THE GLOBAL ENTERTAINMENT MARKETING ACADEMY OF ARTS & SCIENCES PRESENTS

2026 GEMA AWARDS

GENERAL ENTERTAINMENT - UK



NOMINEES List

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS

BEST BRAND SPOT

DISNEY+ A LIFETIME OF GREAT STORIES - CHRISTMAS SPOT 2025
DISNEY+ CREATIVE

YOU & U
UKTV

THERE'S NO PLACE LIKE ITV
ITV

THE RACE
ORKA PIXELS

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

FX IS KILLING IT
DISNEY+ CREATIVE

BEST COMEDY

BEVERLY HILLS COP
WARNER BROS DISCOVERY EMEA

ALICE AND STEVE - LEAD TRAILER
THE WALT DISNEY COMPANY

HOW TO GET TO HEAVEN FROM BELFAST - OFFICIAL TRAILER
ZEALOT

CRANK UP THE COMEDY
4CREATIVE

DRAMATIC HEAD TURNS
ORKA PIXELS

BEST DRAMA - ORIGINATED

WINNERS FOR THIS CATEGORY WILL BE ANNOUNCED AT THE AWARDS CEREMONY

BEST DRAMA - CLIP-BASED

DEAR ENGLAND
BBC CREATIVE

TRIGGER POINT SERIES 4 CINEMA 60
ITV

THE GENTLEMEN: SEASON 2 - OFFICIAL TEASER
ZEALOT

GIRL TAKEN
PARAMOUNT +

SWEETPEA S2 TEASER
SKY

THE REVENGE CLUB
PARAMOUNT +

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS

BEST ENTERTAINMENT

WINNERS FOR THIS CATEGORY WILL BE ANNOUNCED AT THE AWARDS CEREMONY

BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - ORIGINATED

CONVICTIONS GONE BAD WITH WILL MELLOR - TEASE
HEARST NETWORKS

JOE WICKS: LICENSED TO KILL
4CREATIVE

RICHARD HAMMOND'S WORKSHOP
WARNER BROS DISCOVERY EMEA

NATIONAL GEOGRAPHIC:
DECODING HISTORY'S PROPHECIES
TWDC CREATIVE

WITCHES OF ESSEX
HEARST NETWORKS

NATIONAL GEOGRAPHIC: KILLING HITLER
TWDC CREATIVE

BEST FACTUAL, DOCUMENTARY OR CURRENT AFFAIRS - CLIP-BASED

NATIONAL GEOGRAPHIC: CHERNOBYL
INSIDE THE MELTDOWN
TWDC CREATIVE

TRAFFIC COPS
PARAMOUNT UK

DAVID ATTENBOROUGH 100
BBC CREATIVE

KYLIE - OFFICIAL TRAILER
ZEALOT

KATIE PRICE: NOTHING TO HIDE
GIANT OWL

NATIONAL GEOGRAPHIC: EUROPE'S WILD MARVELS
TWDC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS

BEST FILM

ZONE OF INTEREST
4CREATIVE

POINT BREAK ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

HEARTSTOPPER FOREVER - OFFICIAL TRAILER
ZEALOT

JERRY MAGUIRE ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

FILM FOUR ACTION SEASON
4CREATIVE

THE DA VINCI CODE TRILOGY
PARAMOUNT UK

BEST KIDS

NATIONAL GEOGRAPHIC: THE BEAR TRAIL
TWDC CREATIVE

SPONGEBOB-ATHON
PARAMOUNT CREATIVE UK

THE SCARECROWS' WEDDING
SILK FACTORY

LET'S GET LOUD
PARAMOUNT CREATIVE UK

CARTOONITO - FOOTBALL FUN
WARNER BROS. DISCOVERY CREATIVE EMEA

NEW ROCK PAPER SCISSORS
PARAMOUNT CREATIVE UK

BEST LIFESTYLE & LEISURE

NATIONAL GEOGRAPHIC: CAR SOS S14
TWDC CREATIVE

JAMIE OLIVER COLLECTION
4CREATIVE

GUZ KHAN'S CUSTOM CARS
WARNER BROS DISCOVERY EMEA

NATIONAL GEOGRAPHIC: EUROPE'S WILD MARVELS
TWDC CREATIVE

QUEST: YORKSHIRE AUCTION HOUSE
WARNER BROS DISCOVERY EMEA

BREAKING DAD AT CHRISTMAS ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS

BEST REACTIVE WORK

WINNERS FOR THIS CATEGORY WILL BE ANNOUNCED AT THE AWARDS CEREMONY

BEST REALITY

RAISING CHELSEA LAUNCH TRAILER
DISNEY+ CREATIVE

TEEN MOM UK TURNS 10 ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

LOVE ISLAND SUMMER SERIES 13 2026 LAUNCH
ITV

TRAITOR ARRIVALS
BBC CREATIVE

BEST SEASON OR STUNT

FX IS KILLING IT
DISNEY+ CREATIVE

YOUR NEXT OBSESSION
ORKA PIXELS

A VERY SPECIAL DELIVERY
LUX AETERNA

DUTTON RANCH WATERLOO OOH
PARAMOUNT +

SQUINT EASTWOOD SEASON
PARAMOUNT UK

ITV CHARADES
ITV

BEST SPORTS - ORIGINATED

WORLD CUP 2026 LAUNCH
ITV

TRAILS WILL BLAZE
BBC CREATIVE

FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

LET'S MAKE IT ICONIC
BBC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

VIDEO SPOTS

BEST SPORTS - CLIP-BASED

SKY SPORTS - US OPEN 2026
SKY CREATIVE

MULTISPORT - LEVELS
WBD CREATIVE STUDIO EMEA

CHANNEL 4 WINTER PARALYMPICS
4CREATIVE

ROLAND GARROS - LEAVE YOUR MARK
WBD CREATIVE STUDIO EMEA

UNTOLD UK - MONTAGE TRAILER
ZEALOT

24HRS OF LE MANS
WBD CREATIVE STUDIO EMEA

SOMETHING FOR NOTHING

NATIONAL GEOGRAPHIC: CHERNOBYL: INSIDE THE MELTDOWN
TWDC CREATIVE

UFC - THE MIRACLE
WBD CREATIVE STUDIO EMEA

THE GAME SERIES 2
PARAMOUNT UK

ID: SUMMER OF SECRETS
WARNER BROS DISCOVERY EMEA

AGATHA CHRISTIE SEASON
NARRATIVE ENTERTAINMENT

NATIONAL GEOGRAPHIC: THE BEAR TRAIL
TWDC CREATIVE

BEST UK PRODUCTION FOR NON-UK BROADCAST

NGAD: THE TALE OF SILYAN
TWDC CREATIVE

CHORNOBYL: DAYS THAT SHOCKED THE WORLD
WARNER BROS DISCOVERY EMEA

BIG MISTAKES - OFFICIAL TRAILER
ZEALOT

ID: SUMMER OF SECRETS
WARNER BROS DISCOVERY EMEA

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CRAFT IN VIDEO

BEST USE OF EDITING

LET'S MAKE IT ICONIC
BBC CREATIVE

MYSTERY MATINEES
NARRATIVE ENTERTAINMENT

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

JAMIE OLIVER COLLECTION
4CREATIVE

AUSTIN POWERS TRILOGY ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

24HRS OF LE MANS
WBD CREATIVE STUDIO EMEA

BEST USE OF COPYWRITING

TLC: ZERO STARS
WARNER BROS DISCOVERY EMEA

MORNING HABIT
BBC CREATIVE

MTV'S CELEBRITY EX ON THE BEACH
PARAMOUNT CREATIVE MTVE INTERNATIONAL

BEST USE OF DIRECTION

LET'S MAKE IT ICONIC
BBC CREATIVE

WHAT HAS THE BBC EVER DONE FOR ME?
BBC

FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

TRAILS WILL BLAZE
BBC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CRAFT IN VIDEO

BEST USE OF HUMOUR

HOUSE OF GUINNESS - HOUSE OF GUINEAS
MAKE IT SOCIAL

THE ROCK ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

THE DA VINCI CODE TRILOGY
PARAMOUNT UK

WHAT'S IN MY BAG
BBC CREATIVE

FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

NOW - HBO MAX
SKY CREATIVE

BEST USE OF MUSIC

FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

POINT BREAK ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

AUSTIN POWERS TRILOGY ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

KYLIE - OFFICIAL TRAILER
ZEALOT

DISNEY+ SINGS LET IT GO
DISNEY+ CREATIVE

BEST USE OF SCRIPT WRITING

GREAT! TV BRAND SPOT
NARRATIVE ENTERTAINMENT

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

TEEN MOM UK TURNS 10 ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

ONLY MURDERS IN THE BUILDING 'GEN Z RECAP'
MAKE IT SOCIAL

RETRO CHRISTMAS MOVIES ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

MEN'S WORLD CUP - CHOOSE SCOTLAND
BBC CREATIVE

CRAFT IN VIDEO

BEST USE OF SOUND DESIGN

TRAILS WILL BLAZE
BBC CREATIVE

100 YEARS ON PLANET EARTH
SKY

LORD OF THE FLIES
BBC CREATIVE

LET'S MAKE IT ICONIC
FACTORY STUDIOS

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

BEST USE OF VOICE

LOVE ON THE MENU
NARRATIVE ENTERTAINMENT

PRIDE IS EVERYWHERE
VIRGIN MEDIA O2

MADE OF HERE RADIO
BBC CREATIVE

TRUMP VS THE TRUTH
4VOICE

THE ROCK ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

PUDSEY SPEAKS
BBC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

DESIGN

BEST CHANNEL BRANDING PACKAGE

SKY ONE REBRAND
SKY CREATIVE

THE GREAT! BRAND REFRESH OF 2025
NARRATIVE ENTERTAINMENT

DISNEY+ CINEMA CHANNEL
DISNEY+ CREATIVE

NATIONAL GEOGRAPHIC: CHRISTMAS CRACKERS
TWDC CREATIVE

SKY LOGO REFRESH
SKY CREATIVE

SKY SPORTS F1
SKY CREATIVE

BEST IDENTS

HBO MAX GETS YOU TALKING
WBD CREATIVE STUDIO EMEA

TV THAT FITS RIGHT IN
NARRATIVE ENTERTAINMENT

BBC ONE CHRISTMAS IDENTS
BBC CREATIVE

MTV SEASONAL IDENTS
PARAMOUNT CREATIVE MTVE INTERNATIONAL

TNT SPORTS PILLAR IDENTS
WARNER BROS. DISCOVERY SPORTS CREATIVE EMEA

NATIONAL GEOGRAPHIC: CHRISTMAS CRACKERS
TWDC CREATIVE

BEST USE OF ANIMATION

ROMANCE RETURNS
NARRATIVE ENTERTAINMENT

MTV SEASONAL IDENTS
PARAMOUNT CREATIVE MTVE INTERNATIONAL

LET'S MAKE IT ICONIC
BBC CREATIVE

SKY ONE IDENT
SKY CREATIVE

NATIONAL GEOGRAPHIC: THE BEAR TRAIL
TWDC CREATIVE

TRAILS WILL BLAZE
BBC CREATIVE

BEST USE OF MOTION GRAPHIC DESIGN

TEEN MOM UK TURNS 10 ON MTV
PARAMOUNT CREATIVE MTVE INTERNATIONAL

BBC SOUNDS CHRISTMAS
BBC CREATIVE

AGATHA CHRISTIE'S SEVEN DIALS - OFFICIAL TEASER
ZEALOT

TNT SPORTS PILLAR IDENT
WARNER BROS. DISCOVERY SPORTS CREATIVE EMEA

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

KEY ART

BEST KEY ART

SATURDAY NIGHT LIVE UK LAUNCH CAMPAIGN
SKY

AT HOME WITH THE FURY'S: SEASON 2 - KEY ART
ZEALOT

THE ALIEN AUTOPSY SCANDAL
SKY

RIVALS SEASON 2 - KEY ART
THE WALT DISNEY COMPANY

GIRL TAKEN
PARAMOUNT +

TLC: ZERO STARS
WARNER BROS DISCOVERY EMEA

BEST KEY VISUAL

STUPID CENTRAL S2 ON COMEDY CENTRAL
PARAMOUNT CREATIVE MTVE INTERNATIONAL

NATIONAL GEOGRAPHIC: KILLER SAFARI
TWDC CREATIVE

THE BODIES ON THE BRIDGE
HEARST NETWORKS

ROLAND GARROS - LEAVE YOUR MARK
WBD CREATIVE STUDIO EMEA

GIRL TAKEN
PARAMOUNT +

BOOKISH SERIES 2
UKTV

BEST PRESS / OUT OF HOME

MOCK THE WEEK LAUNCH
WARNER BROS DISCOVERY EMEA

RIVALS SEASON 2 - PICCADILLY LIGHTS ACTIVATION
THE WALT DISNEY COMPANY

SKY SPORTS START OF SEASON 2026
SKY CREATIVE

SATURDAY NIGHT LIVE UK LAUNCH CAMPAIGN
SKY

DISNEY+ X PRINTWORKS - A LIFETIME OF GREAT STORIES
DISNEY+ CREATIVE

INDIE FOREVER
BBC 6MUSIC

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

KEY ART

BEST USE OF ILLUSTRATION

MICHAEL PALIN IN VENEZUELA
PARAMOUNT UK

NATIONAL GEOGRAPHIC: CAR S.O.S S14 KA
TWDC CREATIVE

ALICE AND STEVE - APOLOGY CARDS
THE WALT DISNEY COMPANY

NATIONAL GEOGRAPHIC: TO CATCH A SMUGGLER
TWDC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

EXPERIENTIAL | EVENTS | ACTIVATION

EXPERIENTIAL ACTIVATION

MADE OF NORTHERN IRELAND
BBC CREATIVE & BBC NI MKT

SIR DAVID ATTENBOROUGH 100
BBC STUDIOS

THE TESTAMENTS - A BLESSED OPEN DAY
THE WALT DISNEY COMPANY

DISNEY+ X PRINTWORKS - A LIFETIME OF GREAT STORIES
DISNEY+ CREATIVE

DUTTON RANCH LAUNCH
PARAMOUNT +

FX'S THE BEAR SEASON 5 - FINAL SEASON. SERVED
HATCH ACTIVATION
THE WALT DISNEY COMPANY

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

CAMPAIGNS

BEST INTEGRATED CAMPAIGN

RIVALS SEASON 2 - INTEGRATED CAMPAIGN
THE WALT DISNEY COMPANY

WALKING WITH DINOSAURS
BBC STUDIOS CREATIVE

ITV BRAND 2026
ITV

SATURDAY NIGHT LIVE UK LAUNCH CAMPAIGN
SKY

LET'S MAKE IT ICONIC
BBC CREATIVE

WORLD CUP 2026
ITV

BEST ON-AIR CAMPAIGN

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

EDDIE THE HERMIT CRAB
VIRGIN MEDIA O2

EPL 25/26
WBD CREATIVE STUDIO EMEA

IT'S RIGHT HERE
ORKA PIXELS

NATIONAL GEOGRAPHIC: CHERNOBYL
INSIDE THE MELTDOWN
TWDC CREATIVE

SOCIAL MEDIA

BEST USE OF SOCIAL MEDIA CAMPAIGN - ORGANIC

RAISING CHELSEA ORGANIC SOCIAL CAMPAIGN
DISNEY+ CREATIVE

THE RETURN OF MOCK THE WEEK
WARNER BROS. DISCOVERY

WHAT'S IN MY BAG
BBC CREATIVE

NATIONAL GEOGRAPHIC: WILD CHRISTMAS
TWDC CREATIVE

WALKING WITH DINOSAURS DIGITAL CAMPAIGN
BBC STUDIOS CREATIVE

CHANNEL 4
4STUDIO

BEST USE OF SOCIAL MEDIA CAMPAIGN - PAID

HULU STORIES MAKE YOU - DISNEY+
HULU SOCIAL CAMPAIGN
DISNEY+ CREATIVE

MAKING THE CASE
BBC CREATIVE

DISNEY+ CHRISTMAS 2025 SOCIAL CAMPAIGN
DISNEY+ CREATIVE

LOVE ISLAND ALL STARS 2026
ITV

BRAND PARTNERSHIPS

BEST SPONSORSHIP / BRAND PARTNERSHIP

WINNERS FOR THIS CATEGORY WILL BE ANNOUNCED AT THE AWARDS CEREMONY



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2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

EFFECTIVENESS

BEST MEDIA PLANNING

WHAT HAS THE BBC EVER DONE FOR ME?
BBC

SATURDAY NIGHT LIVE UK LAUNCH
SKY

FIGHTING FOOTBALL AN OWN(ED) GOAL
UKTV

ITV BRAND 2026
ITV

HERE FOR THE DRAMA
CHANNEL 4

BEST PRODUCTION

WORLD CUP 2026
ITV

NATIONAL GEOGRAPHIC:
PLANES THAT CHANGED HISTORY
TWDC CREATIVE

WAGGING RIGHTS
UKTV

WITCHES OF ESSEX
HEARST NETWORKS

FA CUP - DARE TO DREAM
WBD CREATIVE STUDIO EMEA

WHAT HAS THE BBC EVER DONE FOR ME?
BBC CREATIVE

2026 GEMA AWARDS
GENERAL ENTERTAINMENT - UK

SPECIAL AWARDS

BEST NEWCOMER

ZENOBIA DASSU
DISNEY+ CREATIVE

FIA ALLY
BBC CREATIVE

DAISY CHAMBERS
HEARST NETWORKS

SOPHIA LANGE
PARAMOUNT UK

SEAN WORKMAN
SKY CREATIVE

INCLUSION & CHANGE

PRIDE IS EVERYWHERE
VIRGIN MEDIA O2

THE UPPER THIRD
NARRATIVE ENTERTAINMENT

CHANGE DRIVERS - DOUGLAS MCMASTER
WARNER BROS DISCOVERY EMEA

PUDSEY SPEAKS
BBC CREATIVE


SHARE
THE GOOD
NEWS
DOWNLOAD NOMINEE PRESS KIT