

Guidance for exhibitors

How to display As Live certificates in your cinemas

When customers buy tickets, they need to know that the BBFC has not viewed the content. Publicity at the cinema should make clear that the As Live screening carries an age restriction which mirrors any age restriction of the live event itself. Children below that age limit must not be admitted to the screening. Where no age restriction exists for the live event a 12A restriction will be applied. In this case box office staff should make it clear that because the BBFC has not viewed the content, there is a certification of 12A in force for that screening.

The BBFC As Live certificate for the screening should be displayed in clear view in the box office as a minimum. This should be in such a place that any customer can clearly read the information on the certificate including contact details of the BBFC.

The As Live white card supplied by the distributor should be on screen for a minimum of eight seconds in the appropriate slot prior to the screening of the As Live event.