



BAFTA-LED CONSORTIUM UNVEILS NEW CARBON CALCULATOR FOR THE TV PRODUCTION INDUSTRY.

FOR THE FIRST TIME PRODUCTION COMPANIES CAN ACCURATELY MEASURE A PROGRAMME'S CARBON FOOTPRINT.

Edinburgh, 27 August 2011: BAFTA will launch 'Albert', a brand new carbon calculator for the Television industry at the Edinburgh TV Festival.

The British Academy of Film and Television Arts (BAFTA) is leading a consortium which has developed 'Albert' for the TV production community. Born at the BBC, 'Albert' was originally created by former BBC journalist, Richard Smith, (now the BBC Sustain Production Manager). Built by developers at Sharepoint City, the tool was initially rolled out across BBC Vision productions and, after a successful pilot, the BBC decided to enlist the Academy's help to make 'Albert' available to all production teams across the UK.

'Albert' works by asking users (usually production managers) to answer a series of simple questions relating to how they make their programme. Once the data is collected, the tool can calculate the carbon footprint of any TV show, collating valuable data which can ultimately change thinking about how Television should be produced in the future.

The Albert Consortium was formed by BAFTA in early 2011, with Twofour's Group MD, Mark Hawkins the first to invest time and money in this collaborative project. He was closely followed to the Consortium table by Talkback Thames, IMG, Kudos, ITV Studios, Shine TV, Channel 4 and Sky, all of whom have been instrumental in designing an industry-friendly 'Albert' which will appeal to production teams. 'Albert' has a new look, thanks to the design team at Aerian Studios, new functionality, courtesy of Sharepoint City and robust statistical data, provided by AMEE and audited by Mason Hardy. Microsoft is generously providing unlimited licences to use the calculator in its first year and the portal will be hosted by Outsourcery. The overwhelming financial, strategic and practical support of all the Consortium members has meant that 'Albert' will be free at the point of use.

BAFTA is pleased to be leading on this project, given the charity's remit to promote, support and develop the art forms of the moving image. BAFTA's Chief Operating Officer Kevin Price said: 'Putting sustainability at the heart of the production process is something the Academy is proud to be able to promote. We are committed to supporting the industry and are encouraging all production companies to adopt Albert as a first step in creating sustainable productions. We want to adopt Albert internally for our own web video productions and we will encourage all our third party suppliers to use it as well.'

Albert will officially launch at the Edinburgh TV Festival with a panel discussion, hosted by journalist Martha Kearney, on sustainability with the TV industry. The session will include case studies from production teams who have already used this online tool. All delegates and press are very welcome to attend at 1230 on Saturday 27 August in the Tinto Suite. There will be an opportunity to sign up to use Albert at the event, which will be initially free at the point of use. Others interested should visit www.bafta.org/albert.



About BAFTA

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org. For BAFTA Young Game Designers, visit www.bafta.org/ygd

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About MGEITF:

The Festival will take place from August 26th – 28th at the Edinburgh International Conference Centre. To find out more about the programme and to register, please visit www.mgeitf.co.uk.

For more information, please contact jenny.fairweather@taylorherring.com or Samantha.crawford@taylorherring.com at Taylor Herring on 0208 206 5151



Notes to Editor:

- Now in its 36th year, the MediaGuardian Edinburgh International Television Festival is the essential annual event for anyone involved in the media industry
- A diverse programme of over 50 sessions including debates about important industry issues, future trends, glossy entertainment sessions and some of the most innovative leaders in the media delivering keynote speeches
- The Festival is attended by over 1,500 delegates, representing the full spectrum of the industry - from chief executives, controllers and commissioners to producers, directors, marketers, writers, new media companies, distributors and press
- A key part of the Festival's charitable remit is encouraging and developing new talent from a diverse range of backgrounds, and it delivers on this aim through

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two talent schemes, The Network and Fast Track. These schemes help over 100 young people each year to get in and get on in the media industry.

- MediaGuardian Edinburgh International Television Festival 2011 takes place 26-28 August. George Entwistle, Controller of BBC Knowledge Commissioning is the Advisory Chair.
- For further details log on to www.mgeif.co.uk