

# British Academy Cymru Games Award

Rules and Guidelines 2016

## British Academy of Film and Television Arts in Wales

British Academy Cymru Games Award

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## **A. INTRODUCTION**

The presentation of the British Academy Cymru Games Award will take place on 18 June 2016 and are 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 Games Award. Those not shortlisted for the Award will then be considered for each of the four British Academy Cymru Games Commendations.

## **TIMETABLE 2016**

|                          |   |
|--------------------------|---|
| <b>Thursday 10 March</b> | Entry Site Opens (09:00 GMT)                          |
| <b>Thursday 7 April</b>  | Entry and payment deadline (17:30 GMT)                |
| <b>W/ C 25 April</b>     | Juries sit  |
| <b>Wednesday 11 May</b>  | Nominations announced                                 |
| <b>W/C 23 May</b>        | Nominees Party  |
| <b>Saturday 18 June</b>  | Presentation of the British Academy Cymru Games Award |

## **B. ELIGIBILITY**

- Entries are invited for the British Academy Cymru Games Award in 2016 from both developers and publishers
- Any game is eligible as long as it has been released in the UK between **1 April 2015 and 31 March 2016** and also meets the eligibility criteria below
- 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 2015 and 31 March 2016**, 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 Rebecca Hardy, Awards Manager (see Contact List) prior to creating the 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 should only be submitted by the company/individual which can prove it/they hold 51% or more of the total IP
- Entrants may submit an entry if they hold 51% or more of the total IP of the entry or if they have permission from the IP holder

## **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

## **C. ENTRY AND ENTRY FEES**

All entries must be made using the official British Academy Cymru Awards Entry site <https://entry.bafta.org/>

The Entry Site will be open for entries **from 09:00 Thursday 10 March 2016 until 17.30 Thursday 7 April 2016**.

Full instructions about how to enter will be available on the Awards Entry Information Page from 10 March 2016. More information on the online entry process and a link to the Entry Site can be found at: <http://awards.bafta.org/entry#CymruEntry>

8 copies (either physical copies or access codes) of the game must be supplied to BAFTA Cymru. In the event that more than 1 jury sits we may require additional codes. BAFTA Cymru will contact the entrant if required

Physical copies must be received by BAFTA Cymru by **17.00 Friday 8 April 2016**. Any game not received by this time may be withdrawn from consideration.

Access codes must be included on the entry form and therefore must be submitted by **17.30 Thursday 7 April 2015**. **Access codes must be valid until Wednesday 4 May 2016**.

On the entry website a synopsis of no more than 1000 characters (including spaces) will also be requested. You may not refer to reviews, ratings, budget or other awards either nominated or won.

Entrants are also required to submit a promotional image of their entry.

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 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.

#### **ENTRY FEES**

- **£38.00 + VAT** per game entered.

#### **Payment**

- Entry fees are payable via the entry website
- Entry fees **MUST** be received no later than 17.30 Thursday 7 April

**CORRECT ENTRY INFORMATION IS THE RESPONSIBILITY OF THE ENTRANT  
BAFTA CYMRU IS NOT LIABLE FOR ERRORS IN LISTINGS THAT ARE THE RESULT OF INCORRECT  
INFORMATION BEING SUBMITTED ON THE ENTRY FORM**

#### **D. AWARD AND COMMENDATIONS**

##### **AWARDS PRESENTED:**

##### **BRITISH ACADEMY CYMRU GAMES AWARD**

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.**

## **E. VOTING AND JURIES**

- All qualifying entries will be considered for the British Academy Cymru Games Award
- Once the jury have decided upon the winner and nominees of the British Academy Cymru Games Award, these entries will not be further considered for any of the commendations. All other entries will be considered for the commendations
- A specialist BAFTA Cymru Jury will decide the nominations and winners for the British Academy Cymru Games Award and for each commendation
- A game can be supplied in your preferred format. Access codes or physical copies must be submitted at the point of entry
- All voting is authenticated by the Academy's appointed scrutineers
- If there are fewer than 6 entries into the British Academy Cymru Games Award those entries will not be considered for the 2016 awards but will be carried over for consideration in 2017

**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.**

## **F. SHORTLIST AND WINNERS**

- The nominees press release and the winners press release is the definitive source of nominees and award winners information
- Nominees will receive a certificate at the nominees party
- Only one overall British Academy Cymru Games Award 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 Games Award 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
- Certain companies directly involved with winning the British Academy Cymru Games Award or in receiving a commendation could be eligible to purchase an additional award, commendation or nominees certificate so they can have a record of their achievement. Only companies listed at the point of entry can be considered for either an additional nominee certificate or award

### **G. CLIP USAGE – WINNING GAMES**

An important part of BAFTA's charitable remit is to promote excellence to as large an audience as possible. BAFTA Cymru 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 between 30 second – 1 minute 30 second 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](http://www.bafta.org/wales) [www.youtube.com/baftaonline](http://www.youtube.com/baftaonline) / <http://guru.bafta.org> 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 4 June 2016.**
- 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.**

### **H. 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 Rebecca Hardy (see Contact List) for permission to use the BAFTA Cymru event logo

### **I. PIRACY**

- The Academy takes a very serious view of piracy and will work with broadcasters and production companies to help prevent it

## **J. CONTACT LIST**

### **Rebecca Hardy**

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