



BERLIN MUSIC VIDEO AWARDS

PRESS KIT 2022
10th 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 relevant, but originality and diversity. The festival also strives to bridge the gap between cultures. 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 festivals.
- 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 social media 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 2021 (June 29)

Live streaming

130 nominees / 15 winners / 3 golden passes

3000€ prize for the BMV category winner

[WATCH THE FULL SHOW](#)

BMVA 2020 (May 30)

Live streaming

130 nominees / 15 winners / 3 golden passes

3000€ prize for the BMV category winner

[WATCH THE FULL SHOW](#)

BMVA 2018 (May 23 - 26)

Club Gretchen

130 nominees / 14 winners / 3 golden passes

8000 visitors

3000€ prize for the BMV category winner

[WATCH THE HIGHLIGHTS](#)

BMVA 2016 (May 18-21)

Club Gretchen & Columbia Theater

130 nominees / 14 winners

5400 visitors & 31 jury members

3000€ prize for the 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](#)

BMVA 2019 (May 29 - June 1)

Club Gretchen

130 nominees / 15 winners / 3 golden passes

8000 visitors

3000€ prize for the BMV category winner

[WATCH THE HIGHLIGHTS](#)

BMVA 2017 (May 17-20)

[NUKE Club](#)

130 nominees/ 14 winners / 3 golden passes

6000 visitors

3000€ prize for the 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 the BMV category winner

[WATCH THE HIGHLIGHTS](#)

BMVA 2013 (April 24-28)

Villa Neukölln

100 nominees / 10 winners

4200 visitors & 10 jury members

2000€ prize for the BMV category winner

[WATCH THE HIGHLIGHTS](#)



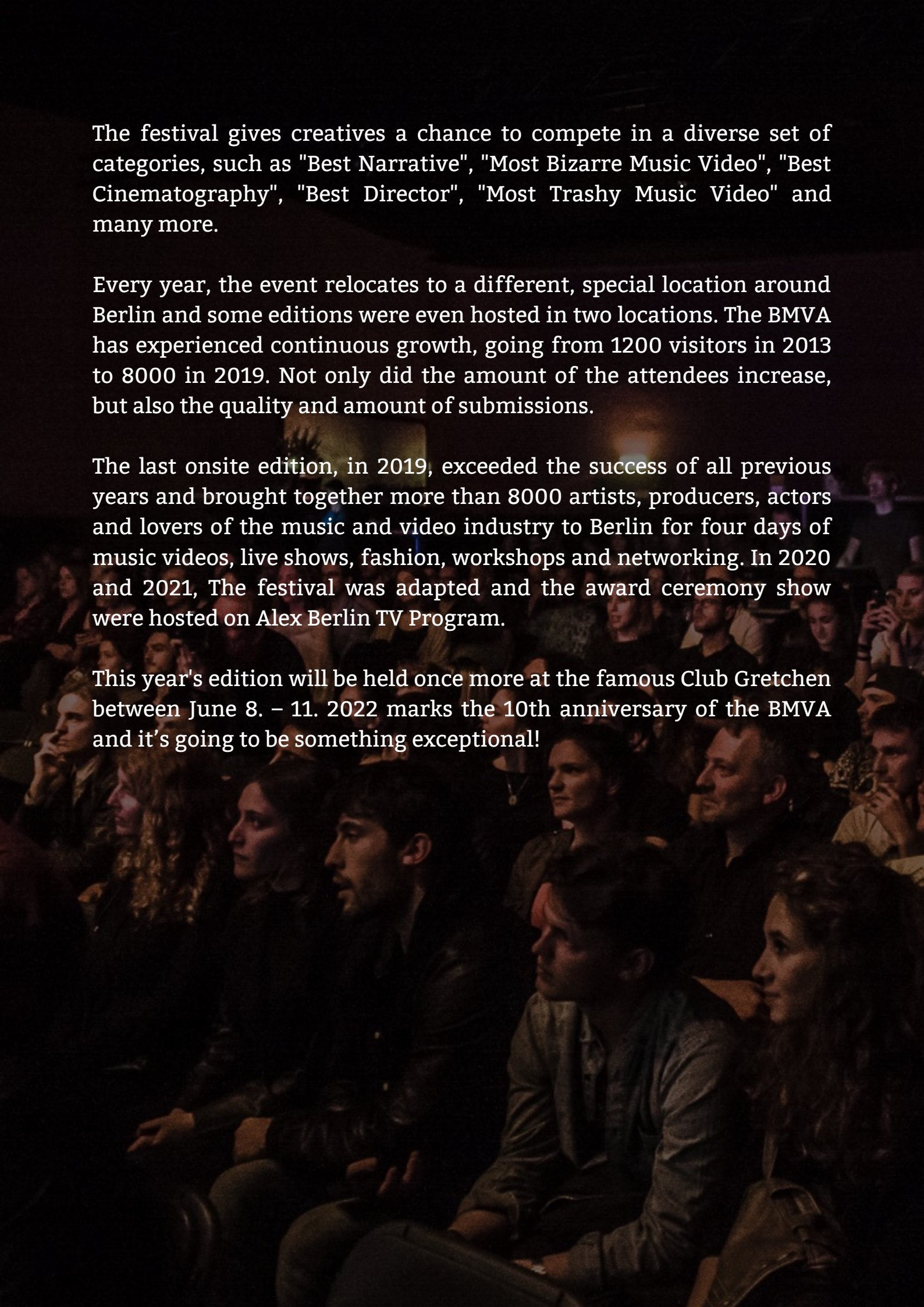
ABOUT THE FESTIVAL

The Berlin Music Video Awards is an annual independent music video festival that has now strongly affirmed itself in the music video industry. This edition will be its 10th anniversary!

The festival was created with an idea and a need to showcase the art behind music videos and credit people who are involved in this creative process, but are often forgotten. It was founded as a local event for musicians and filmmakers in Berlin, but soon after its first edition, the festival grew exponentially, and over the past ten years, the BMVA hosted guests and nominees from more than 100 countries and each music video submitted was as diverse and unique as the next one. More than half of all nominees and guests travel to Berlin each year for the event.

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

BMVA provides a platform for both unknown and well-known artists and it is a primary networking event for the video and music industry in Europe. Thus, it promotes future cooperation between artists and filmmakers, being one of the few festivals focusing on the music video art. With its slogan, "big title, cozy platform", creatives can present their work to a large audience and be rewarded with recognition, regardless of their popularity or the production cost of the music video. The festival guarantees that everyone gets an equal chance to express themselves, no matter the name, genre and language of their music video. It combines "big names" with "small players" in the industry, ensuring everyone gets the opportunity to network and collaborate at the event.



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

Every year, the event relocates to a different, special location around Berlin and some editions were even hosted in two locations. The BMVA has experienced continuous growth, going from 1200 visitors in 2013 to 8000 in 2019. Not only did the amount of the attendees increase, but also the quality and amount of submissions.

The last onsite edition, in 2019, exceeded the success of all previous years and brought together more than 8000 artists, producers, actors and lovers of the music and video industry to Berlin for four days of music videos, live shows, fashion, workshops and networking. In 2020 and 2021, The festival was adapted and the award ceremony show were hosted on Alex Berlin TV Program.

This year's edition will be held once more at the famous Club Gretchen between June 8. – 11. 2022 marks the 10th anniversary of the BMVA and it's going to be something exceptional!



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 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 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 Low Budget

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

Best Cinematography

A music video with a focus on cinematography, creativity, and attention to camera angles, composition, light as well as the movement of the 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, social commentary.

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 Song

A music video with an outstanding song/ track.

Award categories

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 the makeup, styling, costumes, the 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

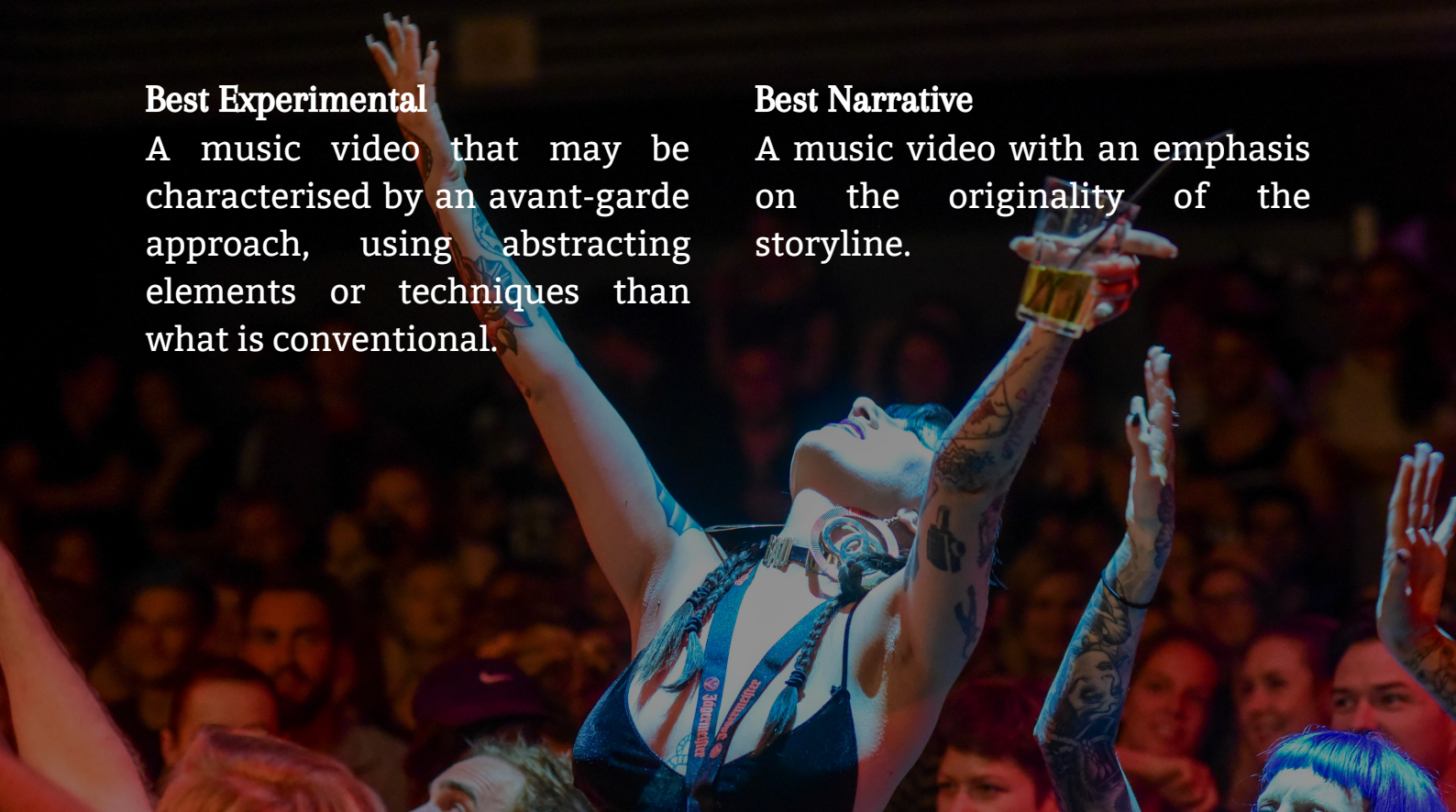
A music video with high standards of editing in terms of audio/visual coherence.

Best Experimental

A music video that may be characterised by an avant-garde approach, using abstracting elements or techniques 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.

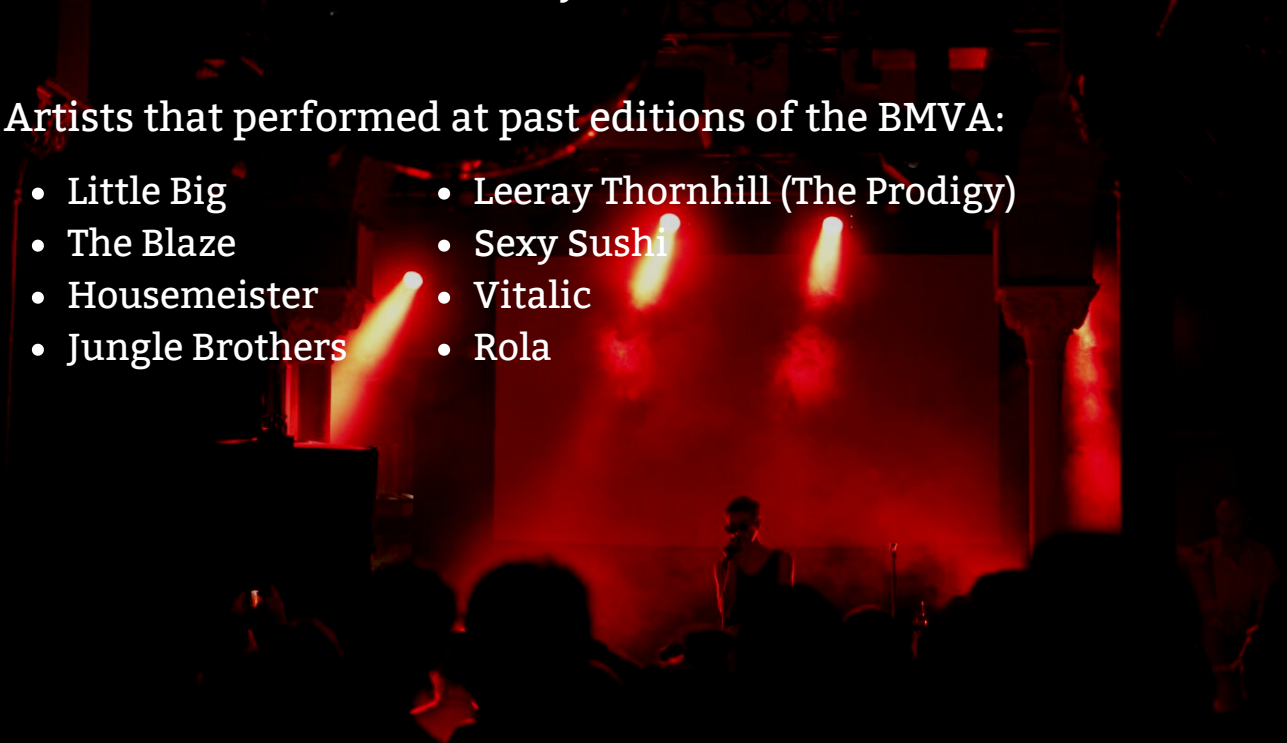
Here, we present a small selection of artists who have been previously nominated for the BMVA, some of which already had high success and others which were supported in different stages of their career, some before they achieved their breakthroughs.

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

- Elton John
- Dizzie Rascal
- Alt-J
- Tokio Hotel
- Residente
- Post Malone
- Little Big
- James Blake
- Jay Z
- Kendrick Lamar
- Lady Gaga
- Justin Timberlake
- Seed
- A\$ap Mob
- Chemical Brothers
- Coldplay
- Bomba Estero
- Gorillaz
- Tame Impala
- Kaytranado
- Dillon Francis
- Taylor Swift
- Zayn
- Ed Sheeran
- Odesza
- The Prodigy
- Myki Bianco
- Steve Aoki
- Marilyn Manson
- Alice Phoebe Lou

Artists that performed at past editions of the BMVA:

- Little Big
- The Blaze
- Housemeister
- Jungle Brothers
- Leeray Thornhill (The Prodigy)
- Sexy Sushi
- Vitalic
- Rola



PARTNERS AND PRESS

Companies we have partnered with for the past BMVA editions:

- Vegas Pro
- Red Bull
- Shure
- Stolichnaya
- Alex
- Flora power
- Mexilove
- 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:

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

CLICK [HERE](#) FOR THE FULL LIST OF OUR PRESS PUBLICATIONS



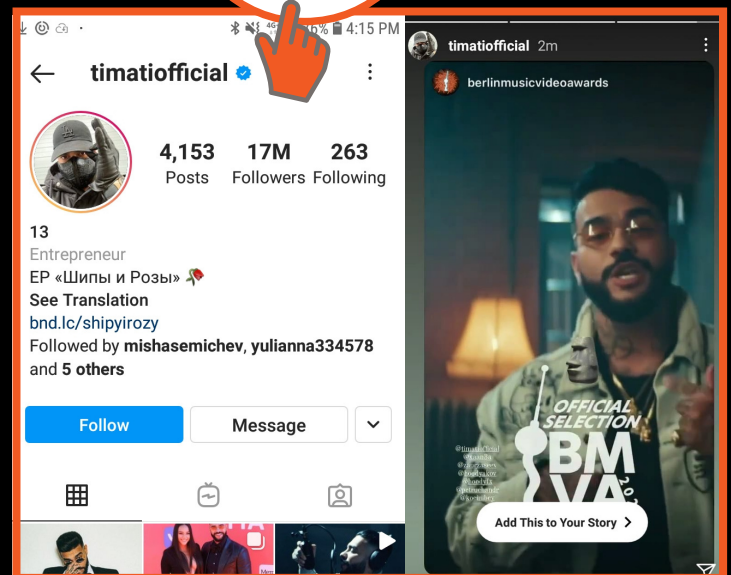
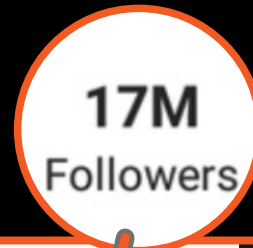
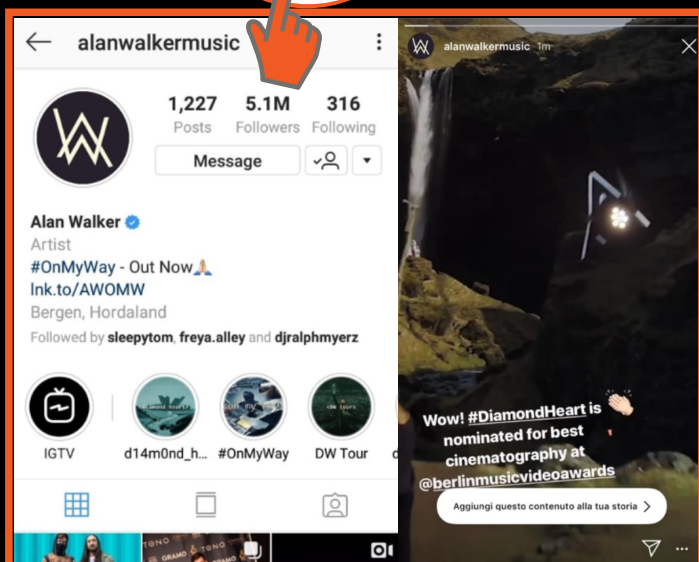
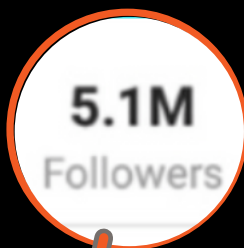
SOCIAL MEDIA REACH

Our social media reach is focused on the Facebook and Instagram channels where we reach more than 10.000 people everyday. Our content updates our followers on the submission deadlines, categories and information on the event itself 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, crediting all the creatives.



The BMVA counts with 14k followers on Instagram and more than 17k on Facebook.

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



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!

Add this to your story >



alina_pasok
1,888 Posts 218K Followers 1,303 Following

Alina Pasok
Film director
LITTLE BIG FAMILY. LITTLE BIG PRODUCTION. KLIK Media. Director from Saint-Petersburg. Muse. I create music videos. @littlebigband
moskvichmag.ru/gorod/desyatyemy-perezchili-eto-v
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 TURN IT UP

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



LONE
4,423 posts 1.9m Followers 380 Following

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

IGTV 8 videos

Email address

berlinmusicvideoawards
BERLIN MUSIC VIDEO AWARDS

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

View All 69 Comments

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

Follow Message Email

littlebigband
447 Posts 939K Followers 8 Following

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

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

Follow Message Email

littlebigband
S*CK MY D*CK 2020 HAS BEEN OFFICIALLY SELECTED FOR THE BERLIN MUSIC VIDEO AWARDS 2021!

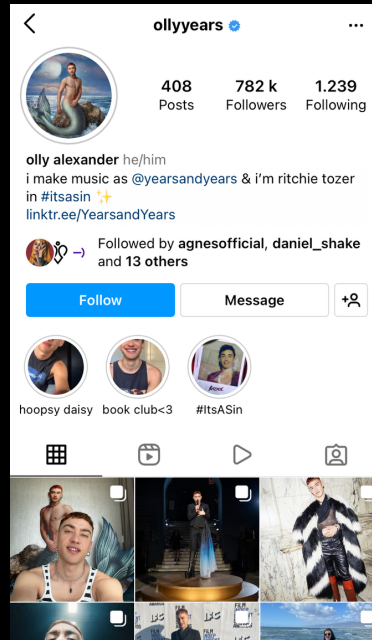
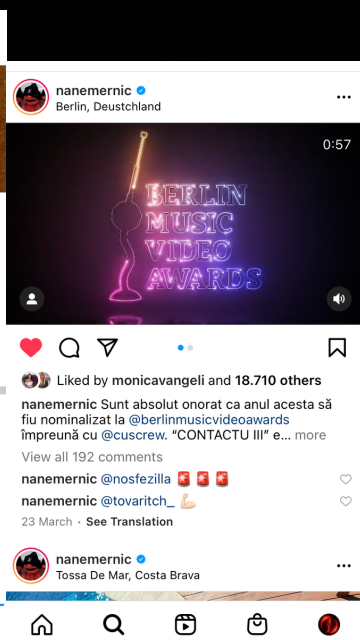
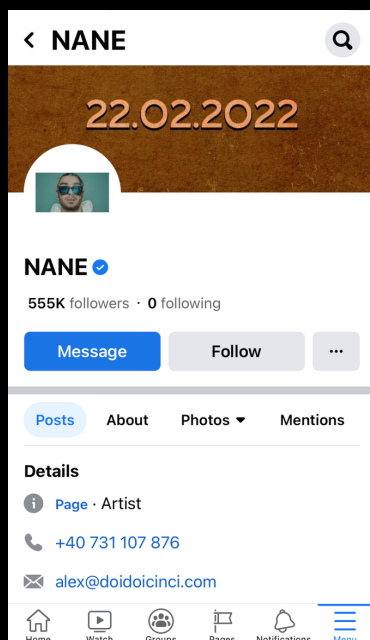
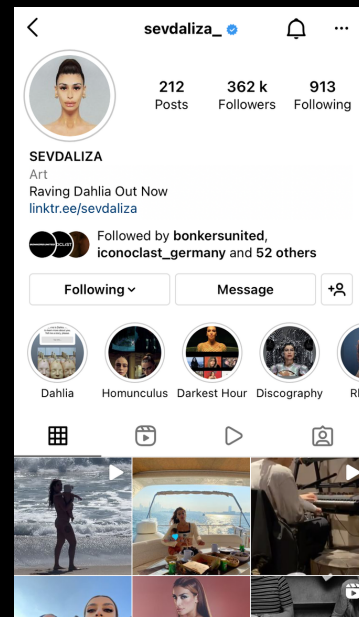
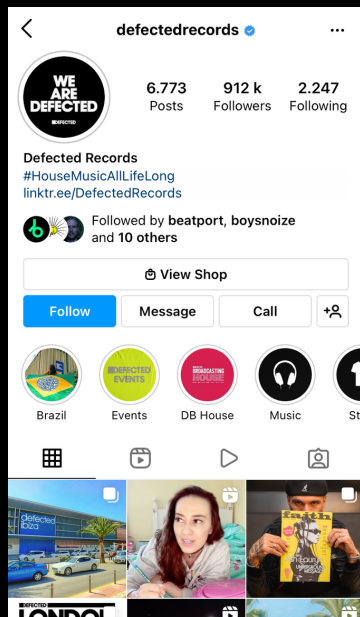
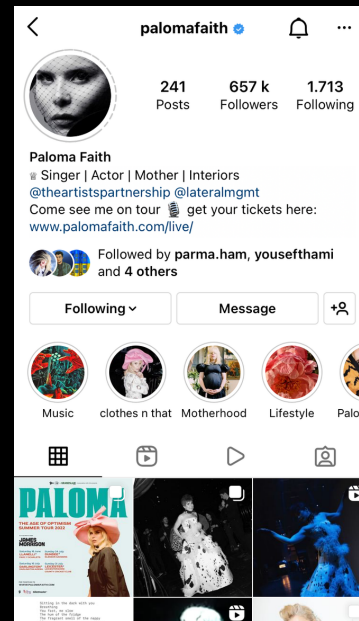
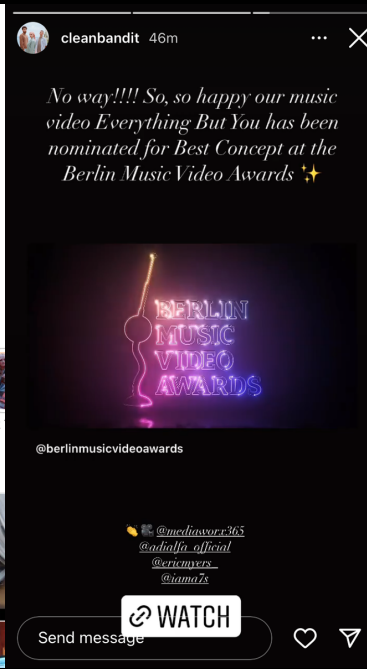
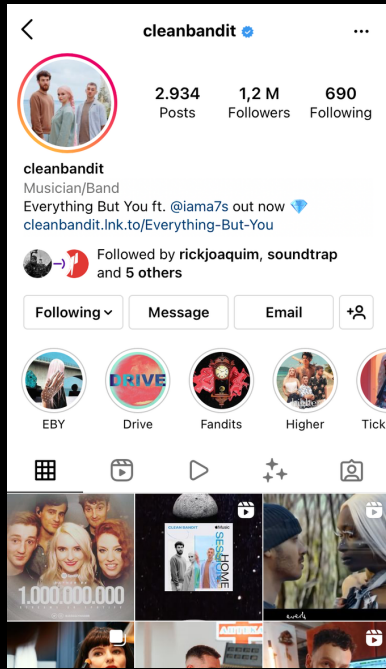
berlinmusicvideoawards

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

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



Toya Delazy

Toya Delazy ✓

474K followers · 56 following

Message Follow ...

Posts About Photos ▾ Mentions

Details

Page · Artist

management@delazy.com

orcd.co/afroave-vol1

Home Watch Groups Pages Notifications Menu

Toya Delazy 22 h

Follow

NOMINATED
NOMINATED
NOMINATED
NOMINATED

BERLIN MUSIC VIDEO AWARDS
by vote every platform

Send message...

robinpackalen

2.673 Posts 376 k Followers 596 Following

ROBIN PACKALEN

GODDESS IS OUT NOW!! REST IN BEAT 🌟
Merchandise shop, Robinstore.fi
lnk.to/RPgoddess

Followed by universalmusicfin, maervle and 4 others

Following Message Email +

Home Search Reels Shopping Tagged

robinpackalen 15h

@berlinmusicvideoawards

Heart Share

aryalee

107 Posts 208 k Followers 366 Following

Arya Lee

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

Followed by onefifty.150 and karltheodurden

Following Message +

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

GOLDEN SWORD

THX FOR THE NOMINATION
@BERLINMUSICVIDEOAWARDS

BEST ACTOR/PERFORMER

OFFICIAL SELECTION

Add this to your story >

Send message

backroadgee

24 Posts 117 k Followers 328 Following

King Bruks

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 Socials

backroadgee 3m

Add this to your story >

status
@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 МАКА... #M13A

m1ukraine 5m

УКРАЇНСЬКУ СПІВАЧКУ @ULIANA_ROYCE 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 Й ПІШАЄМОСЯ!

Add this to your story >

Send message

Animal Collective

Animal Collective ✓

514K followers · 3 following

Message Following ...

Posts About Photos ▾ Mentions

Details

Page · Musician/Band

instagram.com/anmlcollective

See Animal Collective's About Info

Home Watch Groups Pages Notifications Menu

anmlcollective 6h

Congrats y'all!!!!

@anmlcollective 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!

For more content and news
please contact our team at
press@berlinmva.com

or

info@berlinmva.com



BERLIN MUSIC VIDEO AWARDS

big title, cozy platform