

Press Release
19 April 2012

(Strictly embargoed until 00.01)

NOMINATIONS ANNOUNCED: YOUTUBE AUDIENCE AWARD

**CELEBRITY JUICE, EDUCATING ESSEX, FRESH MEAT, FROZEN PLANET,
THE GREAT BRITISH BAKE OFF, SHERLOCK**

London, 19 April 2012: The British Academy of Film and Television Arts (BAFTA) today announced the shortlist of nominated programmes for this year's **YouTube Audience Award**, the only award voted for by the British public at the upcoming Arqiva British Academy Television Awards on Sunday 27 May 2012.

- Celebrity Juice
- Educating Essex
- Fresh Meat
- Frozen Planet
- The Great British Bake Off
- Sherlock

The **YouTube Audience Award** rewards programmes that have captured audiences' imaginations, got the nation talking and have become must-watch TV over the past 12 months. A panel of entertainment journalists and media industry professionals collated the shortlist, which this year features a variety of genres including factual, entertainment and comedy.

From Thursday 19 April until 5pm on Thursday 24 May 2012, members of the public will have the opportunity to vote for the YouTube Audience Award at www.youtube.com/baftaonline.

Mike Sullivan, UK Marketing Manager for YouTube, said: "With the diverse range of nominated TV programmes this year, the YouTube community has its work cut out in selecting this year's Audience Award winner. YouTube is home to many of the top shows on TV, so it's fantastic that the YouTube community can be involved with this year's TV Awards."

Amanda Berry OBE, Chief Executive of BAFTA, added: "It is terrific to see such a variety of genres represented by the nominated programmes for this year's YouTube Audience Award. Each programme has really engaged the television audience and earned its place on this year's shortlist."



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BRITISH ACADEMY
TELEVISION AWARDS



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Hosted by Dara O'Briain, the Awards will be held at the Royal Festival Hall, on London's iconic South Bank, on Sunday 27 May 2012 and will be broadcast on BBC One.

For further information, please contact

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About the YouTube Audience Award nominations

Celebrity Juice

Celebrity Juice is an irreverent, hilarious, topical, tabloid based quiz show. Each week, team captains Holly Willoughby and her friend and Radio 1 DJ, Fearne Cotton team up with celebrity guests to find out who knows the most about the week's celebrity news. Presiding over the whole thing is bang tidy host, Keith Lemon.

Educating Essex

Educating Essex explored what really happens behind the school gates. Following a group of GCSE students it examined all aspects of teenage life. It's raw, honest and often hilarious portrayal of teaching did a remarkable service to the profession and education in the UK. Inspirational Head Mr Goddard and Deputy Mr Drew were stand out stars, illustrating the challenges teachers face but also highlighting the great rewards.

Fresh Meat

Fresh Meat follows a group of six students about to embark on the most exciting period of their lives so far: university! Away from home for the first time, on the brink of adult life, they are about to discover who they really are. From the moment they first meet, their lives are destined to collide, overlap and run the whole gamut of appalling behaviour and terrible errors of judgment familiar to anyone who's ever experienced one of life's great rites of passage.

Frozen Planet

Sir David Attenborough travels to the ends of the earth, taking viewers on an extraordinary journey across the polar regions of our planet, North and South. The Arctic and Antarctic are the greatest and least known wildernesses of all – magical ice worlds inhabited by the most bizarre and hardy creatures on earth.

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The Great British Bake Off

Over eight weeks twelve of the best amateur bakers are tested to the limit in the second series of The Great British Bake Off hosted by Mel Giedroyc and Sue Perkins. Cookery writer Mary Berry and Master Baker Paul Hollywood judge the bakers' efforts and ultimately choose a Bake Off champion.

Sherlock

Co-created by Steven Moffat and Mark Gatiss, Sherlock stars Benedict Cumberbatch as Sherlock Holmes and Martin Freeman as his loyal friend, Doctor John Watson. A thrilling, funny, fast-paced contemporary reimagining of the Arthur Conan Doyle classic, following Sherlock Holmes and Dr John Watson's adventures in 21st Century London. A case of blackmail threatens to topple the monarchy. Sherlock and John find themselves battling international terrorism, rogue CIA agents, and a secret conspiracy involving the British government. The great detective begins a long duel of wits with an antagonist as cold, ruthless and brilliant as himself: Irene Adler.

Eligibility

For programmes to be eligible for the YouTube Audience Award, they must have been transmitted between 1 March 2011 and 15 February 2012.

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.

About YouTube

YouTube is the world's largest online video community, allowing millions of people to discover, watch, and share videos. YouTube's "Shows" section (www.youtube.com/shows) brings full length programming and clips from 150 professional content partners including Channel 4 and five. YouTube, LLC, is based in San Bruno, California, and is a subsidiary of Google Inc.