



**BMVA**

**2024**

**MEDIA KIT**

**12TH EDITION**

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# GENERAL INFORMATION

Founded in 2013 by Aviel Silook (current producer)

Target Audience:

- Creatives: filmmakers, directors, cinematographers, animators, producers, editors, VFX artists etc.
- Small and medium bands/musicians
- Lovers of the music and music video industry, art and festivals

Festival Philosophy:

BMVA aims to be a platform for all creatives in the music video industry where they can showcase their work. Budget and popularity are not determining factors, but rather originality and diversity. The festival also strives to bridge the gap between cultures by garnering work from around the world. Everyone who submits a video to the BMVA gets an equal chance to win. The quality and originality of the videos are the only elements considered.

Unique Selling Proposition:

- Screening of the music videos in full-length
- Not comparable to any other European festival
- Guests are hosted privately by BMVA
- BMVA creates one of the most intimate networking events in the film/music industry
- BMVA interviews the nominees and showcases their work across different social media platforms and the website. It focuses on giving credit to the artists behind the scenes and ensuring they are also in the spotlight for their talents and work

# PAST EDITIONS

## **BMVA 2023 (June 14-17)**

Club Gretchen 1

140 nominees / 15 winners / 3 golden passes

6000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2022 (June 8-11)**

Club Gretchen 1

140 nominees / 15 winners / 3 golden passes

5000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2021 (June 29)**

Live streaming

130 nominees / 15 winners / 3 golden passes

3000€ prize for BMV category winner

[WATCH THE FULL SHOW](#)

## **BMVA 2020 (May 30)**

Live streaming

130 nominees / 15 winners / 3 golden passes

3000€ prize for BMV category winner

[WATCH THE FULL SHOW](#)

## **BMVA 2019 (May 29 - June 1)**

Club Gretchen 1

30 nominees / 15 winners / 3 golden passes  
8000 visitors

3000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2018 (May 23 - 26)**

Club Gretchen 1

30 nominees / 14 winners / 3 golden passes  
8000 visitors

3000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2017 (May 17-20)**

NUKE Club 1

30 nominees / 14 winners / 3 golden passes  
6000 visitors

3000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2016 (May 18-21)**

Club Gretchen & Columbia Theatre

130 nominees / 14 winners  
5400 visitors & 31 jury members

3000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2015 (May 27-30)**

K 17 & Neue Heimat

130 nominees / 14 winners  
4500 visitors & 31 jury members  
2000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)

## **BMVA 2014 (May 28-31)**

Platoon Kunsthalle

120 nominees / 12 winners  
2500 visitors & 22 jury members  
1000€ prize for BMV category winner

[WATCH THE HIGHLIGHTS](#)



# ABOUT THE FESTIVAL

The Berlin Music Video Awards is an annual independent music video festival that has now firmly gotten a foothold in the music video industry.

The festival was founded on the idea and need to highlight the art behind music videos and to recognize those who are involved in the creative process but are often overlooked. It began as a local event for musicians and filmmakers in Berlin, but the festival quickly grew exponentially. Over the past ten years, the BMVA has hosted guests and nominees from more than 100 countries, with each music video submitted being as diverse and unique as the next. Every year, more than half of all nominees and guests travel to Berlin for the event.

BMVA goes beyond just being another film festival, it includes various festivities such as, live music acts, screenings of all winning music videos in full, screening of submitted videos outside the competition, workshops, award ceremonies and a cosy market full of amazing food and different products.

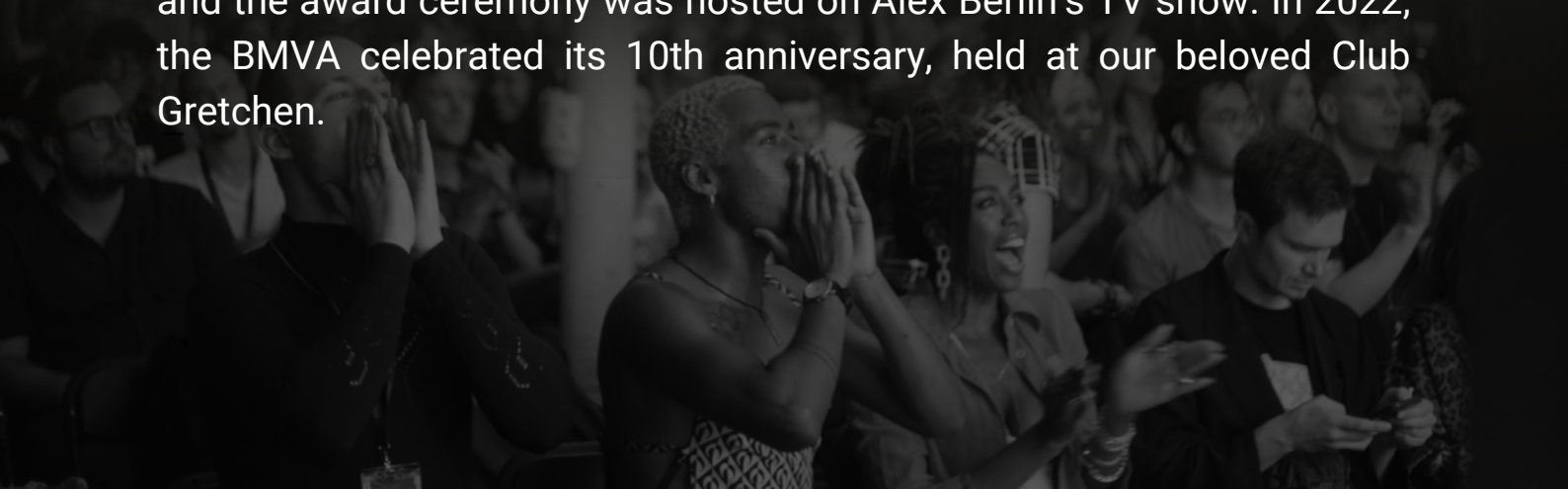
The BMVA has become one of the primary networking events for Europe's video and music industries, providing a platform for both unknown and well-known artists. As one of the few festivals focusing on music video art, it encourages future collaboration between artists and filmmakers. Under our slogan, "big title, a cozy platform," creatives can present their work to a large audience and be recognized, regardless of their popularity or the cost of the music video's production. The festival ensures that everyone has an equal opportunity to express themselves, regardless of their name, genre, or language of music video. It brings together industry "big names" and "small players," ensuring that everyone has the opportunity to network and collaborate at the event.

The festival gives creatives a chance to compete in a diverse set of judicial categories, such as "Best Narrative", "Most Bizarre ", "Best Cinematography", "Best Director", "Most Trashy " Music Video and more.

Every year, over 30 professional industry judges try come to spearhead the selection of the Awards. Some of the judges are past winners like the director Julia Patey and the multi-disciplinary artist Kathryn Fischer. Others are known for working on famous movies like the VFX artist Benjamin Seide (*Oblivion* - starring Tom Cruise, Morgan Freeman and Nikolaj Coster-Valdau) or Christoph Schinko who worked on *Harry Potter and the Prisoner of Azkaban*, *Hitchhiker's Guide to the Galaxy*, *Jurassic World: Fallen Kingdom*, *Bumblebee*, and other high-caliber productions. The videos in each category will be judged by 3 to 5 judges, and the winners of all categories will compete for the Best Music Video category with the chance to win 6000 Euros and other prestigious prizes.

Every edition is held at a different, special location around Berlin, and some editions have even been held in two locations. The BMVA has seen consistent growth, increasing from 1200 visitors in 2013 to 8000 in 2019. Not only did the number of attendees grow, but so did the quality and quantity of music video submissions.

The 2019 edition exceeded all previous years, bringing together over 8000 artists, producers, actors, and fans of the music and video industries to Berlin for four days of music videos, live shows, fashion, workshops, and networking. The festival was adapted in 2020-2021, and the award ceremony was hosted on Alex Berlin's TV show. In 2022, the BMVA celebrated its 10th anniversary, held at our beloved Club Gretchen.





# THE 2024 EDITION

We are excited to announce that this year's edition of the Berlin Music Video Awards will once again take place at Club Gretchen, from June 12th to June 14th, 2024. Join us as we celebrate another year of passion and creativity!

Our goals for 2024:

- Enhance the networking experience - More services, tools and pairing of guests
- More press exposure for nominees and winners
- Elevate professionalism on the B2B aspect - Introducing marketing and business solutions
- Introduce more festivities alongside the awards

The layout of this year's program:

Wednesday / 12th of June - The Opening Day

Categories presented: Best Animation, Best VFX, Best Art Director, Best Cinematography, Best Performer

Thursday / 13th of June - The Experimental Culture Day

Categories presented: Best Low Budget, Best Experimental, Best Editor, More Trashy, Most Bizarre

Friday / 14th of June - The Main Event

Categories presented: Best Song, Best Director, Best Concept, Best Narrative, Best Production Company, Best Music Video

- Special events: AI Conference, Silver Screenings, Award Ceremony

Find the full program on our website - [Program 2024](#).

# AWARD CATEGORIES

## **Best Music Video**

The participating videos of this category are the winners of all the other categories (14 videos), as well as 2 more videos that will get the golden pass by our jury.

## **Best Cinematography**

A music video that focuses on cinematography and creativity, with great attention to camera angles, composition, lighting and camera movement.

## **Best Visual Effects**

A music video that involves the integration of live-action footage and CGI to create environments that look realistic but would be dangerous, costly & impossible to capture on camera.

## **Most Trashy**

A music video that may be deemed too extreme or unacceptable for commercial/mainstream media – e.g. dirty or funny in content, provocative, satirical, or social commentary.

## **Most Bizarre**

A music video that is, as its name suggests, bizarre, mysterious, unconventional or something that cannot be boxed in with regards to its concept or its execution.

## **Best Performer**

The category rewards the main actor, dancer, singer or any other kind of performer in the music video. Our jury will pay attention to the powerful and unforgettable acts.

## **Best Low Budget**

A music video produced with a budget seemingly lower than 3000 Euros.

## **Best Song**

A music video with an outstanding song/track.

## **Best Concept**

A music video with an emphasis on a strong or original concept; with remarkable execution and interpretation of a song.

## **Best Animation**

An animated music video in any of the following formats – Stop motion, 2-D, 3-D, computer animated.

### **Best Art Director**

A music video with attention to makeup, styling, costumes, scenes, and appearance of objects in the composition.

### **Best Production Company**

A production company that is active in the Music Video scene and was highly regarded by our jury.

### **Best Director**

A music video with remarkable creative contribution of the director.

### **Best Editor**

A music video with high standards of editing in terms of audio/visual coherence.

### **Best Experimental**

A music video that may be characterised by an avant-garde approach, using abstract elements or techniques rather than what is conventional.

### **Best Narrative**

A music video with an emphasis on the originality of the storyline.

# BEST-KNOWN PAST NOMINEES AND PERFORMERS

The Berlin Music Video Awards prides itself on supporting highly creative artists, regardless of their fame or financial success.

Here, we present a small selection of artists who have been previously nominated for the BMVA, some of who already had high success, others who were supported in different stages of their career, and some who had submitted before they achieved their breakthroughs.

Artists who have been nominated for past editions of the BMVA:

- Elton John
- Dizzie Rascal
- Alt-J
- Tokio Hotel
- Residente
- Post Malone
- The Hives
- Justin Timberlake
- Alligatoah
- A\$ap Mob
- Chemical Brothers
- Sita Bellan
- Dillon Francis
- Manizha
- Pedro Sampaio
- Ed Sheeran
- Odesza
- The Prodigy

Artists who performed at past editions of the BMVA:

- Little Big
- The Blaze
- Housemeister
- Vitalic
- Rola
- Leeray Thornhill (The Prodigy)

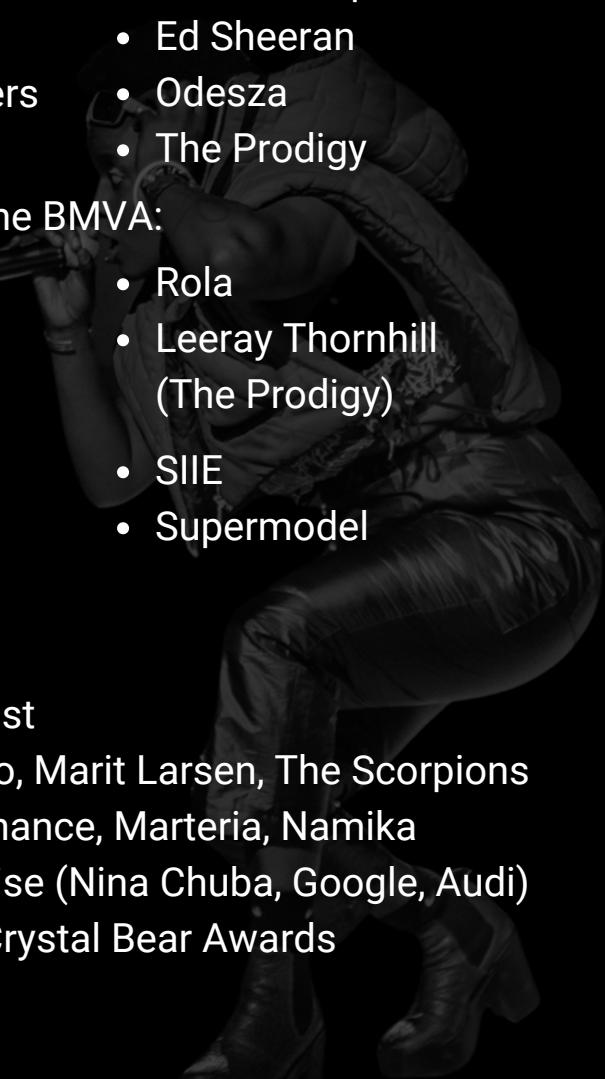
Live-performers this year:

- Dalton John
- CatMint
- Thunder BAE
- Dokia
- SIIE
- Supermodel

New jury members this year:

- Robert Royal - award-winning visual artist
- Hinrich Pflug - music videos for Bushido, Marit Larsen, The Scorpions
- Justin Izumi - music videos for Milky Chance, Marteria, Namika
- Kaspar Hornikel - DoP with wide expertise (Nina Chuba, Google, Audi)
- Julija Fricson-Gavriss - winner at the Crystal Bear Awards

Find the winners of the past editions [here](#).





# PARTNERS AND PRESS

Companies we have partnered with for the past BMVA editions:

- Vegas Pro
- Red Bull
- Shure
- Stolichnaya
- Alex
- Flora power
- Mexilover
- BIMM Institute Berlin
- Beck's
- Jagermeister
- Dailymotion
- Kaltblut
- Lomography
- Classic Depot
- New Blue Fx
- Ibis Styles Hotels
- Moxy Hotels
- Gigmit
- Fireball
- Bumble

Selection of local and international press publications that have covered the BMVA:

- [Huffington Post](#)
- [Berliner Woche](#)
- [Rolling Stone](#)
- [Wired](#)
- [Berliner Filmfestivals](#)
- [Journal de Montreal](#)
- [The Jerusalem Post](#)
- [Music Austria](#)

PLEASE FIND OUR LIST OF [\*\*PREVIOUS PRESS PUBLICATIONS\*\*](#)  
AND THIS YEAR'S [\*\*GENERAL PRESS RELEASE\*\*](#).





# SOCIAL MEDIA REACH

Our social media reach is focused on Facebook and Instagram, where we reach more than 10.000 people every day. Our content updates our followers on the submission deadlines, categories, event details and behind the scenes. Our main goal is to promote the work of the winners and nominees by sharing the music videos with our community and crediting all the creatives.



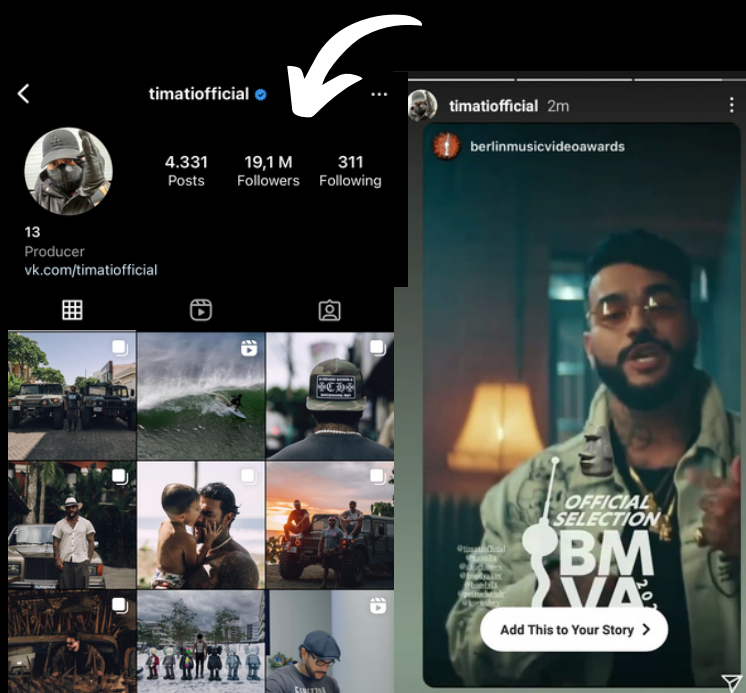
[@berlinmusicvideoawards](https://www.instagram.com/berlinmusicvideoawards)



[@berlinmva](https://www.facebook.com/berlinmva)

**The BMVA counts with 17k followers on Instagram and more than 17k on Facebook.**

Plenty of well-known artists and organisations share our posts and engage with BMVA every day. Some examples can be found below:



Hundreds of creatives have featured the BMVA nomination announcements on their personal account so far this year. See a few of them:

**cleanbandit** • 2.934 Posts • 1,2 M Followers • 690 Following

cleanbandit  
Musician/Band  
Everything But You ft. @luma7s out now  
cleanbandit.link.to/Everything-But-You

Followed by rickjoaquim, soundtrap and 5 others

Following Message Email

EBY Drive Fandits Higher Tick

1,000,000,000

cleanbandit 46m

No way!!!! So, so happy our music video Everything But You has been nominated for Best Concept at the Berlin Music Video Awards 🌟

BERLIN MUSIC VIDEO AWARDS

@berlinmusicvideoawards

WATCH

Send message

palomafaith • 241 Posts • 657 k Followers • 1,713 Following

Paloma Faith  
Singer | Actor | Mother | Interiors  
@theartistspartnership @lateralmgmt  
Come see me on tour 🎫 get your tickets here:  
www.palomafaith.com/live/

Followed by parma.ham, yousefthami and 4 others

Following Message

Music clothes n that Motherhood Lifestyle Palom

palomafaith 19h

So excited 'Monster' has been nominated for 'Most Bizarre' music video! Thank you @berlinmusicvideoawards

Add this to your story >

Send message

defectedrecords • 6.773 Posts • 912 k Followers • 2,247 Following

Defected Records  
#HouseMusicAllLifeLong  
linktr.ee/DefectedRecords

Followed by beatport, boysnoize and 10 others

View Shop

Follow Message Call

Brazil Events DB House Music

CHECK IT OUT HERE

BOYS NOISE FEAT. JAKE SHEARS - ALL I WANT

BERLIN MUSIC VIDEO

Add this to your story >

sevdaliza • 212 Posts • 362 k Followers • 913 Following

SEVDALIZA  
Art  
Raving Dahlia Out Now  
linktr.ee/sevdaliza

Followed by bonkersunited, iconoclast\_germany and 52 others

Following Message

Dahlia Homunculus Darkest Hour Discography

sevdaliza 2h

NOMINATION 01/02

BEST DIRECTOR  
Berlin Music Video Awards  
2022

Send message

NANE

22.02.2022

NANE • 555K followers • 0 following

Message Follow

Posts About Photos Mentions

Details  
Page · Artist  
+40 731 107 876  
alex@doidoicinci.com

nanemernic • Berlin, Deutschland

BERLIN MUSIC VIDEO AWARDS

Liked by monicavangeli and 18.710 others

nanemernic Sunt absolut onorat ca anul acesta să fiu nominalizat la @berlinmusicvideoawards împreună cu @cuscrew. "CONTACTU III" e... more

View all 192 comments

nanemernic @nosfezilla  
nanemernic @tovaritch\_

nanemernic • Tossa De Mar, Costa Brava

ollyyears • 408 Posts • 782 k Followers • 1,239 Following

olly alexander he/him  
i make music as @yearsandyears & i'm ritchie tozer in #itsasin 🌟  
linktr.ee/YearsandYears

Followed by agnesofficial, daniel\_shake and 13 others

Follow Message

hoopsy daisy book club<3 #ItsASin

ollyyears 2h

CONGRATULATIONS  
Berlin Music Video Awards  
2022

Congrats team of mega babes!

Send message



**reserved**  
5,830 Posts 1.6M Followers 299 Following

reserved  
Meant to be worn, made to be liked. Tag your looks #ReservedForMe while we do something good #ReservedForUs bit.ly/IG\_Reserved  
Followed by missbrodka

View Shop

Follow Message Email add...

#PolishGenZ MEN WOMEN KIDS #Reserved

TFW all this hard work pays off. Congrats, @missbrodka, for your Best Art Director award from the @berlinmusicvideoawards!



**alina\_pasok**  
1,888 Posts 218K Followers 1,300 Following

Alina Pasok  
Film director  
LITTLE BIG FAMILY. LITTLE BIG PRODUCTION. KIKKI Media. Director of Saint-Petersburg. Muse. I create music videos. @littlebigband moskvichmag.ru/gorod/desyatyemyeperezhill-eto-...  
Followed by daniel\_shake, feelfel and 14 others

Following Message Email add...

Suggested for you

spootamer Данила Поперечный  
Follow

iliyaprusikin Илья Прусикин  
Follow

**berlinmusicvideoawards**  
MUSIC VIDEO OF THE WEEK

song artist OLIVER TREE & L  
director  
pro

**Alan Walker**  
1,227 Posts 5.1M Followers 316 Following

Artist  
#OnMyWay - Out Now  
Ink.to/AWOMW  
Bergen, Hordaland  
Followed by sleepytom, freya.alley and djralphmyerz

IGTV d14m0nd\_h\_ #OnMyWay DW Tour



**L'ONE**  
4,423 posts 1.9m Followers 380 Following

Musician/Band  
Концерты: +7 (929) 621 01 48, Илья // PR, СМІ: +7(925)148 11 15, Александр  
SEE TRANSLATION  
Followed by kuptsovaofficial, muradnogmov, malakhov\_max + 3 more

IGTV 8 videos

Email address

**BERLIN MUSIC VIDEO AWARDS**  
by rtk.org.platinum

51,085 views · Liked by muradnogmov  
Lone\_mars Тем временем, короткий метр «дней в деле» номинирован на фестивале Berlin Music Video Awards @berlinmusicvideoawards. Glückwunsch!!! Спасибо всей крутейшей команде, часто вспоминаю эти съёмочные дни! @muradnogmov @kirill.groshev @bakehouse.moscow Люблю!  
View All 69 Comments

**hoodyakov**

BERLIN MUSIC VIDEO AWARDS

interview with PAVEL HOODYAKOV  
ZAUZ ZASEEV

**hoodyakov**  
2,087 Posts 519K Followers

Pavel Hoodyakov  
Film Director  
Director - Music Videos / Commercial Features / "Hoodyakov production" info@hoodyakov.com... more hoodyakov.com/  
Followed by brandonmendez, colinse and 4 others

Follo... Message Email

**littlebigband**  
447 Posts 939K Followers 8 Following

LITTLE BIG  
Musician/Band  
Booking: booking@littlebig.band  
Store: @littlebig.band.shop

LITTLE BIG x CROCS:  
www.crocs.ru/collaborations/littlebig  
Followed by mumiytroll, nikitakvasnikov and 7 others

Follo... Message Email

TRIPS MUSIC 100% TELEGRAM

**littlebigband** 8h

S\*CK MY D\*CK 2028 HAS BEEN OFFICIALLY SELECTED FOR THE BERLIN MUSIC VIDEO AWARDS 2021!

berlinmusicvideoawards Things are getting serious now! Our late deadline is over and the time has come to choose who...

Add This to Your Story

Reply to littlebigband

**Toya Delazy**

474K followers · 56 following

Message Follow

Posts About Photos Mentions

Details

Page · Artist

management@delazy.com

orcd.co/afroave-vol1

Toya Delazy 22 h

**NOMINATED**

**BERLIN MUSIC VIDEO AWARDS**

Send message...

robinpackalen

2.673 Posts 376 k Followers 596 Following

**ROBIN PACKALEN**

GODDESS is OUT NOW!! REST IN BEAT 🇺🇸

Merchandise shop, Robinstore.fi

Ink.to/RPgoddess

Followed by universalmusicfin, maervie and 4 others

Following Message Email

robinpackalen 15h

**BERLIN MUSIC VIDEO AWARDS**

@berlinmusicvideoawards

aryalee

107 Posts 208 k Followers 366 Following

Arya Lee

Stream "Golden Sword" click.contentview.de/GoldenSword/

Followed by onefifty.150 and karitheodurdurden

Following Message

Golden Swo... Action Jack... Among Us Will Smith

**GOLDEN SWORD**

THX FOR THE NOMINATION @BERLINMUSICVIDEOAWARDS

**BEST ACTOR / PERFORMER**

OFFICIAL SELECTION

BMVA NOMINEE 2022

Add this to your story

Send message

backroadgee

24 Posts 117 k Followers 328 Following

King Bruzk

PAGE CONTROL BY MANAGEMENT UNTIL RAMADAN ENDS

#RLFTBOTR Out Now Management: @23formation

backroadgee.com

Followed by skeptagram, vladimircauchemar and 4 others

Follow Message Email

Music Sociats

backroadgee 3m

**BERLIN MUSIC VIDEO AWARDS**

Add this to your story

@dstatus

@pulsefilms

@berlinmusicvideoawards

m1ukraine

3.559 Posts 343 k Followers 297 Following

M1 Музичний телеканал #Ukraine #StandWithUkraine

Followed by deniskonovalov

Follow Message

ДІВІСЬ Н... Tik Tok Скоромовки МАСКА... #M13A

m1ukraine 5m

УКРАЇНСЬКУ СПІВАЧКУ @LILIANA\_BOUCE З КЛІПОМ "МОЇ ПРАВИЛА" НОМІНОВАНО В КАТЕГОРІЇ BEST ART DIRECTOR НА @BERLINMUSICVIDEOAWARDS. ПЕРЕМОЖЦІВ ОБЕРУТЬ 8-11 ЧЕРВНЯ.

НОМІНОВАНО ВСЮ КОМАНДУ ЩО ПРАЦЮВАЛА НАД ВІДЕО.

ЦЕ ЄДИНА УКРАЇНСЬКА РОБОТА СЕРЕД НОМІНАНТІВ! ВІТАЄМО І ПИШАЄМОСЬ!

Add this to your story

Send message

Animal Collective

514K followers · 3 following

Message Following

Posts About Photos Mentions

Details

Page · Musician/Band

instagram.com/anmcollective

See Animal Collective's About Info

anmcollective 6h

**Congrats y'all!!!**

@anmcollective we go back video nominated for a Best Experimental @berlinmusicvideoawards

@enzbrunner @hutch.zone @itschuckd2 @pulsefilms

@winstonhacking

Send message





**WE LOOK FORWARD  
TO HEARING FROM  
YOU!**



**CONTACT**

For more content and news, please contact  
our team at:

**[press@berlinmva.com](mailto:press@berlinmva.com)**

**OR**

**[info@berlinmva.com](mailto:info@berlinmva.com)**



**BERLIN MUSIC VIDEO AWARDS**