



**ukmva23**

**award categories**

best pop video – uk

best r&b / soul video – uk

best dance / electronic video – uk

best rock video – uk

best alternative video – uk

best hip hop / grime / rap video – uk

best pop video – international

best r&b / soul video – international

best dance / electronic video – international

best rock video – international

best alternative video – international

best hip hop / grime / rap video – international

best pop video – newcomer

best r&b / soul video – newcomer

best dance / electronic video – newcomer

best rock video – newcomer

best alternative video – newcomer

best hip hop / grime / rap video – newcomer

best live video

best special visual project

best performance in a video

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

best new director

best director of photography

best director

best commissioner

best producer

best agent

best production company

## award category 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**

these categories are open to any single music video completed and delivered to the commissioning company or client between 1 august 2022 and 31 july 2023.

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£10,000 (or equivalent). this category is designed to recognise newcomer directing talent. a newcomer is defined as a director whose first commissioned music video was completed and delivered after 1 january 2020.

#### *judging criteria*

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

#### **best performance in a video**

this category is open to any single music 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 2022 and 31 july 2023.

#### *judging criteria*

- 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**

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 2022 and 31 july 2023.

#### *judging criteria*

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

### **best special visual project**

this category is open to any piece of work that could be considered a special visual project and includes shortform online content, multi-track videos, longform videos, extended play recordings, video albums, interactive works and other films 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 2022 and 31 july 2023.

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

#### *judging criteria*

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

## **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**

these categories are open to any music video completed and delivered to the commissioning company or other client between 1 august 2022 and 31 july 2023. these categories are primarily for single track music videos, but multi-tracks under 15 minutes in duration may also qualify.

#### *judging 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**

this category is open to any director whose first commissioned music video was completed and delivered after 1 january 2020. previous winners of the category are not eligible to enter, although previous nominees will be considered. at least two eligible videos, one or both of which can be live videos, which were completed and delivered between 1 august 2022 and 31 july 2023 must be uploaded to our platform for the entry to qualify.

#### **best director**

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 2022 and 31 july 2023. at least two eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify.

#### **best director of photography**

this category is open to any director of photography who has directed 3 or more music videos which have been completed and delivered between 1 august 2022 and 31 july 2023. at least three eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify.

#### **best producer**

this category is open to any video producer who has delivered 3 or more music videos between 1 august 2022 and 31 july 2023 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.

#### **best commissioner**

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 2022 and 31 july 2023. five eligible videos, one or more of which can be live videos, must be uploaded to our platform to qualify.

#### **best agent**

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 2022 and 31 july 2023. 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**

this category is open to any production company which has completed and delivered 5 or more music videos or music films between 1 august 2022 and 31 july 2023. 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*

for all of the 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.