

# BAFTA Film Awards

---

Campaign Regulations 2024/25  
Feature Film Categories

British Academy of Film and Television Arts  
BAFTA Film Awards  
Campaign & Promotional Regulations 2024/25  
Feature Film Categories

## Contents

A.	INTRODUCTION .....	3
B.	TIMETABLE.....	4
C.	MAKING FILMS AVAILABLE TO VOTERS.....	5
D.	DIRECT COMMUNICATION TO MEMBERS .....	6
E.	GENERAL COMMUNICATION .....	11
F.	OTHER WAYS FOR VOTERS TO SEE FILMS.....	12
G.	USE OF BAFTA LOGOS.....	14
H.	MEMBERSHIP CODES .....	15
I.	PENALTIES FOR INFRINGEMENTS .....	15
J.	CONTACTS AND USEFUL LINKS.....	16

## A. INTRODUCTION

The BAFTA Film Awards are presented annually to recognise, honour, and reward individuals for outstanding achievement in filmmaking.

BAFTA is committed to a fair and equitable process which helps to level the playing field for eligible candidates for nomination. As such, BAFTA Film voting members are expected to watch films in contention theatrically as much as possible, to discuss, to support, and to apply their expertise to make their voting decisions based on the single criteria of Excellence.

To help level the playing field, all films submitted for consideration must be made available on BAFTA's viewing platform 'BAFTA View'. BAFTA also programmes in-person and virtual screenings of films in contention, many of which include Q&As with filmmakers.

In addition, BAFTA permits communications via email to members who have opted-in to receive information about For Your Consideration (FYC) screenings and Q&As (in person and virtual), films going on general release, and films being published on BAFTA View.

BAFTA encourages entrants to provide as many opportunities as possible for voters to see entered films. Communications to our voters are permitted with the sole purpose of informing them about new opportunities to view films.

BAFTA is duty-bound to provide a level playing field for all entered films regardless of their origin or campaign budget. The campaign and promotional regulations in this document, which exist to maintain this fair and level playing field, outline the rules by which 'entrants' (studios, distributors, sales agents, PR agencies, production companies etc.), candidates for nomination and members must abide when promoting films in contention to BAFTA members.

Entrants of all films submitted for awards consideration must abide by these regulations, the Rulebooks, and the BAFTA mark and trademarking rules. For the two short film awards presented, British Short Film and British Short Animation, campaigning is not permitted at all – refer to the Shorts Categories Rulebook for full details. These regulations must be respected in letter and spirit at all times. BAFTA reserves the right to enforce penalties for entrants who do not abide by these regulations when interacting with voters. The BAFTA Awards Team and BAFTA Film Committee will review any infringement, with penalties imposed. Any infringements of regulations by a member will be dealt with in accordance with the membership codes/disciplinary codes.

Entrants can access further supporting campaigning materials, including FAQ's and FYC mail templates, at [awards.bafta.org/entry](https://awards.bafta.org/entry).

The eligibility Rulebooks for Features and Short Films and all associated documents are also available at [awards.bafta.org/entry](https://awards.bafta.org/entry).

### COUNTDOWN TO THE BAFTAS

In order to champion the year in film BAFTA endeavours to create content during the Awards season, including our podcast 'Countdown to the BAFTAs'.

We appreciate entrants facilitating these requests for making candidates for nomination available in the interests of all.

## B. TIMETABLE

<b>2024</b>	
Tuesday 1 October	First Deadline to enter into Outstanding Debut by a British Writer, Director or Producer (films released 1 Jan – 29 September 2024)
Tuesday 1 October	Entries for the British film categories should be submitted to the BFI for consideration against their Diversity Standards by this date at the latest
Tuesday 15 October	Deadline for submission of BAFTA View/Stage One entry forms (confirming film eligibility, categories each film will be entered into including performance categories)  Deadline for entry fee appeals, and for prior agreement for late publishing on View for films releasing 1 December onwards  Final Deadline to enter Outstanding Debut by a British Writer, Director or Producer & films entered for Debut should be available to jurors by this date
Monday 11 November	Deadline for Stage Two entry submission (confirming individual candidates for nomination) plus statements and appeals
Monday 2 December	Deadline for requests to changes to the Draft Entered Films List
Friday 6 December	Round One voting opens at 10:00 & Entered Films List (EFL) distributed Films released up to 30 November must be made available to BAFTA voters on the BAFTA View portal by this date
Friday 20 December	With prior agreement (by Stage One deadline), films releasing 1 December 2024 or later must be made available on BAFTA View by this date
Monday 23 December	Round One Voting Closes 18:00 (acting categories)
Monday 30 December	Round One Voting Closes 18:00 (all other categories)
<b>2025</b>	
Friday 3 January	Longlists announcement
Friday 3 January	Round Two voting opens at 18:00
Friday 10 January	Round Two voting closes 18:00
Saturday 11 January	The BAFTA Tea Party in Los Angeles
Wednesday 15 January	Nominations Press Announcement / Deadline for SVFX reels
Wednesday 22 January	Round Three voting opens at 10:00
Tuesday 11 February	Round Three voting closes 18:00
Friday 14 February	Entered films to have been screened to the public by this date (except for Films Not In The English Language (FNIEL) and Documentaries, which must start their theatrical run in UK by Friday 21 March)
<b>Sunday 16 February</b>	<b>BAFTA Film Awards</b>

All times are BST/GMT unless stated otherwise

## C. MAKING FILMS AVAILABLE TO VOTERS

**If any aspect of your campaigning is not covered in these regulations, please do not assume it is permitted. If an entrant has any queries contact [campaigning@bafta.org](mailto:campaigning@bafta.org)**

**Any infringement of the letter or spirit of these regulations will be referred to BAFTA's Film Committee, who can impose penalties that will include, but not limited to, a ban on further communications with voters, restrictions on Awards ticket purchasing and/or disqualification of the film in contention**

### FOR YOUR CONSIDERATION (FYC) IN-PERSON SCREENINGS & Q&As

Entrants can organise and invite members to For Your Consideration (FYC) in-person screenings of submitted feature films in a cinema or screening room (non-residential). These can occur with or without a connected Introduction/Q&A.

#### Compulsory

- Ensure there are sufficient tickets available, proportionate to demand by BAFTA members
- Q&As may occur within one hour before or after a screening, but must be connected to a screening at the same venue
- Prior to nominations being announced, Q&A participants must be directly associated with the film
- After nominations, Q&A participants must be nominated or have been eligible for nomination

#### Preferred

- Please provide a minimum of one screening with descriptive subtitles
- If hosting a Q&A consider providing a BSL / ASL interpreter

#### Permitted

- Complimentary food and drink, but not on a scale where it could be seen as an inducement, are permitted during Round One and Round Two, but other than water, not during Round Three
- A maximum of one screening host per 'hosted' screening is permitted
- A maximum of four 'hosted' screenings are permitted per title prior to the announcement of the nominations
- It is permissible to film a BAFTA Q&A. The resultant footage may be made available online (audio or video) and on the film's website. A Q&A agreement must be signed and returned to [campaigning@bafta.org](mailto:campaigning@bafta.org) before the entrant invites voters to any filmed Q&A event. Download the agreement from [awards.bafta.org/entry](https://awards.bafta.org/entry)

#### Not permitted

- Distribution of any physical material at screenings (gifts, books, DVDs, stills, extended synopsis etc.)
- Individuals who are invited to host screenings and/or Q&As specifically because of their involvement with BAFTA (e.g. Committee members, Board members etc.)
- References in emails to the film being available on other platforms
- In Round Three:
  - Screening hosts (individuals with no direct association to the film)
  - No complimentary food or drink, except for water
  - Q&A participants who were not eligible candidates for nomination

### FYC ONLINE (VIRTUAL) SCREENINGS & Q&AS

Entrants can organise and send links to FYC virtual screenings & Q&As. These are screenings of submitted feature films hosted online or virtual offerings of new Q&A content.

#### Compulsory

- Virtual screenings of films in the English language must be offered with descriptive subtitles
- Virtual Q&As must be created especially for BAFTA members and not for other purposes; if non-BAFTA Q&As have been recorded for other purposes, links may be provided to BAFTA members, but only if these events do not include branding or any association with another organisation
- Prior to nominations being announced, Q&A participants must be directly associated with the film

- In Round Three, Q&As participants must be nominated or have been eligible for nomination

#### Preferred

- Virtual Q&As should be available with descriptive subtitles

#### Permitted

- Introductions to the screening by the filmmakers

#### Not permitted

- Hosts are not permitted at all for virtual screenings/Q&As
- References in emails to the film being available on other platforms
- Virtual receptions – including complementary food and/or drink distributed to voters who are confirmed to attend the virtual screening

## D. DIRECT COMMUNICATION TO MEMBERS

### **Approved entrants only may email voting members via using mailing lists provided directly by BAFTA.**

These emails are specifically to notify members about:

- FYC screenings and Q&As
  - At distributors' in-person screenings, with or without introductions/Q&As
  - Virtual screenings and new Q&As (prior to the film's availability on BAFTA View)
  - New virtual Q&As with a link to the film on BAFTA View or a virtual screening
- A film being available on BAFTA View
- A film going on General Release

Every email issued to the official FYC mailing lists can contain the following:

- Unembellished, credit-less synopsis (max 100 words)
- The names of the candidates for nomination and their relevant category
- One short review (max 25 words – no stars or rankings included) can be included, and which must be positioned beneath the synopsis in the email copy
- References to current BAFTA recognition – longlist and nominations, in Round Two and Round Three
- Reference to the film being available on BAFTA View

### **ACCESSING MAILING LISTS**

BAFTA provides approved parties only with mailing lists of voting members who have opted-in to receive emails from entrants. Mailing lists can be requested by distributors, studios and publicists who meet the necessary security and GDPR requirements.

Distributors, studios and publicists should email [campaigning@bafta.org](mailto:campaigning@bafta.org) for further information about approval processes and data confidentiality agreements.

Entrants can also contact [campaigning@bafta.org](mailto:campaigning@bafta.org) to be connected with approved organisations, should they wish to inform voters of screenings of entered films.

*BAFTA staff email addresses are included on the list of voters to ensure relevant staff are included in all communication to members; do not remove these addresses.*

## WHICH MAILING LISTS ARE AVAILABLE?

<b>UK (inclusive of England, Scotland, Wales and Northern Ireland)</b>	<i>For all UK-based in-person screenings and 'On General Release' mails; voters in this list can be split by UK region</i>
<b>US West Coast</b>	<i>For all US in-person screenings held on the west coast, including those in Los Angeles</i>
<b>US East Coast</b>	<i>For all US in-person screenings held on the west coast, including those in New York</i>
<b>Rest of World (ROW)</b>	<i>For in-person screenings held outside of UK and US</i>
<b>Virtual</b>	<i>For invitations to virtual screenings before a film is on BAFTA View, and new virtual Q&amp;As</i>
<b>Global</b>	<i>For 'Now On BAFTA View' mails</i>

## WHEN CAN FYC EMAILS BE SENT?

**Without exception, a maximum of one email, per title, per list, per week (Monday-Sunday) can be sent**

<b><u>Round One</u> <u>Pre-longlisting *</u></b>	<b><u>Round Two</u> <u>Pre-nominations</u></b>	<b><u>Round Three</u> <u>Post-nominations</u></b>
Mails to a maximum of 10 can be sent from:	Mails can be sent from:	Mails can be sent from:
<b>Monday 2 September 2024 at 00.00 BST</b>	<b>Saturday 4 January 2025 at 00.00 GMT</b>	<b>Wednesday 15 January at 18.00 GMT</b>
Up to and including:	Up to and including:	Up to and including:
<b>Friday 20 December 2024 at 12.00 GMT</b>	<b>Wednesday 8 January 2025 at 23:59 GMT</b>	<b>Friday 7 February 2025 at 23:59 GMT</b>

\* FYC emails can be sent prior to Monday 2 September – entrants should contact [campaigning@bafta.org](mailto:campaigning@bafta.org) for further information. Between Monday 2 September 2024 and Friday 20 December 2024 (Round One) a maximum of 10 emails can be sent to each list.

FYC emails for the 2026 Awards can be sent from Monday 17 February 2025, following the completion of new confidentiality agreements and only with BAFTA approval. These 2025 Awards Campaign Regulations should be adhered to until the publication of the 2026 Campaign Regulations.

## IN-PERSON SCREENINGS & Q&AS

Invitations to in-person screenings may be sent if they contain a new in-person film screening.

## VIRTUAL SCREENINGS AND Q&AS

- For films not yet available on BAFTA View:
  - Invitations containing a virtual screening link can be sent to the virtual mailing list.
- For films available on BAFTA View:
  - Distributors and studios can send an invitation or a link to a new virtual Q&A if the email contains a link to BAFTA View or a virtual screening link. This Q&A cannot already be available on BAFTA View.

## WHAT CAN I INCLUDE IN MY FYC SCREENING INVITATION?

### Compulsory

- **In Person Screenings/Q&As:**
  - Every FYC email must include an invitation to a new screening, with or without a Q&A
  - Access information to the screening venue must be included in screening invitations (i.e. whether there is wheelchair access etc.)
  - Information about descriptive subtitles and availability of other access, such as audio description, should be included in the email invitation. If the screening is of a film not in the English language, confirmation that the film is subtitled in English must be included in the invitation
  - The procedure for confirming successful/unsuccessful applications for tickets must be clearly stated in the invitation to voters (including the expected timeframe within which voters should receive a response)
  - Any host or moderator listed on a FYC invitation must attend in person
  
- **Virtual Screenings/Q&As:**
  - Every FYC email must include a new screening invitation or new Q&A
  - Virtual offerings after a film is available on BAFTA View must contain new virtual Q&A content
  - Email notices to access new virtual Q&As are only permitted if a link to the film (virtual or on BAFTA View) is included
  - A link to the film/Q&A can be included in the email, otherwise the procedure for confirming access to the online screening/Q&A must be clearly stated in the invitation to voters (including the expected timeframe within which voters should receive a response, and that a formal RSVP is not required as it is for in-person screenings)

### Permitted

- Unembellished, credit-less synopsis (max 100 words)
- The names of the candidates for nomination and their relevant category
- One short review (max 25 words – no stars or rankings included) can be included, and which must be positioned beneath the synopsis in the email copy
- Reference to the film being available on BAFTA View
- When a reference to the host and/or moderator is permitted, their names must be positioned beneath the participating/attending film talent
- For both review and reference to host/moderator, the font size should be similar to the font size used for the synopsis
- Reference to non-visible disability guidance for the event
- Reference to BAFTA programmed screenings or Q&As
- Links to download or stream Q&As, positioned underneath the synopsis
- Repeating information about screenings already scheduled, as long as there is an invitation to a new FYC in-person or virtual film screening/Q&A
- Reference to the film being BAFTA longlisted or nominated
- In-Person Screenings/Q&As:
  - Referencing screenings and/or Q&As as “hosted by”, “moderated by”, or attended by any individual without a direct association to the film is permitted in Round One and Round Two only
  - Referencing previous invitations to other upcoming screenings (beneath the relevant information about the new screening and beneath the synopsis)
  - Including links to previous/additional Q&As but these can only be listed beneath the relevant information about the new invite and beneath the synopsis

### Not permitted

- In-Person Screenings/Q&As:
  - Reference to a reception of any kind
  - Reference to the screening being a premiere or any other kind of “special” presentation
  - References in emails to the film being available on any streaming platforms, other than BAFTA View
  - Resending the same Q&A as new content



- Selective ticket distribution to chapter members or on any other basis (unless in Round One following specific chapter distribution rules for the Documentary category)
- In Round Three, advertising screenings as “moderated by” or attended by any individual without a direct association to the film
- Emails including information about screenings that are already full
- Virtual Screenings/Q&As:
  - Virtual screening offerings once the film is on BAFTA View, unless alongside a new virtual Q&A or a new in-person screening
  - Resending the same virtual screening/Q&A as a fresh invitation
  - Advertising virtual Q&As as “moderated by” or including any individual without a direct association to the film in any Round, however they may feature in the Q&A recording
- Targeting the Craft chapters with any kind of communication, invite or incentive
- Credits or reference to awards in the film’s synopsis
- Press/Review Stars in email copy
- Emails containing images, company or film logos (including text logos) and/or coloured backgrounds
- Emails marked as ‘high importance’
- Emails over 50kb in size
- Emails with attachments
- The use of BAFTA in your email address or any implication that BAFTA is the originator of the message
- Referring to your awards campaign office as ‘the Academy office’ or ‘the BAFTA office’. Please instead use ‘[Entrant’s Name] Awards Office’
- Emails thanking members for voting
- Sending emails during a Round which relate to opportunities to view the film during a future Round (exceptions to this will be considered on a case by case basis, particularly for films which open theatrically in January - March 2025 – contact Head of Film by email)
- Emails mentioning titles meeting the diversity standards, sustainability policies and/or bullying and harassment policies
- Including information of voting or how voting works
- References to premieres or other special screening types
- References to the film being available on other platforms other than BAFTA View

## MANAGING RSVPS

When inviting members to screenings, BAFTA prefers the following:

- Collect responses within a certain timeframe and then allocate tickets at random
- For screenings of entered documentaries, members of the Documentary chapter can be prioritised in Round One
- For screenings of all films, members of the film’s respective Viewing Group can be prioritised in Round One prior to the film being published on BAFTA View
- Once confirmed, a cancellation period should be clearly stated in the confirmation email (e.g. a minimum of 48 hours prior to the screening date)
- Please consider running a waiting list so that voters can be informed of any last-minute availability due to cancellations
- Clear email subject lines should be adhered to, clearly stating the nature of the email. See FYC Templates document at [awards.bafta.org/entry](https://awards.bafta.org/entry)
- Ask members to bring photo ID and their membership cards with them, as invitations are non-transferable
- Late admissions should not be permitted to ensure that viewing conditions for attending voting members are not impacted. Please use your discretion when permitting late admissions

## ON BAFTA VIEW

Entrants are permitted to send an email once to all voting members specifically to advise that their film is available on View in Round One. See Templates at [awards.bafta.org/entry](https://awards.bafta.org/entry) for the required layout and copy.

## ON GENERAL RELEASE

Information specifically about a film's general theatrical release can be sent via email to voters as a separate email using the relevant UK mailing list. Once per title, and only if the mail includes details of complimentary access for BAFTA members to attend a screening. Any restrictions on this offer (i.e. guest will pay) should be clearly stated and admission should be on presentation of the voter's BAFTA membership card.

Entrants are obliged to contact BAFTA at [campaigning@bafta.org](mailto:campaigning@bafta.org) if contacted directly by a member requesting to be removed from a mailing list or to update their contact details.

## SPECIAL REGULATIONS FOR SOUNDTRACK AND SCREENPLAY

### Permitted

- Soundtracks may be offered for films eligible for the Original Score category
  - A link to stream or download a soundtrack or score may be included in FYC emails or featured on a film's website
  - These should include only music written for and featured in the film
- Screenplays may be offered for films listed in either the Adapted or Original Screenplay category
  - A link to download a screenplay may be included in mails (i.e. for screenings) or featured on a film's website
  - The screenplay provided should be the shooting script. It should be unadorned and should not contain any illustrations or other information

### Not Permitted

- Emails to voters only about the soundtrack/score or the screenplay 'Inspired by' albums

## FILM WEBSITES

FYC Websites specially designed for awards season can be included in emails. If a specially designed awards website is not available, note that the public promotional website can be included however the same rules apply - websites cannot include any reviews, review stars or reference to nominations, longlists or awards won, except for BAFTA longlisting or nomination.

BAFTA takes the adherence to these regulations very seriously; penalties for regulations which are not adhered to will be applied, based on the severity of the infringement.

## TEMPLATES

Templates and guidelines for each of the above permitted emails are included in the For Your Consideration (FYC) Mail Templates document which can be found at [awards.bafta.org/entry](https://awards.bafta.org/entry). These templates must be used for all email communications with members except with the express written permission of BAFTA.

It is not compulsory to send mailings to BAFTA to approve before sending them to voters, but if you are unsure about whether your planned communication is within the rules, please contact [campaigning@bafta.org](mailto:campaigning@bafta.org) before sending it to avoid possible penalties.

Where an error or mistake has been made, entrants do not have permission to automatically issue a corrected email. Contact [campaigning@bafta.org](mailto:campaigning@bafta.org) outlining the error. If a corrected email is issued without permission, penalties may be applied.

## PIRACY

BAFTA takes a very serious view of film theft and will work with entrants to help prevent it. All BAFTA members sign up to a code of conduct setting out their responsibilities regarding piracy. This code is available upon request.

## E. GENERAL COMMUNICATION

Throughout the Awards season, members, entrants, candidates for nomination and all individuals associated with eligible films should be mindful of the integrity of the BAFTA awards processes, lobbying, and influencing other voting members. All may praise specific films and the work of individual candidates for nomination and encourage other members to watch those films.

The following applies to BAFTA voting members, entrants, candidates for nomination and all individuals associated directly with submitted feature films:

- Do not offer or accept any incentive of any kind to see or to vote for an entered film
- Do not ask or confirm how a member intends to vote, or has voted, for an entered film
- Do not ask or confirm if they are a member of a Craft chapter
- Do not lobby or directly contact members via email or social media
- Do not encourage others to vote or not vote for a particular film or category
- Do not share one's voting preferences or decisions at any point
- Do not share any misleading information about a film or candidate for nomination
- Do not use eligibility criteria (e.g. diversity standards) as a promotional tool (a film either qualifies or it doesn't)

BAFTA representatives should remain neutral about eligible films throughout the awards season; they may not publicly endorse BAFTA-eligible films or individual candidates for nomination after the longlists have been announced, and they should not be invited to, nor accept, invitations to host or moderate events purely because of their involvement with BAFTA, unless they are directly associated with the film.

Voters must also adhere to the BAFTA members' code of conduct; if anyone has any questions or concerns about a voter's infringements of the membership codes, see BAFTA's complaints procedure [here](#).

### PRIVATE EVENTS/RESIDENTIAL SCREENINGS

Private events or screenings in private residences, organised by individual members, are of course permitted and encouraged. If organising or attending one of these screenings, members should be mindful of the rules around lobbying and the members' code of conduct, as they would attending any FYC screening

#### Not permitted

Entrants are not permitted to organise, fund or promote any private screenings or events, and as they are not considered a FYC screening, use of the BAFTA mailing list is not permitted to invite members to attend.

### DISTRIBUTION OF GIFTS OR PHYSICAL MATERIAL

No gifts or any physical material may be distributed to members in any way, including being given out at screenings or being included with other mailings to BAFTA members (for example by trade publications).

#### Not permitted

- Gifts of any kind
- DVD or Blu Ray Screeners
- 'Making of' books, including e-books
- The material that an adapted screenplay is based on (e.g. a book or play)
- Hard copy mailings of screenplays
- Retail copies of screenplays
- Sheet music of scores
- Any other material not listed above

## F. OTHER WAYS FOR VOTERS TO SEE FILMS

In addition to entrants inviting voting members to FYC screenings, this section includes information about BAFTA View, and BAFTA's year-round screening programmes in London at BAFTA 195 Piccadilly, Scotland, Wales and North America as well as online.

### **BAFTA VIEW: BAFTA'S YEAR-ROUND ONLINE VIEWING PORTAL**

It is an eligibility requirement that films being entered for consideration for the Film Awards are available to voting members on BAFTA View, our online screening platform. This is the centralised hub, with two factor authentication, where all films can be accessed by voters. Entrants can either upload their films to BAFTA to host or can link their films securely from their own platforms to BAFTA View via Screener Hub, giving a seamless experience for BAFTA voters to access all eligible films. BAFTA will publish all available films on BAFTA View along with supplied supporting material and will send regular Film Digests to voters with newly added titles (title, synopsis, thumbnail portrait poster image).

Entrants are advised to refer to the BAFTA Rulebook (Features) [awards.bafta.org/entry](https://awards.bafta.org/entry) for the required publication dates for films being made available on BAFTA View.

It is mandatory to provide a version with descriptive subtitles.

Voting members will be able to access films uploaded via the entry site (option 1 below), or films linked to BAFTA View via Screener Hub (option 2 below).

On the BAFTA entry site ([entry.bafta.org](https://entry.bafta.org)), entrants must complete a basic View entry form to start the submission for a film. This entry form gathers information that will be published on BAFTA View, such as title, running time, UK certification, key credits, a credit-less synopsis and poster artwork. Any information entered on the BAFTA View form will be copied over to the Stage One form once Stage One entry opens. Approval of the BAFTA View form does not guarantee eligibility for the film awards (this is provided at Stage One).

Depending on when during the awards year the entry is being made for the Film Awards, uploading/linking the video file is optional for the BAFTA View stage, Stage One and Stage Two, but must be available on View per the Rulebook.

Once submitted, the entry will be approved, and published on BAFTA View unless stated otherwise by the 'Entry Publishing Dates' question on entry form.

If uploading a film via the entry site's media library, BAFTA View now supports files with 4K resolution and 5.1 sound. We encourage entrants to provide files in the highest quality possible to provide an optimum viewing experience for BAFTA members.

Entrants will also be asked to confirm that they understand BAFTA's production requirements for clips and licences, and agree to those points set out in Section J of the Rulebook and confirm that they agree to BAFTA's [Entrant Privacy Policy](#) in line with data protection.

At the end of the form, the entrant can 'submit'; if there are any required fields incomplete the entrant will be prompted to answer before being able to 'submit'. Once successful, an email to be sent to the entrant as a record of the information provided.

Once submitted, video files and information provided will be checked, and the film published on View. If there are any issues with the playback or with the information provided, the entry will be Unsubmitted and the entrant notified so that errors can be corrected.

Films on BAFTA View will be published as soon as possible as entries are checked, progressed and published, once they are uploaded and submitted and no issue detected. Unless flagged with a 'publish date' on the entry forms, or agreed in advance once Round One voting opens in December 2024, BAFTA makes no guarantee that any film will be published on a particular day or at a particular time.

Once published, if BAFTA becomes aware of an issue with the playback on View, the listing on BAFTA View will be updated to reflect that issue, and the listing and/or video file link removed until the issue is resolved.

The two ways a film can be made available online to members are as follows:

1. **Entry site ([entry.bafta.org](http://entry.bafta.org)) built-in video platform**

Entrants' films are hosted on BAFTA's bespoke video platform. Using BAFTA's own "Electron" video distribution platform ([baftaelectron.com/](http://baftaelectron.com/)). This is fully integrated into the BAFTA Awards Entry System ([entry.bafta.org](http://entry.bafta.org)) via the BAFTA Media Library and BAFTA View, so does not require entrants to create a separate account on Electron. Videos are uploaded via the Media Library on [entry.bafta.org](http://entry.bafta.org) and are then made available to BAFTA members through BAFTA View via the entry forms. See below for technical specification. There is no additional charge to host films with BAFTA using our "Electron" platform.

2. **Screener Hub**

Entrants' films are hosted on their own third-party platforms and seamlessly integrated with BAFTA's systems. This is integrated with the entry site and provides the benefit that members can view films seamlessly on BAFTA View but does not need separate credentials or instructions. The difference from option 1 is that entrants can use their chosen video delivery platform – Screener Hub acts as a go-between which talks to the entrant's video platform on behalf of the BAFTA member and retrieves the details of where BAFTA should send the member's browser to watch the film. Only BAFTA members can use BAFTA View to view the entrant's content. Screener Hub can send the entrant's video platform details of each BAFTA member that views the video(s) so entrants can still uniquely identify each viewer. See [awards.bafta.org/entry](http://awards.bafta.org/entry) for the Technical Specification document. Note that any costs (i.e. security, transcoding, steaming etc.) relating to making films available via the entrants' own platforms is payable by the entrant.

Once the link between Screener Hub and the entrant's chosen video platform has been set up, the entrant should create a record in their BAFTA Media Library in order to add the film to any entry forms.

Please note that any online screener provided must be available to BAFTA staff to carry out their work within the awards, comms and production teams as well as the writers of the broadcast show. Thank you for providing this access.

Any watermarks on video files should be non-intrusive to a voter's viewing – i.e. small text font, no images or logos, and not obscuring the picture for a prolonged period.

**BAFTA accepts no liability for any file created to the wrong specification and is therefore not available to be streamed on BAFTA View. It is the entrants' responsibility to make sure the file is created to the correct format, to check the video transcodes and confirm the video is uploaded to the correct entry**

**We will authenticate BAFTA members who access BAFTA View and only pass the viewing links generated by the entrant's video platform to authenticated members. However, the security of the video stream and any copy protection measures are the responsibility of the entrant's video delivery platform**

## BAFTA'S YEAR-ROUND OFFICIAL SCREENINGS PROGRAMME

BAFTA offers its members' opportunities to see films via the Official Screenings programme in England (London), Wales (Cardiff) and Scotland (Glasgow). 'Official Screenings' are films curated by BAFTA within a framework of screening priorities (see below).

In North America (Los Angeles and New York), screenings are programmed but are *not* under the 'Official' designation as they do not always adhere to screening priorities.

As part of BAFTA's objective of levelling the playing field

- to ensure that all members – regardless of location - have access to films year-round, and not just during the Awards Season, all titles programmed in London, Scotland and Wales must be made available on BAFTA View (BAFTAs online viewing portal) during pre-release and/or release windows, for a mutually agreed period of time
- US studios and distributors are expected to provide access to films being programmed by BAFTA North America for in-person screenings during pre-release and release windows.

### OFFICIAL SCREENING PRIORITIES

Programmed for voting purposes, these screening priorities are:

- Films that adhere to the BFI Diversity Standards - projects that demonstrate a meaningful and/or pioneering commitment to inclusion in at least two of the following areas; on-screen representation, themes and narratives, creative leadership & project team, industry access & opportunities and audience development
- British independent films that adhere to the BFI Diversity Standards, profile underrepresented talent on/off screen and champion stories from unfamiliar voices
- Films that have a female director
- Films that feature talent on and off screen from a deaf and disabled background and those that include themes and narratives that feature and have been developed in consultation with these communities
- Films with a small release – i.e. those which are not widely available to view elsewhere either on an online viewing platform or using a BAFTA membership card in commercial cinemas and are in line with at least one other priority
- Films that are in line with the other priorities and can additionally be categorised by Animation, British, Documentary, FNIEL and Children's & Family Film

**As screening slots are limited, not all films which meet these priorities can be screened.**

BAFTA welcomes cast and crew attendance at post-screening Q&As. Due to programming restrictions, not all screenings can include a Q&A.

## G. USE OF BAFTA LOGOS

### LONGLISTING

Films and individuals may be referred to as BAFTA Longlisted after the longlist announcement, and the longlisted category/categories must be included.

There is a BAFTA Longlisted logo downloadable here: <https://bit.ly/BAFTALonglistLaurels>  
BAFTA approval is not necessary for use of this logo.

Note that the use of the BAFTA mask is NOT permitted for longlisted films or individuals. If the mask is used, this will be considered an infringement of the rules.

### NOMINATIONS AND WINS

All requests for logos should be made via [bafta.org/media-centre/logos](https://bafta.org/media-centre/logos).  
Entrants may use the 'BAFTA Film Awards', 'BAFTA Nominee' or 'BAFTA Winner' logos online, in print and in broadcasts only once a film has been nominated for or won an award.  
Logos are available from BAFTA before the nomination's announcement for advance artwork preparation but may only be used if the film receives a nomination or wins an award.

A summary of the guidelines for use:

- The Logo cannot be cropped or altered in any way
- An exclusion zone (half the height of the BAFTA 'mask' all the way around the logo) must be observed
- Example(s) artwork featuring the Logo must be supplied for final approval and permission by BAFTA
- The positive inversion of the mask is to be used on light coloured backgrounds; the negative on dark
- Each instance of logo use must be approved by BAFTA, with proofs of the logos in situ provided by email at [brand@bafta.org](mailto:brand@bafta.org)

Use of the BAFTA mask is not permitted for longlisting, and incorrect use will result in penalty.

## H. MEMBERSHIP CODES

Upon joining the Academy, and again upon every annual renewal, voting members agree to adhere to BAFTA's [Membership Codes](#) and [Academy Screening Codes](#).

These codes relate directly to BAFTA's expectations of members when representing the Academy, including at distributor screenings.

If you have any questions or concerns about infringements of the membership codes, see BAFTA's complaints procedure [here](#).

## I. PENALTIES FOR INFRINGEMENTS

If entrants, members or candidates for nomination violate any of the regulations as set out in this document, BAFTA may impose penalties to protect the reputation of BAFTA and the integrity of the awards process.

Penalties may include:

- Suspension of access to mailing lists
- Suspension of a longlist or nomination
- Disqualification of a film
- Suspension of voting rights
- Suspension of invitations to events, screenings
- Further disciplinary measures according to the Academy's Disciplinary Code in BAFTA's [Membership Codes](#)

BAFTA should be notified by entrants, members and/or candidates for nomination as soon as possible, if they believe an infringement has occurred.

Those notifying BAFTA about a possible infringement must identify themselves, however their identities will remain confidential. The relevant BAFTA team will review the infringement to determine what steps need to be taken. Based on the level of damage and reputational risk to the Academy infringements may be referred to the relevant committee and a possible corresponding penalty determined. Anyone who has violated the campaign regulations will have an opportunity to appeal in writing to the Film Committee. Any infringements by a member will be referred to the membership team and complaints committee to review against the current code of conduct and published disciplinary code for members.

All decisions regarding the awards and campaign rules will be determined by BAFTA, and all decisions about the rules by BAFTA are final.

## J. CONTACTS AND USEFUL LINKS

<p><b>Deirdre Hopkins</b>  <b>Head of Film</b>  <a href="mailto:awards@bafta.org">awards@bafta.org</a></p> <p><a href="mailto:campaigning@bafta.org">campaigning@bafta.org</a></p>	<p>Industry, Studio &amp; Stakeholder Relations  Eligibility Rules  All appeals</p> <p>Campaign Regulations</p>
<p><b>Edward Hubbard</b>  <b>Film Officer</b>  <a href="mailto:awards@bafta.org">awards@bafta.org</a></p>	<p>General enquiries – all award categories  Film entry and rules  Nominees  Mask enquiries</p>
<p><b>Timothy Hughes</b>  <b>Head of Membership</b>  <a href="mailto:campaigning@bafta.org">campaigning@bafta.org</a></p>	<p>Membership enquiries  Trade Agreements &amp; enquiries  Voter lists and information</p>
<p><b>Conor O'Hart</b>  <b>Global Membership Officer</b>  <a href="mailto:campaigning@bafta.org">campaigning@bafta.org</a></p>	<p>Voter lists and information  Data confidentiality agreements  FYC enquiries  Campaign Regulations</p>
<p><b>Catie Poust</b>  <b>Head of PR &amp; Communications</b>  <a href="mailto:pressoffice@bafta.org">pressoffice@bafta.org</a></p>	<p>Press &amp; communications enquiries</p>
<p><b>Mariayah Kaderbhai</b>  <b>Head of Programmes</b>  <a href="mailto:mariayahk@bafta.org">mariayahk@bafta.org</a></p>	<p>BAFTA Official Screening and Industry Events programme (UK)</p>
<p><b>Lisa Gault</b>  <b>BAFTA Media Technology Product Manager</b>  <a href="mailto:lisag@bafta.org">lisag@bafta.org</a></p>	<p>Screeener Hub enquiries</p>
<p><b>Courtney LaBarge Bell</b>  <b>Executive Director &amp; Head of BAFTA North America</b>  <a href="mailto:CourtneyLB@Bafta.org">CourtneyLB@Bafta.org</a></p>	<p>Industry/Studio Relations  Partnership Opportunities</p>
<p><b>Arwen Barr</b>  <b>Program and Membership Manager, North America</b>  <a href="mailto:membership.us@bafta.org">membership.us@bafta.org</a></p>	<p>BAFTA Screening and Events Program (North America)</p>
<p><a href="http://entry.bafta.org">http://entry.bafta.org</a></p>	<p>Entry forms</p>
<p><a href="http://www.bafta.org/media-centre/logos">www.bafta.org/media-centre/logos</a></p>	<p>Logo use requests</p>
<p><a href="https://bit.ly/BAFTALonglistLaurels">https://bit.ly/BAFTALonglistLaurels</a></p>	<p>BAFTA Longlisted laurel available for download</p>

British Academy of Film and Television Arts  
195 Piccadilly | London | W1J 9LN  
T +44 (0)20 7734 0022      W [www.bafta.org](http://www.bafta.org)