



## award categories & definitions

### 1. video and film categories

#### **best pop video**

#### **best r&b / soul video**

#### **best rock video**

#### **best dance / electronic video**

#### **best alternative video**

#### **best hip hop / grime / rap video**

##### definition

these categories are open to any single track video completed and delivered to the commissioning company or client between 1 august 2019 and 31 july 2020.

entrants must pick a genre and then select a sub-category: **uk**, **international** or **newcomer**. an award is made for each sub-category of each genre.

- **uk** means a video for a uk artist (ie. a british passport holder)
- **international** means a video for a non-uk artist
- **newcomer** means a video for either a uk or international artist made for under GB£8000 (or equivalent). this category is designed to recognise newcomer directing talent.

##### judging criteria

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

- originality of concept
- technical expertise and execution
- effectiveness of the video in showcasing or promoting the music.

#### **best lockdown video**

##### definition

this category is open to any single track video created during the period of lockdown in any region 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

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 live video**

### definition

this category is open to any live audio performance recording of a single track or up to 3 tracks in one session, completed and delivered to the commissioning company or client, between 1 august 2019 and 31 july 2020.

### judging criteria

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 completed and delivered to the commissioning company or other client, between 1 august 2019 and 31 july 2020.

entrants are required to upload a copy of the project to our online platform, or to provide a non-password protected link in the case of interactive pieces. entrants are also asked to supply some brief supplementary information.

### judging criteria

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

## **best music film**

### definition

this category is open to any longform music film released between 1 august 2019 and 31 july 2020.

this category is for long form content over 30 minutes in duration including concerts, documentaries, festival coverage and tv specials. content under 30 minutes in duration may be eligible for entry into the best special video project category.

entrants are required to upload a trailer or short excerpt of the film to our online platform and provide a full length digital viewing copy for the judges

### judging criteria

our 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

## **2. 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 completed and delivered to the commissioning company or other 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

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

please note that for the best colour grading category, if your work is selected for the second round of judging, you will be asked to provide a side-by-side file to demonstrate the work of the colourist.

## **3. individual and company categories**

**best commissioner**

definition

this category is open to any 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.

judging criteria

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

## **best producer**

### definition

this category is open to any 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.

### judging criteria

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

## **best new director**

### definition

this category is open to any director whose first commissioned music video was completed and delivered after 1 january 2017. previous winners of the category are not eligible to enter, although previous nominees will be considered.

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.

### judging criteria

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

## **best director**

### definition

this category is open to any 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.

### judging criteria

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

## **best agent**

### definition

this category is open to any individual 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.

judging criteria

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

### **best production company**

definition

this category is open to any 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.

judging criteria

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

### **best post production company**

definition

this category is open to any post production company which has completed and delivered 5 or more music videos between 1 august 2019 and 31 july 2020. companies with facilities in more than one territory should enter each territory facility separately.

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

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

### **the icon award**

definition

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