

BBFC.online

Frequently Asked Questions – 1st Edition

How do I join the Scheme?

An application form is available on the BBFC website or by emailing ionline@bbfc.co.uk

How much does it cost?

Costs are set out in the Scheme Rules. There are various discounts available for low-use content providers

Annual membership of the Scheme is £900 (less for low-use content providers), plus a £45 fee for bringing into the Scheme any work previously classified under the VRA. For new works, when Scheme members submit a work for VRA classification, an Online Classification is included in the price.

Can I apply for an online-only classification?

Yes if you have an existing VRA classification, otherwise a VRA submission is required. If you are only distributing digitally, just file the VRA certificate.

Packaging

Where works are to be distributed solely online or online first, packaging approval requirements can be forgone – please notify us if this is the case.

Day and Date Releases

We are well aware of the pressures for day and date releases from broadcast to VOD. We are working with members to implement pre-bookable express service to meet these demands.

Why can't I just cut and paste the labels we have for physical products (DVDs)?

Existing BBFC classifications have been awarded for film or DVD/Video release only. They are only available for use in digital distribution to members of the Scheme. They remain our Intellectual Property and may only be used for digital delivery under the terms of the Scheme.

Can I get all my asset information from one place?

We are working with several data-provision companies. Please request details.

I am dealing with studios that don't have online classifications for certain works. Can I use your symbols?

You can only use the 'TBC' whilst they are negotiating to join the Scheme, if they are not in the Scheme you may not use any other BBFC branding for their works.

I am dealing with companies that are not joining the Scheme. Can I still use your symbols or classifications?

No – not unless you are migrating from a pre-existing platform and have explicit permission from us. Existing DVD classifications are not valid or licensed for digital delivery. You may use our ‘TBC’ symbol if they are negotiating with us but have yet to join.

Do my operations / technical staff need any training?

For those already familiar with our Extranet, this is not usually necessary. We will be running brief training sessions for those who require them

Do I have to have all my works classified?

No – only as many as you choose to. But if a work does not have an Online Classification you cannot use any BBFC symbols, Consumer Advice or other BBFC intellectual property. Some Aggregator members of the Scheme may require content providers to have works classified. ,

How fast can I get an online classification

For VRA classified works, it is a simple search and click on the Extranet and the Online Classification takes effect within minutes. For new works, the same time as our usual VRA turnaround. Information Services (iserve@bbfc.co.uk) can tell you what that is at any time, but it is usually ten working days.

How do I find out who is in the Scheme?

A list of members will be available on the website

We are not operating a web-based platform – we will offer a set top box or bespoke software. Can we join? How do we make it work?

Yes you can join – the Scheme is platform neutral, and we will work with you to implement point of sale information that would meet the Scheme requirements for your platform. You should be in touch as soon as possible so we can fit into your development timeline.

What happens if I leave the Scheme?

If you chose to leave the Scheme or your membership is terminated for gross abuse of the scheme, your Licence to use our Brand will be forfeited.

Why does the licence not last forever?

It is in all members’ interests that we retain control over the BBFC Brand. The licence is perpetual as long as you remain in the Scheme, or if the Scheme is wound up.

What happens if we get things wrong?

We will let you know! We will contact you by email or phone and help you to remedy any mistakes

We are contracting out our back-office services (e.g., encoding) – can they deal directly with you?

We are already dealing with service providers and suppliers at every part of the pipeline. If you have a supplier you would like us to deal with, please let us know

Can we get the relevant data direct from a proprietary database company?

We are working to provide online classification metadata directly to companies able to hold it on their databases.

What kind of age verification system should I use?

This is up to you. We will tell you if what you have is sufficient to meet the demands of the Scheme, we are also compiling a portfolio of ‘best practice’ in age compliance solutions. This information will be made available to members

Does everything have to be right on day one?

Between joining the Scheme and going ‘live’ with our branding we will help you to get your implementation right. You must abide with the rules for each work that you are supplying with BBFC branding attached but you are not obliged to include BBFC branding on any works. You are welcome to begin with a single title and gradually build up the numbers that you supply with BBFC branding attached.

What are the advantages of signing up now?

Content providers can get online classifications with new works at no extra cost and immediate access to their back-catalogues.
Aggregators will have access to our technical support and consultancy, along with advice on implementation. This is in addition to Extranet access to directly download the metadata you require.

Does everything on our platform need to have BBFC online classifications?

No. Just as much as you want or you agree with your aggregator / content provider. The only requirement is that our branding is only attached to works with online classifications that have been brought within the Scheme.

Where do we get TV classifications from?

We have rated a huge amount of made for TV content, and this is available from our back catalogue, including nearly all premium US and UK content.

Adult Classifications (R18s)

What rules apply to R18 material?

Tougher rules are included for the classification, sale and marketing of R18 material

Why are they tougher?

These reflect the restriction on the sale of R18 in the 'physical world' (i.e. through licensed sex shops) – they are to prevent viewing by minors or anyone not wishing to see explicit material

Why can I only supply R18 online classifications to aggregators in the Scheme?

We need to monitor these more carefully, again, in line with the licensed sex shop model.