



10th ANNUAL UK MUSIC VIDEO AWARDS TO TAKE PLACE ON 26th OCTOBER **CELEBRATING GLOBAL MUSIC FILMMAKING TALENT**

The UK Music Video Awards 2017 opens for entries today (June 21st), accepting submissions from music video makers across the globe, and offering them a unique opportunity to gain recognition for their creative work.

Now in its tenth year, the UKMVAs will once again honour the creative talents behind the music videos and music films enjoyed by millions around the world every day. Offering up a set of awards covering different music genres, for both newcomer and established directors, and other roles in the music video-making process – including production, camerawork, animation and post-production – the UKMVAs is now accepting submissions via the dedicated website at www.ukmva.com until the entry deadline at midnight, August 2nd (BST).

This year the Awards will take place on Thursday 26th October, and return to London's Roundhouse for the third year running. The legendary venue, which has played host to iconic musical performances through the years, has also become renowned as a primary venue for groundbreaking cultural events in the capital as well as a creative hub for young people in the UK, making it an ideal venue for the premier celebration of music filmmaking.

Now an event with global reach, last year's UK Music Video Awards saw nominations from filmmaking talent from around the world, and winners from the US and Canada, France, Spain, The Netherlands and Israel alongside both new and established British talent. Music videos for Beyoncé, David Bowie, The Chemical Brothers, Coldplay, Michael Kiwanuka, Miike Snow, Run The Jewels, Tame Impala and Jamie xx were among the big winners on the night, while Massive Attack won the Best Video Artist award.

This year, the UK Music Video Awards also comes with a fresh focus on live music filmmaking. Two categories will honour direction of films with live audio – Best Live Session for shortform films, and Best Live Concert for longform live concerts, festival coverage and TV specials. There is also a new award for the Best Production Company open to companies all around the world who are able to present five videos as evidence of the breadth and quality of their music filmmaking output.

The UKMVAs retains its five categories aimed specifically at newcomer directors from any territory who have created music videos for five thousand pounds or less. There are also awards for UK and international artists, as well as a range of technical categories ranging from cinematography and production design, to colour grading, animation and visual effects. The latest advances in interactivity and virtual reality will be recognised in the Best Interactive Video category.

The UK Music Video Awards editorial director, David Knight, says, "I am delighted and proud to announce that the UK Music Video Awards is launching its tenth annual event today. Since 2008 our aim has been to recognise and celebrate the extraordinary creativity and craft that goes into the making of music videos. We've obviously been doing something right. In that time the UKMVAs has grown from a domestic event into a magnet for music video makers all over the world and arguably the most important music video awards show in the world. This year promises to be bigger than ever."

Inspired by a decade of award-winning music videos, the UKMVA's longstanding art direction team StudioThomson are this year collaborating with artist Sam Bailey to create the art campaign for the Awards.

The UK Music Video Awards 2016 is now open and accepting entries in over 30 separate categories, including genre-led awards, as well as specific technical and craft awards, and awards for individual producers, directors and commissioners. Entries can be made via the MVA website www.ukmva.com and the deadline is August 2.

The award categories are:

Best Pop Video – UK
Best Pop Video – International
Best Pop Video – Newcomer
Best Rock/Indie Video – UK
Best Rock/Indie Video – International
Best Rock/Indie Video – Newcomer
Best Dance Video – UK
Best Dance Video – International
Best Dance Video – Newcomer
Best Alternative Video – UK
Best Alternative Video – International
Best Alternative Video – Newcomer
Best Urban Video – UK
Best Urban Video – International
Best Urban Video – Newcomer
Best Interactive Video
Best Live Session
Best Live Concert
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 Commissioner
Best Producer
Best Artist
Best Production Company
Best New Director
Best Director
The Icon Award

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