



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 2020 and 31 july 2021.

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 or longterm uk resident)
- **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 performance in a video

definition

this category is open to any single track video featuring a central performance **by an artist, actor or ensemble**. to qualify, the video must have been completed and delivered to the commissioning company or client, between 1 august 2020 and 31 july 2021.

judging criteria

judges will be asked to assess the entries according to the following criteria (where applicable):

- creativity and inventiveness of the performance, in terms of delivery, interpretation of the role or, where relevant, the casting
- emotional impact of the performance
- contribution of the performance 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 2020 and 31 july 2021.

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, extended play recordings 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 2020 and 31 july 2021.

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 2020 and 31 july 2021.

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 wardrobe styling in a video

best hair & make-up 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 2020 and 31 july 2021. 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 new director

definition

this category is open to any director whose first commissioned music video was completed and delivered after 1 january 2018. 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 2020 and 31 july 2021 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 2020 and 31 july 2021.

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 producer

definition

this category is open to any video producer who has delivered 3 or more music videos between 1 august 2020 and 31 july 2021 for which they are credited as producer.

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 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 2020 and 31 july 2021. 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 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 2020 and 31 july 2021. 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 2020 and 31 july 2021.

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 2020 and 31 july 2021.

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.