

BFI response

to

Ofcom's Consultation

**The Scheduling of Television Advertising
Approaches to Enforcement**

October 2014

1. EXECUTIVE SUMMARY

The BFI has comments on just two areas of the consultation – we welcome the changes in wording around advertising limits in respect of film which are proposed in the consultation. The changes will provide additional clarity for stakeholders about what is and isn't permitted in relation to advertising around films on television.

We have no further comments on the consultation.

2. ABOUT THE BFI

In 2011 the BFI became the lead organisation for film in the UK. It is now a Government arm's-length body and distributor of Lottery funds for film.

Our mission is to ensure that film is central to our cultural life, in particular by supporting and nurturing the next generation of filmmakers and audiences. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK.

- It delivers this role: As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK

In October 2012, the BFI published 'Film Forever, Supporting UK Film 2012-2017', which set out its strategy for the next five years, following an extensive industry consultation.¹ It described the activities underpinning the BFI's three strategic priorities: Expanding education and learning opportunities and boosting audience choice across the UK Supporting the future success of British film Unlocking film heritage for everyone in the UK to enjoy.

To that end, the BFI helps ensure that public policy supports film and, in particular, British film.

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Greg Dyke.

3. CONSULTATION QUESTIONS

The BFI has comments on questions 8 and 12 only. We do not have any comments on the remaining material.

Question 8:

Do you agree with the proposed clarification of the definition of films? If not, please explain why.

The BFI agrees with the proposed change to the definition of films as it makes clear that the definition only relates to films which are shown at the cinema and single dramas on television, and is not intended to cover material series or serials shown on television. This provides increased clarity for stakeholders for "avoidance of all doubt."

¹ <http://www.bfi.org.uk/about-bfi/policy-strategy/film-forever>

Please identify any areas of this proposal that you consider Ofcom should issue guidance on.

We do not think further guidance is required.

Question 12:

Do you have any comments on the proposal to change the layout of COSTA or on the minor revisions proposed?

We think the clarifications regarding definition of film and its place with the Code are helpful in providing greater certainty for all stakeholders and improve the overall strength and effectiveness of the Code.

Ends.