



**ukmva24**

**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 / r&b / soul video – newcomer

best dance / electronic video – newcomer

best rock / 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 cinematography in a video – newcomer

best colour grading in a video

best colour grading in a video – newcomer

best editing in a video

best editing in a video - newcomer

best visual effects in a video

best animation in a video

best new director

best director

best producer

best executive producer

best creative commissioner

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 2023 and 6 august 2024. please note, any works entered into the 2023 awards cannot be entered again.

entrants must pick a genre and then select a sub-category: **uk**, **international** or **newcomer**.

- **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£15,000 (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 2021.

please note that there will be 4 awards for newcomers as follows:

- best pop / r&b / soul video - newcomer

- best dance / electronic video - newcomer

- best rock / alternative video - newcomer

- best hip hop / grime / rap video - newcomer

when you select 'newcomer' your video will be automatically entered into the appropriate award category.

#### *judging criteria*

- originality of concept

- technical expertise and execution

- effectiveness of the video in showcasing or promoting the music.

#### **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 2023 and 6 august 2024. please note, any works entered into the 2023 awards cannot be entered again.

#### *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 microform and shortform online content, multi-track videos, extended play recordings, video campaigns, video albums, interactive and experimental works and other films which extend the

boundaries of music video, and the visual representation and promotion of music generally. this category is for shortform films and projects which are under 60 minutes in length.

to qualify the work must have been completed and delivered to the commissioning company or other client, between 1 august 2023 and 6 august 2024. please note, any works entered into the 2023 awards cannot be entered again.

entrants are required to upload a copy of the project to our online platform, or to provide a non-password protected link to a viewing folder in the case of projects which comprise multiple films. 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 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 2023 and 6 august 2024. please note, any works entered into the 2023 awards cannot be entered again.

*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 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 2023 and 6 august 2024. these categories are primarily for single track music videos, but multi-tracks under 15 minutes in duration may also qualify. please note, any works entered into the 2023 awards cannot be entered again.

*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.

### **best cinematography in a video – newcomer**

### **best colour grading in a video – newcomer**

### **best editing in a video – newcomer**

these categories are open to any music video with a newcomer cinematographer / colour grader / editor made for GB£15,000 or under which was completed and delivered to the commissioning company or other client between 1 august 2023 and 6 august 2024.

these awards are primarily intended for up-and-coming talent. a newcomer is defined as someone who only began to work consistently on official music videos (ie. making 3 or more in a calendar year) after 1<sup>st</sup> january 2021.

these categories are primarily for single track music videos, but multi-tracks under 15 minutes in duration may also qualify. please note, any works entered into the 2023 awards cannot be entered again.

#### *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 2021. previous winners of the category are not eligible to enter, although previous nominees will be considered as long as their first commissioned video was made after january 2021. entrants are asked to confirm this on the entry form. at least two eligible videos, one or both of which can be live videos, which were completed and delivered between 1 august 2023 and 6 august 2024 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 2023 and 6 august 2024. 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 producer**

this category is open to any video producer who has delivered 3 or more music videos between 1 august 2023 and 6 august 2024 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.

please note that there is a separate category for executive producers. nominees can only enter either best producer or best executive producer, not both.

### **best executive producer**

this category is open to any executive producer who has been responsible for 5 music videos which have been completed and delivered between 1 august 2023 and 6 august 2024. five eligible videos, one or more of which can be live videos, must be uploaded to our platform for the entry to qualify.

please note that there is a separate category for producers. nominees can only enter either best producer or best executive producer, not both.

### **best creative 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 2023 and 6 august 2024. 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 2023 and 6 august 2024. eligible entrants include director's reps, dop's reps, production designer and stylist reps, or any other agent representing one or more professionals working in music video creation.

reps who work completely in tandem as a duo are permitted to enter as one entity but under their personal names in the first instance with the company name as a reference – eg x & x at y company. they cannot enter solely under a company name.

reps from a single company who have their own rosters should enter separately. where they have worked jointly on a video, they are both permitted to include that video in their required 5, but they should also include videos they have repped solo.

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 specify the role(s) and name(s) of the client(s) you booked for 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 2023 and 6 august 2024. 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.