BBC Digital Release Policy

- in a nutshell -

A full copy of the BBC’s Digital Release policy is available [here](#).

A copy of the BBC’s Social Media Policy is available [here](#).
Digital Marketing Guidelines for Independent Production Companies

In the build-up to TX:

- Any plans to create programme-specific social media accounts should be shared with the BBC PS marketing team in advance
- Programme-specific social media account profiles should not feature BBC branding in headers or profile photos, and should include clarifying text that confirms the independent nature of the account (see BBC Brand Guidelines)
- Any plans to publish programme related marketing or promotional content should be shared with the PS marketing team in advance
- Any digital assets related to BBC-commissioned content should be shared with the PS marketing team when requested
- Trails, stills or BTS footage should not be shared with a UK online audience if it is tonally different to the PS campaign and/or carries a different strapline or creative look and feel
- Trails or stills should not be shared with a UK online audience if it could damage the reputation of the BBC (e.g. violent/explicit/age-restricted content)
- Trails or stills should not be shared with a UK online audience if it references non-BBC transmission information
- Content published to a UK online audience should feature BBC tx date and time, where appropriate
- Content published to a UK audience that is derived from broadcast content should feature BBC channel branding, in line with the BBC Brand Guidelines, and follow the BBC Online Compliance process
- Content published to a UK online audience that is not derived from broadcast content (i.e. BTS) should not feature BBC branding unless signed-off in advance by BBC marketing or compliance teams
- Any plans to run competitions or other interactive content should be shared with the PS marketing team in advance
- Where interactive content is intended to be hosted/promoted on BBC-owned properties, requests must be submitted to ITACU by a BBC representative
- Where interactive content is intended to be hosted on independent (non-BBC branded) social media accounts only, it is sufficient to notify the PS marketing team in advance. ITACU approval is not required.
- BBC-run social media accounts will not engage with independent account content unless this has been agreed in advance with BBC Marketing/Social teams
- The relationship between independent-run and BBC-run social media accounts should be determined in advance and depends on:
  - Tone and quality
  - Commercial intentions
  - Adherence to BBC Editorial Guidelines and Compliance process
Producers publishing Digital Content
(on platforms other than the BBC’s own)

Producers wanting to use programme material to help extend programme brands online for both promotional and commercial purposes in the UK must follow the BBC’s Digital Release Policy. Below is a short summary of the key things to consider when you request to use content on your own digital platforms:

Checklist when using Extracts of BBC Commissioned content:

- Share ideas for commercial or promo extensions (e.g. apps etc) asap
- Seek approval from your Business Affairs contact
- Clips of up to 3min per 30min of content for promotional use – from pre TX onwards (iPlayer and beyond) so long as they include BBC Branding
- Clips of up to 5min per 30min of content for commercial use
- Clips up to 20% from content shorter than 15min (promo or commercial)
- Standalone or in aggregate
- 20sec previews of DTO titles
- Must show BBC Sting, DOG and end board on YouTube in line with the BBC’s Branding Guidelines
- BBC Clips can be embedded for promotion without request
- Clear underlying Contributors as required

Holdback & Backend:

- Holdback release for Commercial Clip exploitation after initial iPlayer window at Day 31 OR 12 months for Children’s content
- 15% Net Revenue - needs to be listed apart of the standard reporting

Please follow the link to our Digital Release Policy before seeking approval from your usual BBC’s Business Affairs contact.
Producer identifies programme clips for promo campaign or commercial use & requests release

Uploading clips to YouTube or Facebook:
Producer shall wherever possible use YouTube’s Content ID or Facebook’s Rights Manager and upload reference files of the clip or entire programme in order to protect copyright infringement.
Note, the “reference files” should not be publicly viewable

Producer to whitelist all BBC channels
By Whitelisting channels, YouTube Content ID & Rights Manager will not block/take down BBC clips but only block unauthorised copies.

Producer can:
• Claim and monetise all infringing clips up to 2 minutes
• Block all infringing clips over 2 minutes in the UK and globally.

For the avoidance of doubt:
• Net revenue from the monetisation of infringing clips payable to the BBC in accordance with General Term 16.
• All use to be in line with 4.3 – 4.7 of the Policy
• Any monetisation on YT shall not conflict with the rights licensed to a distributor i.e. SVOD rights include AVOD rights including ad-funded clips.

Producer may publish promotional and/or commercial clips in accordance with the release policy.

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BBC Business Affairs & BBC PS Marketing to approve
Producers report commercial revenue on the Distribution Statements