



Age Ratings You Trust

Submission Guide:

Video content for distribution online (Watch & Rate/Digital-Only age ratings)

Introduction

This document explains how to obtain BBFC classifications for works distributed online as digital files. These classifications are known as 'digital-only age ratings' or 'Watch & Rate age ratings'. This document refers to these collectively as "digital-only age ratings".

Digital-only age ratings can be used for any video content being distributed for download or streaming as a digital file under the following models; Video On Demand (VOD), SVOD, TVOD, Digital rental, DTO and EST.

Please note that digital-only age ratings are non-statutory and not covered by the Video Recordings Act 1984 ("the Act"). These ratings must not be used for video content intended for distribution on physical formats – this includes all content to be released on DVD, Blu-ray and any other physical video formats (for example a work distributed on a memory stick). Classifications issued via this digital-only age ratings service cannot be used in place of a theatrical classification when released in UK cinemas.

Process overview

1. Decide which elements of your content you need to submit for classification.
2. Create a submission via our extranet.
3. Deliver the content either as a digital file or on DVD-Video or Blu-ray-Video.
4. You must pay the full fee prior to viewing. We will then schedule the work to be viewed.
5. We will issue a rating decision to your BBFC extranet page. This can then be distributed alongside your content to online platforms.

What you need to start

Please note that it ordinarily takes between 7-10 calendar days to get a classification.

- You will need a BBFC customer account and a BBFC extranet login.
- You will need to fill in the submission form on the extranet (<https://extranet.bbfc.co.uk>), complete payment and supply the correctly formatted content.

- You must supply the exact version that will be on sale to the public – this includes full colour correction and final sound mix. Any watermarks / DOGs must satisfy our policy.
<http://www.bbfc.co.uk/industry-services/additional-information/technical-requirements#dog>
- If you are supplying a file digitally you may wish to integrate with Globus:
<https://www.globus.org>

What content requires a BBFC classification?

Online classification is not mandatory in the UK. However, many services supplying digital video for UK customers now expect works to have a BBFC home entertainment classification as a condition of redistribution. (BBFC cinema classifications must not be supplied to these services.) Other digital video services will accept content without a classification if it is clearly labelled as 'Unrated'; some services configure their Parental Controls to restrict access to this content to over 18s only.

If an identical version of your work has been rated by the BBFC for DVD, Blu-ray or VHS it will already have a digital-only age rating and does not need to be re-submitted. This rating can be used on digital video services licensed by the BBFC.

If your work has not yet been rated for DVD, Blu-ray or VHS, or has only been rated for the cinema, it will need a BBFC digital-only age rating in order to be sold on many digital video services.

Works deemed exempt from classification by the distributor when distributed on physical formats may require classification to be made available on digital video services.

How much does it cost?

We charge a submission fee of £25.50 + £2.97 per-minute fee + VAT for a digital-only age rating.

For example, for a 90-minute submission we would charge £292.80 + VAT.

Submitting multiple elements

If submitted together for one overall classification, the individual elements will incur just one £25.50 charge plus the overall per-minute fee. Please note, however, those elements must always be distributed together in order to use the classification.

Alternatively, you may wish to submit the elements individually for separate classifications. In this instance, we apply a £25.50 charge for each element. This provides you with the flexibility to re-use the elements in different combinations in the future.

You may find full fee information here under the 'Digital Fees' heading:

<http://www.bbfc.co.uk/industry-services/additional-information/fee-tariff#digital>

Our fee calculator is here:

<http://www.bbfc.co.uk/industry-services/fee-calculator>

(Please select 'Watch & Rate' and 'Standard' rate)

Works not in the English language

Works not in the English language may require the use of an interpreter. Where we need to arrange an outside interpreter, we may issue a supplementary charge. We will inform you so that you can agree to the charge before we go ahead with the viewing.

How long should it take?

We view content on a first-come, first-served basis. Ordinarily, we provide a classification within 7-10 calendar days following payment. **Please note that turnaround times may vary according to submission volumes, the nature of the individual work and other factors.**

For a faster turnaround we offer a limited number of Pre-Booking Express (PBE) viewing slots that you may book in advance. There is a small fee uplift for this premium service. You may find more information here:

<http://www.bbfc.co.uk/industry-services/additional-information/pre-booking-express>

Turnaround times begin once we have received the content in a viewable format and payment has cleared.

How do I pay?

We require upfront payment on all works. Once our Finance team has calculated the fee, we will contact you with information on how to pay.

Alternatively we can hold funds on deposit of a minimum of £1,000. If those funds are greater than the value of your submission, we will schedule your work for classification.

If you do not settle your invoice within 30 days, this will prevent your future submissions from being classified. We will issue a withdrawal fee of £102 at the end of the 30 days if payment is not received.

If another division within your company is already working with us, you may be able to submit your work against existing funds held on their account. Please contact finance@bbfc.co.uk to discuss this.

In what format should I submit my content?

You may submit your content as a digital file (BBFC MP4 specification supplied using Globus is preferred but other options are available), DVD-Video or Blu-ray-Video or streaming.

Further details for supplying digital files are here: <http://www.bbfc.co.uk/industry-services/digital-ratings/watch-rate-faqs#submit>

Further details for on digital files formats that we accept are here: <http://www.bbfc.co.uk/industry-services/additional-information/technical-requirements#WR>

Further details for supplying on DVD-Video or Blu-ray-Video are here: <http://www.bbfc.co.uk/industry-services/additional-information/technicalrequirements#DVDBluray>

You must supply the exact version that will be made available to the public – this includes full colour correction and final sound mix.

You will find information about multiple audio tracks and subtitles here: <http://www.bbfc.co.uk/industry-services/additional-information/technical-requirements#audio>

On-screen graphics:

Works can only have discreet watermarks / DOGs. We may reject works if the graphics are in breach of our policy. Further details are here:

<http://www.bbfc.co.uk/industry-services/digital-ratings/watch-rate-faqs#dog>

How do I submit?

If you require a classification from us you must create a submission record via our extranet here:

<https://www.bbfc.co.uk/website/OnlineSubmissions.nsf>

If you do not have a BBFC account and extranet access you may request these here:

<http://www.bbfc.co.uk/customer>

Delivering your files for viewing

Instructions on how to supply each work is provided on our extranet after the submission is made.

Discs must be labelled with the title and the media number and posted to: BBFC,
3 Soho Square, London, W1D 3HD.

What happens after submitting?

Once we have received your work and payment, we will begin the classification process. After a work is examined and approved we will make our decision available on your extranet account and provide details of the decision via an email to the address provided via the online submission form. The work is now formally classified.

If you decide to withdraw your work after completing the Extranet submission you may be liable to withdrawal fees. Full details of these fees are can be found here: http://www.bbfc.co.uk/industry-services/additional-information/fee-tariff#withdraw_WR

What happens once my work is classified?

We will publish the classification decision on our public database at <http://www.bbfc.co.uk>

What do I need to do with my classification?

The rating and short BBFCinsight (aka content advice/ratings reason) should be provided to digital video services/third parties via the Avails list and/or the work's metadata.

If you have multiple classified elements on a download, the works must carry the classification of the highest-rated element.

For example, if there are elements classified 12 and elements classified 15 within the same product, the labelling must reflect the 15 age classification.

How can I use my classification?

This classification is for licenced UK digital video services only. You may not use this classification for cinema exhibition or for physical media.

If the work consists of multiple different elements submitted for one overall classification (e.g. feature, trailer and documentary), then the classification is only valid when you distribute all those classified elements together.

Where can I get more help with my video submission?

Our business hours are Monday to Friday 9am to 6pm (excluding UK public holidays).

Customer Helpline

Email: helpline@bbfc.co.uk

Phone: 020 7440 0299

Finance

Email: finance@bbfc.co.uk

Phone: 020 7440 0371 / 0389

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