



## Award categories & definitions

### VIDEO CATEGORIES

#### **Best Pop Video**

**Best R&B / Soul video**

**Best Rock Video**

**Best Dance / Electronic Video**

**Best Alternative Video**

**Best Hip Hop / Rap Video**

Definition

These categories are open to any single track video **for a US artist or produced by a US director and/or US production company** completed and delivered to the commissioning company or client **between 1 August 2019 and 31 July 2020**.

#### **Best Newcomer Video**

Definition

This category is open to any single track video **made for under US\$10,000 for a US artist or produced by a US director and/or US production company** completed and delivered to the commissioning company or client **between 1 August 2019 and 31 July 2020**.

#### **Best International Video**

Definition

This category is open to any single track video **for a non-US artist by a non-US director and/or production company** which was completed and delivered to the commissioning company or client **between 1 August 2019 and 31 July 2020**.

#### **Best Lockdown Video**

Definition

This category is open to any single track video **for a US artist or produced by a US director and/or US production company** created during the period of lockdown in response to the Covid-19 pandemic, when access to normal production and post-production facilities were restricted.

To qualify, the video should have been completed and delivered to the commissioning company or client **before 31 July 2020**.

Entrants are asked to briefly detail the challenges they faced.

#### **Judging criteria for all single Video Categories**

Judges will be asked to assess the entries according to the following criteria:

- artistic merit
- technical expertise and execution
- effectiveness of the film in promoting or showcasing the music and/or artist

## **Best Special Video Project**

### Definition

This category is open to any piece of work that could be considered a special video project and includes multi-track videos, longform videos, eps and video albums, interactive works and other films under 45 minutes in duration which extend the boundaries of music video, and the visual representation and promotion of music generally.

To qualify the work must have been **made for a US artist or produced by a US director and/or US production company** completed and delivered to the commissioning company or other client, **between 1 August 2019 and 31 July 2020**.

Entrants are required to supply some brief supplementary information.

### **Judging criteria for Best Special Video Project**

Our judges will be asked to assess the entries according to the following criteria:

- artistic merit
- technical expertise and execution
- effectiveness of the video project in promoting or showcasing the artist, music or project for which it was created

## **TECHNICAL AND CRAFT CATEGORIES**

### **Best Production Design in a Video**

### **Best Styling in a Video**

### **Best Choreography in a Video**

### **Best Cinematography in a Video**

### **Best Colour Grading in a Video**

### **Best Editing in a Video**

### **Best Visual Effects in a Video**

### **Best Animation in a Video**

### Definition

These categories are open to any music video **for a US artist or produced by a US director and/or US production company** completed and delivered to the commissioning company or client **between 1 August 2019 and 31 July 2020**. These categories are primarily for single track music videos, but multi-tracks under 15 minutes in duration may also qualify.

### **Judging criteria for all Technical & Craft categories**

Judges will be asked to assess the entries according to the following criteria:

- artistic merit
- quality of execution
- creative contribution of the specific craft or technical skill to the final video

## **INDIVIDUAL AND COMPANY CATEGORIES**

### **Best Commissioner**

Definition

This category is open to **any US video commissioner** who has commissioned **5 or more music videos which have been completed and delivered between 1 August 2019 and 31 July 2020**. Five eligible videos, one or more of which can be live videos, must be uploaded to our platform to qualify.

### **Best Producer**

Definition

This category is open to **any US video producer** who has produced **3 or more music videos which have been completed and delivered between 1 August 2019 and 31 July 2020**.

Three eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify.

### **Best New Director**

Definition

This category is open to **any US video director** whose first commissioned music video was completed and delivered after **1 January 2017**.

**Two eligible videos, one or both of which can be live videos, which were completed and delivered between 1 August 2019 and 31 July 2020** must be uploaded to our platform for the entry to qualify.

### **Best Director**

Definition

This category is open to **any US video director** who has directed **2 or more music videos which have been completed and delivered between 1 August 2019 and 31 July 2020**.

Two eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify.

### **Best Agent**

Definition

This category is open to **any individual US agent** whose client or clients have worked on **5 or more music videos which have been completed and delivered between 1 August 2019 and 31 July 2020**. Eligible entrants include Director's Reps, DoP's Reps, or any other agent representing one or more professionals working in music video creation.

Five eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify. Videos can be from one or multiple clients. You will be asked to name the client and their role beneath each video you enter.

### **Best Production Company**

Definition

This category is open to any **US production company which has completed and delivered 5 or more music videos or music films between 1 August 2019 and 31 July 2020.**

Five eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify.

### **Best Post Production Company**

Definition

This category is open to **any US post production company which has completed and delivered 5 or more music videos between 1 August 2019 and 31 July 2020.**

Five eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify. You will be asked to specify the type of work carried out beneath each video you enter, eg. Grading, Editing, Animation, VFX.

### **Judging criteria for all Individual and Company categories**

Judges will be looking for an exceptional body of work over the course of the past 12 months and not just one particular video.

## **SPECIAL AWARDS**

### **Best Video**

### **Best Video with a Message**

Definition

These awards are in the gift of the MVPA Board, and the winner will be selected from among all the submissions received.

### **MVPA Icon Award**

Definition

This award is in the gift of the MVPA Board, and is presented to an individual or team for outstanding achievement in the art and craft of music video making.