



## ONLINE VIEWING PILOT 2011/12

### DISTRIBUTION OF ITUNES VOUCHER CODES

#### How does it work?

Participating screeners will be made available for distribution to voters in the form of unique iTunes Custom Codes made up of 12 alpha-numeric digits e.g. YS7D539DJ91.

Voters will be able to seamlessly and securely redeem their code, download and watch the film in HD on their PC, Mac, iPad, or on a widescreen television via Apple TV. They simply have to visit [www.itunes.com/redeem](http://www.itunes.com/redeem) on a compatible device to redeem their code.

The pilot scheme in 2011/12 is open to films eligible in the Documentary, Film Not in the English Language and Outstanding British categories only. iTunes voucher codes can only be distributed to members of these categories.

#### What do I need to do?

Getting your film on iTunes is easy, inexpensive and fast. You will require an existing agreement for encoding and delivery of film to the iTunes Store – as an 'iTunes Store Movie Content Provider' or have a relationship with a company that is authorised to deliver your movies to iTunes on your behalf.

If you're not an existing iTunes Store Movie Content Provider, you can deliver your film through an approved 3rd party digital aggregator. Please contact [BAFTAentrant@apple.com](mailto:BAFTAentrant@apple.com) for referral to a list of approved vendors who can help facilitate your participation.

You (or your authorised delivery partner) must be prepared to grant iTunes and BAFTA the right to produce secure codes to allow voters to download and watch the film free of charge. The number of codes to be produced will depend on which category you are entering the film for and whether you choose to make the film available to download for rent only or to own.

You must ensure your film has been delivered to iTunes before any codes can be ordered.

#### Formats

All screeners must be made available for download redemption on the UK and US iTunes Stores. Around 98% of voters are based in the US and the UK but note that voters who do not have an iTunes account or are located elsewhere will not be able to access films made available in this way.

All participating screener films must be available in both standard and high definition formats.

You can choose whether the download is available on a Download-to-Own (EST) or Download-to-Rent (VOD) basis.

If you choose EST, please be aware of the following:

- Once a code has been issued to them a voter has until Sunday 12 February to input that code into iTunes.
- That voting members will have a permanent copy of the movie that they are entitled to watch an unlimited number of times in the future.

If you choose VOD, please be aware of the following:

- Once a code has been issued to them a voter has until Sunday 12 February to input that code into iTunes.

- Once a voter has activated a code (i.e. downloaded a film), he/she has 30 days to watch the film.
- Once they have started watching it, UK voters have 48 hours (US voters have 24 hours) to finish watching it (they can watch as many times as they want in that time).
- After any of these periods has elapsed (whichever is the sooner), the content expires.

For each film against which you request codes for members to watch, BAFTA and iTunes automatically create extra codes to allow customer services teams to re-issue codes in case of user error or technical problems. We will also automatically create extra codes for you so that you can re-supply codes to voters who wish to watch a VOD film more than once.

### **Next Steps**

If you wish to explore the options of a digital screener with iTunes please send an email containing the following information to [BAFTAentrant@apple.com](mailto:BAFTAentrant@apple.com)

Subject Line: BAFTA Entrant

- Company Name
- Company Address
- Category
- Film Title
- iTunes Store ID (if live)
- iTunes Account Name
- VOD (rental) or EST (own)
- Preferred code start date

You will be asked to complete a royalty waiver agreement entitling iTunes to create codes for free downloads of the film for BAFTA voters situated in the UK and the United States.

You will be provided with the following codes:

- The correct number to supply codes to the Chapter Members who vote for the Longlist and Nominations for the relevant category in Rounds One and Two of voting
- Extra codes for you so that you can re-supply codes to voters who wish to watch a VOD film more than once
- Extra codes to allow customer services teams to re-issue codes in case of user error or technical problems
- The correct number to supply all non-Chapter Members who vote for the Winner in Round Three of voting, should your film be nominated in its category

Subject to the availability of the film on the iTunes Store, you will receive the codes for distribution **within two working weeks.**

Final orders should be received no later than **5 December 2011.**

### **How will the codes be distributed to voters?**

It will be the responsibility of the entrant to distribute codes to voters via email.

Please contact the membership department ([jimb@bafta.org](mailto:jimb@bafta.org)) to request the relevant Chapter lists once you have placed your voucher code order.

We will provide you with some standard copy to act as FAQs for members who experience difficulties with their download and the means to escalate the issue to a customer services team.

BAFTA will also keep a regularly updated list on its website of films available to view in this way, as we currently do for DVD screeners.

**Note that you may only offer voucher codes to members of the relevant Chapter during the first two rounds of voting. Only if your film is nominated will it be permissible to offer voucher codes to all other voters.**

## **BAFTA ONLINE VIEWING PORTAL**

You will be able to offer BAFTA members who can access the UK and US iTunes store voucher codes to access your films. However, a small number of members live in locations which do not currently have an iTunes store. You may, if you wish, make your film available via the BAFTA Online Viewing Portal instead of, or as well as, via the distribution of iTunes voucher codes. This option is also available to any entrants who are unable to make their film(s) available via iTunes.

This is the same system as was used last year. We have made some improvements to the offline viewing player and downloads are now available for PC and Mac users.

The Viewing Portal is username and password-protected and is only accessible by BAFTA Film Voters. Material will be available to either stream online (using an adaptive stream) or download to watch offline. Downloads will be viewable from the date of download until Friday 17 February. It will not be possible to copy the file and share it on other computers.

For further information on the security controls in place to protect streamed and downloaded content, please download this document:

<http://static.bafta.org/files/drm-716.pdf>

### **What do I need to do?**

1. Prepare your video according to this specification:

<http://static.bafta.org/files/upload-specification-1081.pdf>

Only mp4 format is acceptable. Please ensure that your content is prepared to the best possible quality so that we can provide as high quality a viewing experience as possible for voters. If you are not able to create an mp4 to the correct specification, please contact [entrysupport@bafta.org](mailto:entrysupport@bafta.org) and we will provide you with details of two suppliers who will be able to assist provide encoding services (there is a fee for this service).

2. Follow the instructions to upload your video:

<https://static.bafta.org/files/film-awards-entry-guide-short-1143.pdf>

This document outlines the steps you will need to follow to upload your video successfully.

A full, step-by-step guide can be found here:

<http://static.bafta.org/files/film-awards-entry-guide-1144.pdf>

Please note that you should allow as much time as possible, and a minimum of five working days for your film to be successfully transcoded and ready for viewing. We cannot guarantee this turnaround time and cannot under any circumstances delay communications to members or the start of online voting due to a delay in a film becoming available to voters.

### **How do I notify members?**

Starting on 20 October, as new films are added to the site, BAFTA will email Documentary, British Film and Film Not in the English Language Chapter members on a regular basis to inform them of what is available. You can submit your content now or at any time in advance of this date in preparation for this first email. Films can continue to be added after this date until **16 December**, but please note that the first round of voting begins on 8 December.

You may refer to the Online Viewing Portal in emails to members of the relevant Chapter only until the end of the second round of voting (12 January 2012). You may not refer to this in emails to the whole membership unless your film is nominated in the relevant category. If you wish to refer to the Online Viewing Portal, please check the wording that you plan to use with BAFTA first.