheques payable to BAFTA*

INVOICE DETAILS

Please complete 'Invoicee Contact Details' above and give PO number:

DECLARATION

I have read, understood and agree to abide by the conditions of entry to the Awards and the terms & conditions of the British Academy of Film and Television Arts.

Signature Date

PLEASE RETURN TO Kelly Smith, Awards Officer, BAFTA, 195 Piccadilly, London W1J 9LN
 t 020 7292 5821 f 020 7292 5868 e kellys@bafta.org

VAT REGISTRATION NO: 653 3113 65 Office Use Only GA / ENT / 10 /