

Brightcove Keeps the Cameras Rolling for BAFTA's Online Video Initiatives



Created in 1947, The British Academy of Film and Television Arts (BAFTA) supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. As a charitable organization, BAFTA plays a powerful role across nations and regions, in cinemas, schools and communities in the U.K. and U.S. The Academy's expert industry membership of nearly 6,500 individuals awards the highest achievements of films, video games and television programs across the globe. Each year, BAFTA showcases these artistic feats in order to motivate and inspire those who make them and to educate and develop the tastes of those who watch them.

Situation

Since its inception, BAFTA's recognition and awards have expanded to cover five categories of moving image excellence, including film, television and television craft, video games and children's programming. Within each of these groupings is an abundance of archival and educational videos featuring the best talent from film, TV and video games. The BAFTA website enables the Academy to expand access to its extensive video database and reach an audience far greater than those who can attend their events.

Solution

Brightcove online video platform, July 2009.

ROI

- Faster publishing and upload capabilities
- Improved organization and content management
- Increased daily page views
- Increased dwell time

Brightcove Attributes

Fast, Efficient, Accessible

Flexible Sharing Options

With more than 200 events each year, BAFTA's extensive content library of long- and short-form footage, awards ceremonies, lectures and sample clips requires a robust online video solution capable of quickly turning around

footage for online audiences on a wide range of platforms. Using Brightcove's HTML 5-enabled players has helped BAFTA expand its reach to viewers using the iPad, iPhone, Android and other mobile devices.

"BAFTA's online video strategy is to educate as many people as possible and make our events available to a wider audience," said Pippa Irvine, online editor for BAFTA. "Multi-platform distribution is especially important in reaching out to today's audiences."

Brightcove HTML 5's compatibility with new mobile technology is helping BAFTA expand its reach and achieve its goals. For the February 2011 Film Awards, BAFTA plans to have mobile device-scannable barcodes on the event tickets that take users to BAFTA.org, featuring behind-the-scenes video content from the night.

BAFTA.org also features long- and short-form video content that is easily managed and shared using the Brightcove platform. Using Brightcove's analytics tools, the Academy realized that short-form was much more popular

with the casual viewers visiting the website. As a result, BAFTA began offering additional highlight packages for visitors only looking to view the key points and quotes from a lecture. Those viewers who retain interest in the topic can then opt to view the entire hour-long lecture when time permits.

Moving forward, the Academy is looking to build a learning channel website in Fall 2011 aimed at career-starters,

graduates and students. Using the Brightcove platform, the website will host a searchable library of BAFTA's educational video content. BAFTA aims to increase access to educational content for its learning audiences and make searching by topic and viewing specific material an easy process.

Faster Publishing and Turnaround Rates

BAFTA's awards ceremony footage continues to be its most popular video content on BAFTA.org. The Academy sees spikes in viewership of up to ten times the average during the film awards, with additional spikes for new TV and video game awards content.

Brightcove's simplicity also helps BAFTA quickly train the many volunteers on the awards show sets. "The fact it is so simple to use makes training them quick and easy, and gets them uploading content to the site," Irvine said. "It's been great for us."

Taking advantage of viewers' desire to see more has been a successful strategy for BAFTA. As the BAFTA awards air on television, Brightcove allows the Academy to quickly post red carpet video content and behind-the-scenes interviews at the exact same time.

"Efficiency is key," Irvine said. "We want to be there first with all the backstage goodies for viewers to check out online via their laptops, iPads or mobile devices."



“When we’re running the film awards, we want content up there as quickly as possible. Brightcove’s efficiency has been perfect for us because it makes uploading new content quick and easy, with seamless embedding of the player code.”

Pippa Irvine, online editor for BAFTA