



Academy of Interactive Arts & Sciences®

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October 17, 2006

Dear Academy Member,

It is with genuine excitement and marked anticipation that the **Academy of Interactive Arts and Sciences®** extends this invitation to members of the publishing and development communities for nomination submissions for the **10th Annual Interactive Achievement Awards®**, the most prestigious celebration for excellence in video games. Submissions will be accepted beginning today and **conclude on December 8, 2006**. Award winners will be presented at the Interactive Achievement Awards ceremony on February 8, 2007, at The Joint at the Hard Rock Hotel, in Las Vegas Nevada.

This year's Interactive Achievement Awards will showcase some of the great titles and game makers of 2006, as well as celebrate the Academy's decade-long effort to recognize the achievements of its own best and brightest. The evolution of the Interactive Achievement Awards has resulted in it becoming the most coveted and credible award in the gaming industry, evidence of the Academy's commitment—*your* commitment- to careful consideration and recognition by and for the talented men and women who drive advancement and achievement in the interactive entertainment business.

For the 10th annual awards, and in keeping with the Academy's commitment to ensuring the prestige of our industry's *own* awards, the **Eligibility Requirements** have been restructured for 2007. In order to be eligible for an Interactive Achievement Award, the game title must be:

- Publicly available in its final general release form in North America between January 1, 2006 and December 31, 2006.
- For use on one of the following platforms: a video game console or portable (handheld) system, a computer running Windows or Macintosh OS, a commercial game network, a wireless cell phone, a personal digital assistant (PDA), or for use on the Internet.
- Title submissions will only be accepted if the Publisher of the title is a member in good standing with the Academy at the time of its nomination and **submitted with all required materials**, as outlined in the Academy's Rules and Procedures.

Complete information regarding eligibility, procedures, and definition of categories, are within the attached submission package or at the Academy's website: www.interactive.org.

On behalf of the Academy's Board of Directors, we appreciate your support, and look forward to your participation in the 10th Interactive Achievement Awards.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph Olin".

Joseph Olin
President



**10th ANNUAL
INTERACTIVE ACHIEVEMENT AWARDS
RULES AND PROCEDURES**

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1 - Introduction

These rules and procedures were developed by the Academy's Board of Directors to ensure a legitimate and accurate voting process. This document should serve as a guide for Peer Leaders, Peer Panelists, AIAS Members and those interested in the Interactive Achievement Awards process. This is an evolving document and will be updated as the Academy's policies change. With that in mind, the Academy welcomes feedback from members and non-members.

2 - Timeline

April 28	Peer Panel leaders officially selected
May 26	Peer Panels finalized
June 30	Academy Board approves final award categories
October 16	Initial call for nominations via website and email
December 8	Nominations close
October 13	Peer Panels submit titles they propose to be nominated
November 15	Peer Panels submit write-in nominees
December 11	Nominated games begin shipment to Peer Panels
Dec 18 - Jan 2	Peer Panels vote to determine finalists for Game of Year, Innovation categories
January 2	Peer Panels submit finalists in each genre and craft category
January 15 – 27	General Academy voting
February 8	Winners announced at the 10 th Annual Interactive Achievement Awards Ceremony

3 - Category Creation/Maintenance

Process

Each year in June, the Awards Committee reviews member recommendations, analyzes the existing categories and makes recommendations to the Academy's Board of Directors to finalize the categories. Then the Board discusses the recommendations and votes to approve or disapprove the suggested changes. The category descriptions are updated and posted on the Academy website and outlined in the nomination packets. To be considered, category change recommendations must be submitted by June 1, 2006 via email to the Academy.

4 - Nomination Procedures

Eligibility

Products eligible for the Annual Interactive Achievement Awards are those that meet all of the following requirements. The title must be:

1. Publicly available in its final general release form in North America between January 1, 2006 and December 31, 2006. Additionally, it must be available for evaluation in its release form for submission to the Academy by December 8, 2006, regardless of how it is being distributed.
2. Designed for use on at least one of the following platforms: a video game console or portable (handheld) system, a computer running Windows, a Macintosh computer, a commercial game network, a wireless cell phone, a personal digital assistant (PDA), or for use on the Internet.
3. Title submissions will only be accepted if the Publisher of the title is a member in good standing with the Academy at the time of its nomination and submitted with all required materials, as outlined in the Submission Requirements section.



Note: Products NOT meeting these requirements will be ineligible, and no submission refund will be granted. The AIAS reserves the right to make final determination as to whether nomination submissions meet the eligibility requirements. AIAS reserves the right to refuse submissions in the case of which a full refund will be granted.

Nominations

The AIAS encourages nominations from any individual or company providing that nomination eligibility requirements are met. The AIAS may, but has no obligation to, disclose the name of, or any other information in regards to, a nominating party. The AIAS reserves the right to disclose the names of all nominees after the submission deadline. After disclosure any nominee may withdraw from consideration.

Each application enters the nominated game or title for consideration in AT LEAST ONE Craft category, and ONLY ONE Genre category. A title may be submitted for consideration in any and all of the Craft categories. Any titles entered are considered for the Overall Game of the Year Award, the appropriate platform Game of the Year Award, and the Outstanding Innovation in Gaming Award.

Peer Panelists in a preliminary vote will select up to 5 finalists each for Game of the Year, Outstanding Innovation in Gaming Award, Computer Game of the Year Award, Console Game of the Year Award, and Handheld Game of the Year Award from among all nominated titles.

Submission Requirements

Deadline: All nominations and submission material must be received by the AIAS by 5:00 pm PST on Friday, December 8, 2006. The AIAS reserves the right to extend the deadline or to accept or refuse nominations after the deadline in its sole discretion.

Submission materials: Each nomination must include the following items:

1. Completed and signed nomination form. The entire form must be filled out and contact information completed by nominating party. Please note that the nomination forms have changed for 2006. Where applicable, key individuals responsible for specific aspects of game development, design or production will be credited.
2. Sixteen (16) copies of the title for nomination in the Genre category selected and an additional 16 copies for evaluation for *each* Craft category that it is submitted (being that every title will be in one Genre category, and at least one Craft category, a minimum of 32 copies will be needed for every title – each additional Craft category nomination will require 16 additional copies). The AIAS will mark all materials before distribution. Materials will not be returned. Materials can be produced/playable media and instruction booklets and maps. Nominees from pay game networks must arrange free access for the AIAS Peer Panelists participating in the finalist screening process. Online submissions require URL address, password and navigation path.
3. Full payment of submission fees \$1,000 per title for consideration, as defined above. The Academy is a non-profit organization.
4. Video Footage of each submitted game in Beta or DVD formats. Video footage submitted should include scenes appropriate to each category that the submitted title is entered. This footage should be 2-3 minutes (per category) that best exemplifies the game experience for the particular categories the game is submitted. For example, for *God of War* in 2006, there would have been clips that would be appropriate and best exemplify its place in the Action/Adventure genre category, as well as separate clips for each of the different craft categories it was nominated. For a nomination in the Outstanding Achievement in Male Character Performance, category for example, the footage should display the gaming experience the best shows off the nominated character's performance specifically. Unique segments of footage should be presented for all other craft categories, as well.
5. Nominations in the Animation, Art Direction, Story/Character Development and Character Performance categories ONLY must present play-through videos to help peer panelists view the games in their entirety. These play-through videos should present a view of the game from start-to-finish, giving a



thorough representation of every aspect of the game a game-player would encounter while trying to complete the game.

6. A minimum of four (4) action screenshots, Box Art or Game Title Logos on a CD. In addition, there should be AT LEAST one appropriate screenshot for each category a game is nominated into. These materials may be in JPEG or PSD formats.
7. Optional materials which may be submitted: synopsis on the genre or craft achievement (*not to exceed 250 words*); cheat codes; recordings for titles submitted for consideration in the Outstanding Achievement in Sound Design, Outstanding Achievement in Soundtrack, and Outstanding Achievement in Original Musical Composition categories. Please send 16 copies of recording material for each category (Sound Design, Soundtrack, and Original Musical Composition) submitted.

5 - Peer Panels

Introduction

Peer Panels were created to fairly evaluate and establish the number of nominees per category. Over the course of the Academy's history, the number of nominees in each category became overwhelming and it was unreasonable to expect that all Academy members would play the hundreds of games nominated each year.

For each genre and craft category there is a Peer Panel, made up of 12 Active Creative/Technical Academy members. The Peer Panels are responsible for evaluating the entire list of nominees for a category and narrowing the selection. The Peer Panels are expected to play all nominated games in their categories and through discussions and internal votes, determine the strongest candidates on which the Academy membership will vote to choose the overall winner.

By creating Peer Panels for each category where the panelists are committed to playing all of the nominated games, the Academy can ensure that the membership is presented with a refined list of strong games for the final voting process. Additionally, with an average of five finalists in each category, it's more likely that the general membership will have played all of the games they vote on.

Peer Panel Leaders

Responsibilities

Each Peer Panel has a leader who is responsible for:

- Assembling the panel in a timely fashion
- Communicating write-ins to the Academy
- Ensuring that all panelists have the games they need for evaluation
- Initiating discussions once panelists have finished playing the games
- Managing the voting process to determine finalists in the category
- Submitting finalists to the Academy

Qualifications

Peer Panel leaders are senior professional members of the industry who have experience directly related to the panel they lead. For instance, a Senior Art Director might be expected to lead the Art Direction panel. Peer Panel leaders must be Active Creative/Technical members of the Academy.

Approval

Each year the Academy first asks previous year's Peer Panel leaders if they're interested in serving again. Additionally, the Academy will accept requests from members who are interested in being Peer Panel leaders. If there is a vacancy, the Membership Committee will evaluate the candidates for the position and choose the Peer Panel leader based on industry experience.



Terms

There are no terms for Peer Panel leaders.

Peer Panelists

Responsibilities

Each Peer Panelist is responsible for:

- Suggesting write-in nominees
- Playing all nominated games
- Giving evaluations of the games
- Voting to determine finalists
- Participating in a preliminary vote to determine Game of Year and Innovation Finalists

Qualifications

Peer Panelists must be Active Creative/Technical members and have expertise in the panel's category. No more than two individuals from any studio may serve on the same Peer Panel.

Approval

The approval process for Peer Panelists is the same as that of the Peer Panel leaders; each year the Academy invites the previous year's Peer Panelists to serve again. Membership Services confirms that Peer Panelists are Active/Creative Members in good standing.

If there is a vacancy on any panel the Academy will post a call for panelists on its website and the Awards Committee will choose the Peer Panelists based on industry experience.

Terms

There are no terms for Peer Panelists. However, the AIAS reserves the right to review the performances Peer Panelists, and reassign or remove Peer Panelists based on their participation level.

Peer Panel Procedures

Step 1 – Filling the panel

Timeline: March 15-April 28

Peer Panel leaders are contacted by the Academy, asked if they want to serve again, and contact information is confirmed. The Academy gives the leaders contact information for all current panelists. If there are vacancies, the respective Peer Leaders and the Academy will work together to fill them.

Step 2 – Panels submit initial list of titles they propose to be submitted

Timeline: by October 13

Peer Panels will present a list of suggested titles in their category to the Academy. This ensures that there will be time for the AIAS to try and secure submissions for the most deserving games in every category.

Step 2 – Regular nomination period begins

Timeline: October 16-December 8

Nominations are officially received by the AIAS, and placed in their selected Craft categories and appropriate Genre category.

Step 3 – Getting the games

Timeline: Starting December 11

As soon as nominations are submitted and the Awards Committee has ensured that all games are assigned to the right categories, the Academy gives the panelists the list of final nominees. The panelists must immediately send the Academy or the appropriate peer leader requests for games. The Academy will mail the requested games.



Step 4 – Preliminary Voting for GOY Finalists and Innovation Finalists

Timeline: December 19 – January 2

The Academy will hold a special preliminary vote open only to Peer Leaders and Peer Panelists to determine five finalists each for the following game categories:

- Game of the Year
- Outstanding Innovation in Gaming
- Computer Game of the Year
- Console Game of the Year
- Handheld Game of the Year

Step 5 – Ranking the games

Timeline: by January 2

The panel determines the final rankings of the nominees and submits its top finalists to the Academy. The maximum number of finalists is never greater than five and the minimum is determined by the following metric:

Minimum Finalists Table

13 or more nominees = 5 finalists
10 - 12 nominees = minimum of 4 finalists
7 - 9 nominees = minimum of 3 finalists
5 - 6 nominees = minimum of 2 finalists
1 - 4 nominees = minimum of 1 finalist

To determine which games become finalists, the Academy directs that the Peer Panels hold an internal vote with each Peer Panelist ranking all of the games. The Peer Panel leader is responsible for tabulating the votes and submitting the Panel's finalists to the Academy. In the event that two games tie for fifth place, the Academy suggests that a separate internal vote be held to choose between the two. Peer Panelists whose titles are under consideration are prohibited from assigning a ranking or voting for their game.

Explanation of Write-Ins

Write-ins are titles that were not nominated by publishers or developers that a particular Peer Panel agrees, by AT LEAST a 75 percent vote, should be considered as finalists in its category. Peer Panelists are responsible for obtaining copies of these games on their own.

As with regular nominees, write-in candidates must have been published between January 1, 2006 and December 31, 2006 to be eligible. The Academy President or Board Member will contact the appropriate parties to inform them of the process and rules for submission.

Step 6 – Determining write-in finalists

Timeline: by January 2

The Peer Panel leader is responsible for submitting a list of official write-in finalists agreed upon by the panel (as determined above) to the Academy.

Step 7 – General Membership Voting

Timeline: January 15 – January 27

To determine the winners in each category, the Academy will facilitate a general membership vote.

Conflicts of Interest

Since there are often occasions when a Peer Panelist has helped to create a nominated game, to prevent conflicts of interest, **it is required** that Peer Panelists abstain from ranking any title in which they are credited, during these internal votes. Instead, when that Peer Panelist is ranking his games, that game should receive a ranking equal to the average of everyone else's vote for the game and the rest of that Peer Panelist's rankings should be adjusted accordingly.



6 - General Voting Procedures

Introduction

The Academy membership votes in January after the Peer Panels have narrowed down the nominated titles to a maximum of five finalists per category. See the Peer Panel section above for a detailed description of how finalists are selected.

Who is Qualified to Vote

Active Creative/Technical members are qualified to vote in craft categories associated with their expertise, in all genre categories and in Game of the Year and Innovation categories.

Active Business members are only qualified to vote for:

- Game of the Year
- Computer Game of the Year
- Console Game of the Year
- Handheld Game of the Year
- Outstanding Innovation in Gaming

The Academy believes strongly that to maintain the credibility of the awards; genre, craft and innovation categories should only be voted on by those who take an active, creative role in making games.

Procedure for Active Creative/Technical Members

Before the elections, the Academy sends each Active Creative/Technical member a password and link to the voting website. When logging on to the website, these members will be asked pick a field which best describes their expertise. Their choice will determine the genre categories in which they will be allowed to vote:

Programmers can vote in:

- Outstanding Achievement in Game Play Engineering
- Outstanding Achievement in Visual Engineering
- Outstanding Achievement in Online Game Play

Game Designers & Producers can vote in:

- Outstanding Achievement in Game Design
- Outstanding Achievement in Character or Story Development
- Outstanding Achievement in Online Game Play
- Outstanding Character Performance – Male
- Outstanding Character Performance – Female
- Outstanding Achievement in Sound Design
- Outstanding Achievement in Soundtrack

Artists & Animators can vote in:

- Outstanding Achievement in Art Direction
- Outstanding Achievement in Animation
- Outstanding Character Performance – Male
- Outstanding Character Performance – Female
- Outstanding Achievement in Visual Engineering

Sound Designers & Musicians can vote in:

- Outstanding Achievement in Sound Design
- Outstanding Achievement in Soundtrack



- Outstanding Achievement in Original Musical Composition
- Outstanding Character Performance – Male
- Outstanding Character Performance – Female

During voting in the craft categories, these members will be presented with up to five finalists in each category and will be required to pick one as their top choice. Once finished voting in the craft categories, these members can vote in all genre categories.

In each genre they will be presented with up to five finalist choices. Members must choose one game as their top choice or choose to abstain from voting in that category if they are unfamiliar with the choices offered.

Finally, Active Creative/Technical members will be presented with five finalists in the following categories:

- Game of the Year
- Outstanding Innovation in Gaming
- Computer Game of the Year
- Console Game of the Year
- Handheld Game of the Year

The finalists in these categories are picked by a vote of all Peer Panelists (see Peer Panel section of this document). Members must pick one game from each category as their top choice.

Procedure for Active Business members

Before the elections, the Academy sends each Active Business member a password and link to the voting website.

When these members log on, they will be allowed to vote for one of five finalists in each of the following categories:

- Game of the Year
- Outstanding Innovation in Gaming
- Computer Game of the Year
- Console Game of the Year
- Handheld Game of the Year

Compilation of Votes

Procedure

The Academy of Interactive Arts & Sciences tabulates the votes in every category and the winners are announced at the Interactive Achievement Awards ceremony held annually in February.

Ties

In the event that two games tie for any award, two statuettes will be awarded.

7 – Award Category Definitions

Game of the Year Awards

Game of the Year - The single game, without regard to system or delivery mechanism, voted by the membership of the Academy of Interactive Arts and Sciences that best utilizes the chosen medium to entertain the user.

Outstanding Innovation in Gaming - This is the game that, through innovation of design and execution, is most likely to define a new category of games, or represents a creative or technological breakthrough in an existing console category or genre. Finalists in this category will be selected by an Academy board-level jury of independent developers from among all nominated games.

Computer Game of the Year - The best game voted by the membership of the Academy that operates on a Windows or Macintosh OS-based multipurpose computing system.



Console Game of the Year - The best game voted by the membership of the Academy that operates on a videogame console or handheld platform.

Handheld Game of the Year - The Handheld Game of the Year shall be the game developed for a handheld platform that demonstrates the greatest achievement in overall game design, play and/or breakthrough in handheld gaming. All genres of games are included. Handheld platforms include, but are not limited to: *Game Boy Advance, Nintendo DS, Sony PSP, Palm OS, Windows CE*

Craft Awards

Outstanding Achievement in Animation - This award will be presented to the individual or team whose work represents the highest level of achievement in bringing a character or characters to life in an interactive title.

Outstanding Achievement in Art Direction - This award will be presented to the individual or team whose work represents the highest level of achievement in designing a unified graphic look for an interactive title.

Outstanding Achievement in Soundtrack - This award will be presented to the individual or team whose work represents the highest level of achievement in soundtrack composition for an interactive title. Both the quality of the soundtrack, and the integration of the soundtrack into the interactive title, will be considered in determining the recipient of this Award.

Outstanding Achievement in Original Music Composition - This award will be presented to the individual or team whose work represents the highest level of achievement in original musical composition for an interactive title. Both the quality of the score, and the integration of the score into the interactive title, will be considered in determining the recipient of this Award.

Outstanding Achievement in Sound Design - This award will be presented to the individual or team whose work represents the highest level of achievement in creating a unified audio environment, integrating both music and audio effects, in an interactive title.

Outstanding Character Performance – Male - This award will be presented to the individual or team whose work has furthered the interactive experience through the most innovative use of a male character development in an interactive title.

Outstanding Character Performance – Female - This award will be presented to the individual or team whose work has furthered the interactive experience through the most innovative use of a female character development in an interactive title.

Outstanding Achievement in Story and Character Development - This award will be presented to the individual or team whose work has furthered the interactive experience through the most innovative use of character development or story development in an interactive title.

Outstanding Achievement in Game Play Engineering - This award will be presented to the individual or team whose work represents the highest level of achievement in engineering artificial intelligence and related elements which contribute to challenging game play in an interactive title.

Outstanding Achievement in Online Game Play - This award will be presented to the individual or team whose work represents the highest level of achievement in online game play in an interactive title.

Outstanding Achievement in Visual Engineering - This award will be presented to the individual or team whose work represents the highest level of achievement in rendering 3-D virtual environments for an interactive title.

Outstanding Achievement in Game Design - This award will be presented to the individual or team whose work represents the highest level of achievement in the design and/or writing of a game title.



Genre Awards

Sports Game of the Year - Sports games offer the user the opportunity to virtually reproduce a sporting experience: either a realistic portrayal of an actual sport or games that reproduce for the user the experience of participating in an existing competitive sport. Past examples include: *NBA 2K6*, *SSX On Tour*, *Blitz: The League* and *Madden 06*

First Person Action Game of the Year - First Person Action Games are titles that follow the gameplay from the perspective of the character that the player is controlling. Frequently these games feature heavy weapons use and/or combat although this is not a requirement for entry. Past examples include: *Call of Duty 2*, *F.E.A.R.*, and *Battlefield 2*

Role Playing Game of the Year - Role Playing games are those titles where a player assumes the role of one or more characters and develops those characters in terms of abilities, statistics, and/or traits as the game progresses. While exploring, acquiring resources, solving puzzles, and interactive with non-player character are certainly a part of RPGs, the main characteristic separating RPGs from Action/Adventure games is that through the player's actions, his/her virtual characters' personal statistics or traits demonstrably evolve throughout the game. Past examples include: *Jade Empire*, *Dragon Quest VIII* and *Fire Emblem: Path of Radiance*

Fighting Game of the Year - Fighting games are those titles that offer the user the virtual experience of controlling a character engaging in individual combat with another character. The opponent can either be controlled by another player or by the game. Past examples include: *Soul Calibur III*, *Fight Night Round 2* and *WWE Smackdown vs. Raw 2006*

Action/Adventure Game of the Year - Action games are those titles in which players are challenged with real-time action activities where timing, skill and accuracy are necessary to succeed. Players may also be presented with a scenario or story – progress through which may be limited by the player's ability to succeed in real-time action activities, as well as the player's ability to acquire resources, and/or solve puzzles required to reach the game's conclusion. Past examples include: *God of War*, *Prince of Persia: The Two Thrones* and *Psychonauts*

Racing Game of the Year - Racing games are those titles that allow the user to participate in a contest in which the objective is to convey an object through a course of virtual physical progress as quickly as possible. Racing games may involve competition against other user-controlled competitors or against system controlled competitors. Racing games must simulate vehicular motion. Past examples include: *Project Gotham Racing 3*, *Mario Kart DS* and *Need for Speed: Most Wanted*

Cellphone Game of the Year - The Cellphone Game of the Year shall be the game developed for a wireless phone or handset (examples include: Cellphones, Treo's or other devices whose primary function is voice communication) that demonstrates the greatest achievement in overall game design, play and/or breakthrough in wireless gaming. All genres of games are eligible. Past examples include: *Mile High Pinball*, *Stepping Stone* and *Ancient Empires II*

Children's Game of the Year - The Children's Game of the Year shall be awarded to the best title created specifically for children in the age range of 6 – 13. The title may be of any genre, but must be rated "E" or carry an equivalent rating. The title's play dynamics must be suitable for a younger audience. Past examples include: *Madagascar*, *Sly 3: Honor Among Thieves* and *We Love Katamari*

Casual Game of the Year - Casual games are those titles in which the user may download a copy to their hard drive, install the title from a retail box or are hosted by a service via the Internet and played on a game console or computer. These games sometimes feature a username and password to play, but are not a requirement for entry. Past examples include: *Egg vs. Chicken*, *Tradewinds Legends* and *WIK: Fable of Souls*

Family Game of the Year - Family games are those that encourage more than one player to participate in the game. Often mini-games are the focus of battles between players, but this is not always the case. Past examples include: *Guitar Hero*, *Dance Dance Revolution: Mario Mix* and *LEGO Star Wars*

Simulation Game of the Year - Simulation games offer the user the opportunity to virtually reproduce an experience, real or imaginary, which would require some form of equipment. Past examples include: *The Movies*, *Silent Hunter III* and *Animal Crossing: Wild World*



Strategy Game of the Year - Strategy games are defined to be those titles in which the user directs or manipulates resources to create a set of conditions that result in success as determined within the confines of the game. Strategy games emphasize the planning of tactics rather than the execution. Past examples include: *Age of Empires III*, *Civilization IV* and *Empire Earth II*

Massively Multiplayer/Persistent World Game of the Year - This award recognizes the best online massively multiplayer or persistent world game. Past examples include: *City of Villains*, *Guild Wars* and *Final Fantasy XI: The Vana'diel Collection*

AIAS Hall of Fame Inductee

The criteria to be considered for the Hall of Fame include: pioneering a new genre, or redefining an existing genre with a significant advance (i.e. changing the face of the art form); influencing other designers and products; demonstrating the highest level of creativity and innovation which results in on-going cultural significance and influence; consistent product success of a scale that expands the scope of the industry. The candidate pool and inductee are chosen by the Academy's Board and announced at the IAA's.

8 - Awards Ceremony

Awards Protocol

When finalists and winners are announced during the Awards, the Academy will mention the developer, the publisher, and if applicable, individual game makers, when announcing the games.

When winners are announced in any category, the following criteria should be used to determine who actually accepts the award:

- The credited individuals or up to five members of the development team that created the game.
- If the developers aren't available, the next choice is a representative from the publisher. This representative should be someone who was directly involved with publishing the winning title.
- If no representative is available, the Academy will accept the reward on behalf of the developer and publisher.

Winners are encouraged to keep their acceptance speeches concise (they cannot exceed two minutes).

9 – Awards Committee

Awards Committee

The Awards Committee consists of members of the Board of Directors and is responsible for suggesting policies and overseeing all functions related to the Interactive Achievement Awards and voting procedures. Its responsibilities include:

- Maintaining and updating the awards categories
- Setting policies and organizing the Peer Panels
- Setting rules and procedures for nomination and voting
- Suggesting candidates for the Hall of Fame inductees



2007 INTERACTIVE ACHIEVEMENT AWARDS NOMINATION FORM

GENERAL INFORMATION

TITLE OF GAME

PUBLISHER

Publisher Contact Name

Publisher Contact Address

Publisher Contact City

State

Zip

Country

Publisher Contact Phone

Email

DEVELOPER

Developer Contact Name

Developer Contact Address

Developer Contact City

State

Zip

Country

Developer Contact Phone

Email

Name of Nominating Party

Company of Nominating Party

Signature of Nominating Party

Date

By signing this form, I confirm that I have read and agree to the Interactive Achievement Awards nomination instructions and policies as well as the Submission Requirements. The Academy of Interactive Arts & Sciences reserves the right to determine product eligibility and to exclude any product from consideration. Materials submitted will not be returned. The Academy of Interactive Arts & Sciences reserves the right to disclose the names of all nominees after submission deadline.

NEW SUBMISSION REQUIREMENTS FOR 2007

In addition to the existing, basic nomination requirements of the Interactive Achievement Awards, which can be found on the Nomination Instructions & Policies page (Page 4) of this form, there are three (3) specific new submission requirements for the 10th Annual Interactive Achievement Awards. They are as follows:

1. Video Footage of each submitted game in Beta, DVD or Mini-DV formats. Video footage submitted should include scenes appropriate to each and every category for which the nominated title is being considered. This footage should be 2-3 minutes (per category) that best exemplifies the game experience for the particular categories for which the game is nominated. For example, for God of War in 2006, there would have been clips that would be appropriate and best represent its place in the Action/Adventure genre category, as well as separate clips for each of the different craft categories for which it was nominated. For a nomination in the Outstanding Achievement in Male Character Performance category, for example, the footage would show the gaming experience that best displays the nominated character's performance specifically. Unique segments of footage should be presented for all other craft categories as well.

2. Nominations in the Animation, Art Direction, Story/Character Development and Character Performance categories ONLY must present play-through videos to help peer panelists view the games in their entirety. These play-through videos should be a 20-minute highlight reel that present actual gameplay (unless the category involves cinematics). This reel should give a thorough representation of every aspect of the game a game-player would encounter while trying to complete the game.

3. A minimum of four (4) action screenshots, box art or game title logos on a CD. In addition, there should be AT LEAST one appropriate screenshot for each category of nomination. These materials may be in EPS formats.

PAYMENT INFORMATION

TOTAL AMOUNT DUE \$ _____

Check or money order enclosed, payable to the Academy of Interactive Arts & Sciences

MasterCard Visa American Express

Credit Card Number

Expiration Date

Security Code

Name

Signature

Date

I authorize payment for the amount due for this nomination to be processed as I have indicated.

2007 INTERACTIVE ACHIEVEMENT AWARDS NOMINATION FORM

AWARD NOMINATION

All titles submitted are considered for the overall Game of the Year Award, the appropriate platform Game of the Year Award, and the Outstanding Innovation in Gaming Award. Next to each Craft and/or Genre Award that you nominate, please list the name(s) of the people most responsible for the game's achievement in the specific area of the Craft and/or Genre Award.

GENRE SELECTION - Select ONLY ONE genre category - 16 games must be provided

- Action/Adventure Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Casual Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Cellphone Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Children's Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Family Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Fighting Game of the Year
Producer _____
Game Director _____
Creative Director _____
- First-Person Action Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Massively Multiplayer/Persistent World Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Racing Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Role-Playing Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Simulation Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Sports Game of the Year
Producer _____
Game Director _____
Creative Director _____
- Strategy Game of the Year
Producer _____
Game Director _____
Creative Director _____

2007 INTERACTIVE ACHIEVEMENT AWARDS NOMINATION FORM

AWARD NOMINATION

CRAFT SELECTION - Select AT LEAST ONE of the following categories - 16 games must be provided for each category selected

- Outstanding Achievement in Animation
 - Animation Director _____
 - Lead Animator _____
- Outstanding Achievement in Art Direction
 - Visual Art Director _____
 - Technical Art Director _____
- Outstanding Character Performance - Male
 - Writer _____
 - Voice Actor _____
- Outstanding Character Performance - Female
 - Writer _____
 - Voice Actor _____
- Outstanding Achievement in Game Design
 - Lead Game Designer _____
 - Game Director _____
 - Creative Director _____
- Outstanding Achievement in Game Play Engineering
 - Lead Game Designer _____
 - UI Designer _____
 - AI Director _____
- Outstanding Achievement in Online Game Play
 - Lead Online Designer _____
 - Lead Online Programmer _____
- Outstanding Achievement in Original Music Composition
 - Composer _____
- Outstanding Achievement in Sound Design
 - Sound Designer _____
 - Audio Lead _____
- Outstanding Achievement in Soundtrack
 - Music Supervisor _____
- Outstanding Achievement in Story and Character Development
 - Writer _____
 - Character Designer _____
 - Voice Director _____
- Outstanding Achievement in Visual Engineering
 - Technology Director _____
 - Lead Technology Programmer _____

TOTAL OF NUMBER OF COPIES _____

FORMAT: Computer GameCube™ Handheld Cellphone PS2® PS3®
 Wii™ Xbox™ Xbox 360™

NOMINATION INSTRUCTIONS & POLICIES

NOMINATING INSTRUCTIONS

All nominations and submission materials must be received by the Academy by 5:00 p.m. PST on Friday, December 8, 2006. The Academy reserves the right to extend the deadline or to accept or refuse nominations after the deadline in its sole discretion.

Each nomination must include the following items:

1. Completed and signed nomination form (attached). The entire form must be filled out and contact information completed by the nominating party.
2. Sixteen (16) copies of the title for nomination in the applicable genre category and an additional 16 copies for evaluation for each additional category for which it is submitted. As every title will be in at least one craft category, one genre category and the Game of the Year/Innovation categories, a minimum of 32 copies will be needed for every title. The Academy will mark all materials before distribution. Materials will not be returned. Materials can be produced/playable media, instruction booklets, and maps. Nominees from pay game networks must arrange free access for the Academy peer panelists participating in the finalist screening process. Online submissions require URL addresses, passwords, and navigation paths.
3. Full payment of \$1000 submission fee per title for consideration, as defined above.
4. Optional materials which may be submitted: synopsis on the genre or craft achievement (not to exceed 250 words), and recordings for titles submitted for consideration in the Outstanding Achievement in Sound Design, Outstanding Achievement in Soundtrack and Outstanding Achievement in Original Music Composition categories.

NOMINATING POLICIES

Products eligible for the 10th Interactive Achievement Awards are those that meet all of the following criteria. The title must be:

1. Publicly available in its final general release form in North America between January 1, 2006 and December 31, 2006. Additionally, it must be available for evaluation in its release form for submission to the Academy by December 8, 2006, regardless of how it is being distributed.
2. Designed for use on at least one of the following platforms: a video game console or portable (handheld) system, a computer running Windows, a Macintosh computer, a commercial game network, a wireless cell phone, a personal digital system (PDA) or for use on the Internet.
3. Title submissions will only be accepted if the Publisher of the title is a member in good standing with the Academy at the time of its nomination.
4. Submitted with all required materials, as outlined in the Nominating Instructions section.

Each application enters the nominated game or title for consideration in the applicable Game of the Year category, Innovation category, at least one Craft category, and only one Genre category. The Academy reserves the right to place a game in a more appropriate Genre category.

Eligibility for all awards shall first be determined by credits as they appear in the game and/or as submitted to the Academy by the publishing companies, but final determination in any event shall be made by the Academy. The Academy shall not be bound by any contract or agreement relating to the sharing or giving of credit and reserves the right to make its own determination of credit for purposes of award consideration.

NOTE: Products NOT meeting these requirements will be ineligible, and no submission refund will be granted. The Academy reserves the right to make the final determination as to whether nomination submissions meet the eligibility requirements. The Academy reserves the right to refuse submissions, in which case a full refund will be granted.

PAYMENT POLICIES

All payments and submission materials must be received by the Academy the above deadline of 5:00 p.m. PST on Friday, December 8, 2006.

The \$1000 per title payment is non-refundable and can be paid by credit card (enter information and provide signature on attached nomination form) or with a check made payable to the Academy of Interactive Arts and Sciences.

CONTACT INFORMATION

Mail form, payment and submission materials to:
AIAS - IAA Nominations - 23622 Calabasas Road, Suite 220 - Calabasas, CA, 91302

If you have questions about the nomination process please contact the Academy at:
Phone 818.876.0826 x206 Fax 818.876.0850 Email craig@interactive.org

IMPORTANT DATES

OCTOBER 16, 2006

Call for nominations
opens

DECEMBER 8, 2006

Nominations deadline at
5 p.m. PST

JANUARY 2, 2007

Peer panels announce
finalists in each genre
and craft category

JANUARY 15, 2007

General Academy voting
begins

JANUARY 27, 2007

Final day of General
Academy voting

FEBRUARY 8, 2007

Winners announced and
honored at the 10th
Annual Interactive
Achievement Awards
Ceremony



ACADEMY OF
INTERACTIVE
ARTS & SCIENCES.