

BBFC Web Ratings Tool

V1.1

BBFC

24th March 2015

BBFC Web Ratings Tool – User Guide

About the Web ratings tool

The BBFC's free Web Ratings Tool has been designed for use by distributors to ensure that they are supplying feature films to UK VOD services with the correct VOD-compliant BBFC age ratings.

Background

Most UK VOD services will only display age ratings issued by the BBFC for home entertainment use. BBFC cinema ratings are not supported, and should not be supplied.

Distributors should not self-certify a film with a BBFC-style category labelling (U, PG, 12, 12A, 15, 18, R18)

Film works without a VOD-compliant BBFC age rating should be uploaded with the 'unrated' label. 'U' does not stand for 'Unrated'.

The BBFC Web Ratings Tool displays a sub-set of the information available to the public via the BBFC website. The tool only shows feature film ratings that are VOD-compliant, this allows much quicker identification of the correct VOD rating.

We recommend using this tool to ensure that you do not accidentally supply a non-compliant rating.

When to use the tool

The tool **should only be** used for:

- Obtaining VOD-compliant age ratings for use with film features on UK VOD services
- Ensuring you are on-boarding your titles with the correct, supported, BBFC classification for VOD

This tool **should not be** used for:

- Obtaining cinema classification information (cinema classifications are not displayed)
- Obtaining VRA classification information for packaged media (not all works displayed have a BBFC age rating for VRA)
- Obtaining BBFC age ratings for TV content (this tool is not optimised to display TV age ratings)

Recommended use

The BBFC recommends this two-stage checking process when supplying titles to UK VOD services:

1. At the point of on-boarding use the tool to find the correct VOD-compliant UK age rating for your feature. Supply this rating in your metadata. Any titles where a rating is not returned should be listed as 'unrated'
2. Before titles on-boarded with a ratings label of 'unrated' are released on UK VOD, please return to the BBFC Web Ratings Tool and recheck the rating. Many works will now have a rating. Resupply the corrected ratings metadata to each platform. Otherwise leave the title as 'unrated'.

Accessing the tool

The BBFC's web ratings tool can be accessed via your desktop web browser using the following URL and login information:

- URL: <http://developer.bbfc.co.uk/ratings>
- Username: ratings
- Password: bbfc

This is a generic login for all users. All ratings data displayed is already publically available. Distributors cannot see your search history.

How to use the tool

1. Log in to the website

- a. Go to <http://developer.bbfc.co.uk/ratings>
- b. Enter the username "ratings" and the password "bbfc"
- c. Click on GET STARTED next to the Web Ratings Tool section

2. Running a search query

- a. Enter Title, Director and Year (where available) in the provided fields

Your query

Title

Directors

Year

Submit

b. Click Submit




c. If a VOD-compliant rating is found results are displayed as follows:

Results found: 1

THE HANGOVER (2009) 100%

Directed by: Todd Phillips

▼ 3 BBFC ratings available

	THE HANGOVER [PIXELATED ORAL SEX ENDS]	Get ratings info
	Duration: 95m 36s	
	THE HANGOVER	Get ratings info
	Duration: 95m 37s	
	THE HANGOVER [Extended feature]	Get ratings info
	Duration: 103m 24s	

Refer to BBFC Cancel


d. Click GET RATINGS INFO next to the version that you are carrying on your service.

e. You will then see the long and short insight and BBFC age rating category in the match log below.

Todd Phillips

Year

Submit



Duration: 95m 37s

THE HANGOVER [Extended feature]


Duration: 103m 24s

Get ratings info

Refer to BBFC

Cancel

Match log



THE HANGOVER [Extended feature]

Todd Phillips ⌚ 103m 24s ⓘ Contains strong sexual images and sex references

▶ **insight** <http://www.bbfc.co.uk/BVF258100>

THE HANGOVER is a comedy about a group of friends who lose the groom during a stag night trip to Las Vegas. This version contains material not featured in the cinema release and was classified '18' for **strong sexual images**.

Over the film's end credits there are a series of still photographs showing the activities of the stag night. Three of these pictures show one character apparently having fellatio performed on him in a lift. In the version classified '15' for cinema exhibition, these images were pixelated. However in the version submitted for classification as a video recording, the images are unpixelated and contravene the BBFC's Guidelines on sex at '15' which state that 'sexual activity may be portrayed without strong detail'. At 18 any 'more explicit images of sexual activity' need to be 'justified by context' and in this case the images are not particularly clear, are very brief, and illustrate in comic fashion the debauched nature of the stag night that the film focuses on.

The film contains many jokes about various characters having sex with others including references to a woman being 'grossed out by semen' and sight of a used condom being thrown around a car. There are also some visual images of bare breasted women dancing at a

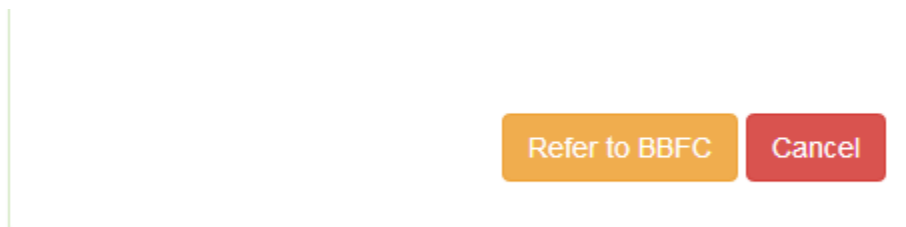
VFD37032

Download BBFC Slate/EBC

- f. We suggest you also keep a log of the VF number provided above this button. Use this if you need to refer a question about the rating to us.

3. Referring an unmatched title to the BBFC for research

- a. If no match is found at section 2.C above. Or if you are unsure which rating to use please click the REFER TO BBFC button.



- b. You will be asked to enter Director and Year if these have not been supplied.
- c. Enter an email address* when prompted and click REFER TO BBFC again. The results of your referral will be sent to this address. *Multiple email addresses can enter, these should be separated by a comma.
- d. The BBFC is automatically notified by email that a ratings request requires our attention.
- e. These will be responded to before the end of the working day, but usually within a couple of hours. Flag to VOD@bbfc.co.uk if you need a quicker response.
- f. Once researched an email is sent back to the email address that you used to log into the Web Ratings Tool. This will either send the full ratings information (including the EBC) or it will confirm that the work is not yet rated and provide

some guidance on what to request from the distributor to ensure that the work is promptly and correctly submitted for a BBFC age rating.

If the BBFC Web Ratings Tool is inaccessible

If you are unable to log in to the Web Ratings Tool or the tool is not functioning as expected ad-hoc single title age ratings can still be requested via the VOD@bbfc.co.uk email address. Please supply the Title, Director and where possible Year, Runtime in minutes and Distributor.