



THE DISTRIBUTION FUND

GUIDELINES FOR APPLICANTS

March 2014

These guidelines replace in their entirety the guidelines for The P&A Fund.

1. Introduction

Distribution of independent and specialised films in the UK remains a predominantly high risk activity and this can make ambitious release programmes challenging for independent distributors. This can often mean reduced choice for cinema audiences, particularly outside London or key urban centres.

Through the £4million BFI Distribution Fund we aim to boost audience choice and enrich film culture UK wide. We will do this by supporting the distribution launch of high quality British independent and specialised films that have the potential to reach beyond their core market and by championing fresh approaches in distribution and marketing that will help films find new audiences, both in cinemas and across additional platforms. The Distribution Fund aims to increase the size, diversity and geographical spread of audiences viewing specialised and British independent film and contributes to the BFI's strategic priority of expanding education and learning opportunities and boosting audience choice across the UK. The Fund will work with and be complimentary to the BFI's other funding initiatives such as the UK Audience Fund and the BFI 5-19 Education Scheme.

This Fund is not intended to underwrite the distributors own print and advertising costs but rather is seeking to **add value** to the investment already being made by distributors in each film.

2. About the Distribution Fund

The Fund aims to help grow audience choice by increasing **access** to and **awareness** of high quality British independent and specialised film. The Fund comprises of **four strands** specifically designed to address different types of films, release strategies and the associated challenges and opportunities in the marketplace:

Big Audience

Through the **Big Audience** strand we want to help take British independent films with a commercial focus to a wide UK audience. These films will be of a high quality and will have strong marketable elements. They are likely to be able to demonstrate early audience interest and a good critical response.

We anticipate that each year we will make between three to six **Big Audience** awards of £250,000-£300,000 with the distributor contributing at least 50% of the total P&A costs. Awards will be used on the costs of the theatrical release of the film.

The impact of the BFI funding should be to significantly improve the scale and scope of the distribution strategy.

A **Big Audience** award should ensure that the film is released on at least 100 screens, with a strong regional emphasis, and the increased release budget should result in a

substantial impact on the box office. We would expect any film receiving a Big Audience award to achieve at least £1m in gross UK box office.

Breakout

Through the ***Breakout*** strand we want to help exemplary specialised films reach a wider cinema audience, with a particular emphasis on ensuring regional uptake.

We anticipate that these awards will be between £100,000 to £150,000 with the distributor contributing at least 50% of the total P&A costs. It is expected that ***Breakout*** awards will be spent on theatrical activity and, as a consequence of the award, a film would be expected to be released on at least 40 screens.

A film that is successful in obtaining a ***Breakout*** award is likely to be one that receives good critical reviews, with signs that it will be well received by cinemagoers. In addition to quality, the film should have strong marketable elements that offer it the opportunity to attract a wider audience. In the application for funding, the distributor will be expected to outline why the film is suitable for a ***Breakout*** award and how such an increase to the P&A budget will enable the film to fulfil its commercial potential through an ambitious release strategy that helps the film reach new audiences.

New Models

Through the ***New Models*** strand we want to support experimental and ambitious release models and marketing strategies that seek to exploit new opportunities outside traditional theatrical and marketing routes.

We intend to support high quality new British and specialised films that are:

- i. distributed through innovative or progressive release models; and/or
- ii. supported by original marketing strategies and creative audience-building opportunities offered through cross-media activity.

To be successful in this strand the film's release strategy is unlikely to have a purely theatrical focus, although cinema may form part of a multi-platform release proposal.

An application for a ***New Model*** award will need to demonstrate how the proposed release strategy will help the film to deliver commercially; how it will help the film to reach audiences; as well as identifying the new model's potential to be replicated on other films by both the applicant and other distributors. The application should also demonstrate how the proposed strategy will drive, or be integrated into, the overall distribution campaign, and how it will lead to conversion to sales or views.

We anticipate that strong proposals for new release models will include partnerships with other organisations that may bring expertise, funding and reach in order to ensure successful delivery of the strategy.

Innovation is important in this strand, but proposals do not have to be entirely 'new' ideas – for example they may be an enhanced version of a similar trial in another sector,

another territory or within this sector in the UK - provided that any insights from that earlier trial have been taken into account; the proposal being submitted is significantly different; and the strategy suits the film it is now being adapted for.

In these cases, applications should identify the earlier related activity, and how it is being used to successfully inform this new proposal. Alternatively, if nothing similar has been trialled previously, then the applicant will be required to provide robust research as to why they believe their new strategy is able to fulfil the objectives of this funding strand.

Finally, in order to encourage experimental activity and identify successful new business models, these awards are intended to offset the element of risk that new model and release strategies will inherently contain. Applications will therefore need to identify the key risk factors of the proposal, and explain why the strategy has the potential to produce results worth taking these risks. Such results will not be limited to the revenue generated or viewing numbers, but can include obtaining other quantitative and qualitative information that will inform the development of future distribution strategies. We would expect such results to be shared with the BFI and the wider industry in the form of a detailed case study (insight report). Examples of New Models Insight reports can be found here on the BFI website:

<http://www.bfi.org.uk/film-industry/lottery-funding-distribution/insight-reports-case-studies-audience-research/new-models-awards-insight-reports>

Sleepers

The ***Sleepers*** strand is targeted at “in-release” films that have achieved exceptional weekend box office results and significantly exceeded market expectations. The aim is to help such films capitalise on their unexpectedly strong performance and enable them to reach the widest possible audience, particularly at a regional level.

Sleeper Awards will be in the region of £20,000 to £40,000 allowing distributors to take advantage of additional screens offered as a result of the strong box office performance and/or outstanding critical responses to the film. The Award would be targeted on additional regional cinemas bookings and enhancements to the national or regional media advertising.

Access to this strand will be triggered by our assessment of the film’s opening weekend performance and applications can only be made by invitation from the BFI. If we believe a film should benefit from a ***Sleeper*** award we will contact the distributor on the first working day after the opening weekend and invite them to submit an application. The application will be assessed through a ‘fast-track’ process.

This strand is initially launched as a pilot.

3. Can you apply?

Applicant

An applicant to the Distribution Fund must be a company registered and centrally managed in the UK or another state of the European Union or European Economic Area. Individuals may not apply.

Applicants should have direct experience of film distribution in the UK. Exceptions to this will be considered at the sole discretion of the BFI.

The application for funding should be completed and submitted by the individual within the company that is responsible for the distribution of the film in question e.g. the Head of Distribution.

Eligible categories of film

In order to be eligible for the Distribution Fund films must be capable of being categorised as either a 'Specialised' film or a 'British' film as follows:

Specialised film (for the purposes of the Distribution Fund)

A specialised film is one that is able to meet the definition of a Specialised Film set out in Appendix A.

British film (for the purposes of the Distribution Fund)

'British' films are those that are in receipt of a 'Certificate of a British Film' under the terms of **Schedule 1 of the Films Act 1985** as amended i.e. films that pass the UK's Cultural Test.

'British' films do not include films certified as British under any of the UK's co-production treaties or under the European Convention on Cinematographic Co-Production for the purposes of eligibility for this funding.

Other eligibility criteria for both 'Specialised' or 'British' films

1. Applications can only be made in respect of feature length films (defined as a minimum of 69 minutes). Compilations or 'packages' of short films that total at least 69 minutes will also be eligible.
2. Applicants must own or control those UK distribution rights to the film at the time of submitting the application that are relevant to the proposed release strategy. Preferably the applicant should hold all UK distribution rights. Successful applicants will be required to demonstrate rights ownership or control as a condition precedent to the award of funding.
3. Applicants must have already committed, or be planning to commit, a significant investment in the distribution of the film relative to the type of film and its perceived market potential. The BFI will determine if such a commitment is significant based on its assessment of the film and its knowledge of the market. Where the applicant already has a contractual minimum P&A commitment in place

the BFI will not subsidise the operations of the applicant by providing funding to allow the applicant to meet such minimum commitment.

4. Applications relating to the release of the film in territories other than the UK will not be eligible. For the purposes of this Fund the UK territory will include Eire in relation to the release strategy. However a solo Eire release will not be eligible and neither will specific P&A requests that are directly linked to Eire expenditure eg Eire TV advertising expenditure.
5. The film must have already received, or be capable of receiving, a classification certificate from the British Board of Film Classification. Films classified or likely to be classified as R18, however, will not be eligible.
6. Except in relation to the New Model strand, the applicant must be in possession of a suitable digital format (or 35mm print) for a screening at the time of application, or be in possession of one within a maximum of 2 weeks of the application.
7. The deadline for applications will depend on the specific strand you are applying under. Exceptions will only be made at the BFI's discretion. ***Big Audience*** and ***Breakout*** applications must be submitted at least 14 weeks prior to the planned release date. ***New Models*** applications must be submitted at least 16 weeks prior to the planned release date. ***Sleeper*** strand application can only be made by invitation from the BFI.

What is the requirement for partnership funding?

The level of the distributor's own financial investment in the film's release will be taken as an indication of its own level of belief in and commitment to the film. The BFI will need to be convinced that the award requested will actually make a difference to the film's outcome and is truly additional rather than a replacement for funds that the distributor might be reasonably be expected to invest, given the creative and commercial aspirations of the film. Where the distributor has guaranteed a minimum P&A commitment (as evidenced in its distribution agreement for the film) the BFI will not subsidise the operations of the distributor by providing funding to allow the applicant to meet such minimum commitment. In Section 2 above we indicate the level of partnership funding we expect for each strand.

The applicant's investment in the P&A budget can include the applicants own money or other grants such as those obtained through the **EU Media Programme**.

4. How to apply

All applicants must complete the online application, available on the BFI website. You must indicate on the application which Strand you are applying for. You can only apply to one strand at a time in respect of the film.

When first using the on-line application you will need to create an account which allows applications to be saved and reviewed before submission. Once the account is set up future applications will be pre-populated with your contact details. You will be able to access all your past online applications and in-progress applications at any point by logging into your account.

The BFI will confirm by email that the application has been received and a unique Application ID number will be assigned to the application. In order to expedite the application process we also ask that you send an email to Distributionfund@bfi.org.uk to make the Distribution Fund team aware that your application has been submitted.

A key part of the application to the ***Big Audience***, ***Breakout*** and ***New Models*** strands, will be your proposal for the film's release assuming financial support from the BFI (the Release Strategy). This should be compelling and persuasive and include at a minimum the following information:

- Vision statement for the release
- Comparative releases and results
- Target audience(s)
- Release date and analysis of competitive landscape
- Cinema sales strategy (***Big Audience*** and ***Breakout*** applications only)
- Marketing plan
- Publicity strategy
- Strategy to ensure maximum access to and uptake by regional audiences
- Topline budget (to cover expenditure and income including the amount requested from BFI).

The Vision Statement should address the requirements of the Strand that you are applying under, as outlined in Section 2 above. The application should also clearly explain why BFI funding is necessary in order to realise the strategy.

The ***Sleeper*** strand has a modified application form and you will be directed to it if you are invited to apply.

If you have problems completing or submitting an application please contact Vivien Muller-Rommel on 020 7173 3251 or email Distributionfund@bfi.org.uk.

5. What happens next?

Step 1 - Eligibility

The BFI's Distribution Fund team will initially look at whether the application is eligible (see '**Eligibility: Applicant**' and '**Eligibility: Other Criteria**' above). The team may request a viewing of the film if necessary to determine eligibility.

If the application fails to satisfy any of the eligibility criteria the application may be rejected at this point and the applicant will be notified in writing.

Step 2 – Assessment of proposed Release Strategy

If the application satisfies the eligibility criteria the BFI will review the Release Strategy in view of the overall aim of the Distribution Fund and the requirements of the relevant strand and taking into account the following:

- Overall quality;
- Commercial viability;
- Scale and ambition;
- The extent to which the Release Strategy demonstrates innovation and strategic risk taking;
- Value for money for BFI funding (for example taking into consideration partner funding, estimated revenues, additional audience reach and, for the **New Model** strand, value and quality of proposed results);
- How the Release Strategy can improve access to film for UK-wide audiences, particularly outside London and large cities;
- The level of expertise within the distributor team and your proposed partners in the Release Strategy;
- The extent to which the Release Strategy specifically addresses a diverse or under-served audience;
- Alignment of the Strategy with other BFI audience and education initiatives (e.g. UK Audience Network and in particular synergies with the audience hubs that will be developed through the Audience Fund); and
- Likelihood of success of the Release Strategy taking into account the scope, scale and complexity of the project proposal (i.e. is there long enough to optimally deliver the proposed distribution strategy).

We may reject the application at this stage if we feel that the Release Strategy is not sufficiently strong in one or more of the areas above. Alternatively, we may decide to discuss the application with you to clarify aspects of the Release Strategy. If we elect to proceed with the application we will request a screening of the film.

Step 3 – Screening (*Big Audience, Breakout and New Model* strands only)

We will view the film to determine whether it can contribute to the overall objectives of the Distribution Fund. **This will include an assessment of the film's commercial potential and creative merits and whether that is commensurate with the proposed Release Strategy.** In order to do this we will consider the following:

1. Could a wider audience be persuaded to see the film? We will take into account: our assessment of the film's creative qualities and market potential; the accessibility of the film's subject matter; whether the film is likely to receive good reviews and significant publicity coverage; and whether the film has a strong genre;
2. If a wider audience could be persuaded to see the film, would they enjoy it (ie would the film achieve audience ratings on an opening weekend exit poll in line with or above the statistical norms for all UK films)?
3. Is the budget and the amount requested consistent with the film's perceived commercial potential as evidenced by the applicant's range of box office and other income estimates and The Fund's own commercial judgement.

If, in the case of the **New Model** strand, the film has not been delivered (at the point of application to the strand) we will need to view the final or most recent cut of the film.

At this stage BFI may reject the application (in which case the applicant will be informed of the decision in writing) or request a meeting with the distributor.

Step 4 - Meeting

We will use the meeting to discuss in detail the proposed Release Strategy including the P&A budget. This may result in the need for the distributor to revise its plans if the application is to proceed.

Following the meeting, the BFI may decide to reject the application (in which case the applicant will be informed of the decision in writing) or request additional information, which may include a revised Release Strategy, and will include the following:

- a comprehensive Media Plan
- a full P&A budget on the BFI's pro forma (this must only contain those allowable P&A items listed in Appendix B)
- Cinema list (not required for **New Model** strand)
- a copy of the Distribution Agreement for the film (or other evidence demonstrating the applicant's ownership or control of the theatrical distribution rights in the UK territory).

Step 5 - Recommendation

BFI will undertake a final assessment of the application based on all of the information provided.

Applications to the **Sleeper** strand will be assessed through a modified "fast-track" process. We will not require a screening of the film.

The Distribution Fund team will then decide whether to recommend the application for approval or whether to reject the application (in which case the distributor will be informed of the decision in writing). At this point the BFI's legal and finance departments may also undertake a due diligence assessment of the application.

If The Fund decides to recommend the application for approval it will submit its recommendation to the BFI's internal Finance Committee for approval.

6. Offer of funding

If the application is approved, you will be sent an Offer Letter setting out the terms and conditions of the Distribution Fund award. This Offer Letter must be counter-signed and returned to the BFI within 14 days of issue.

The Offer Letter for each strand will contain the same general terms and conditions for each successful applicant. The terms and conditions include the following:

Use of award

The total of the BFI award and the distributor's own contribution to the release costs must be spent on the release of the film in accordance with the Release Strategy and P&A budget and only on the allowable P&A items listed in Appendix B.

Conditions

The film must be released within 14 days of the agreed release date; on the specified platform(s) on the specified number of screens at its widest point of release (the Widest Release) (if applicable); and in order to ensure regional coverage, in those cinemas referred to on the agreed cinema list (unless variations are agreed in writing by the BFI).

Where the Widest Release is in excess of 50, the distributor will be expected to make available subtitling and audio-description on the Digital Cinema Package (DCP), to enable screenings of the Film for cinemagoers with sensory impairments, and to ensure that the availability of these materials is publicised to the cinemas to ensure take-up.

In addition the distributor will be expected to:

- (i) own or control those UK distribution rights relevant to the Release Strategy;
- (ii) provide the BFI with distributor-level access to daily Rentrak figures and all VOD or other ancillary figures relevant to the release strategy;
- (iii) have secured a British Board of Film Classification certificate for the film (excluding R18 category);
- (iv) allow the BFI to use certain images and/or clips (supplied in printed or electronic press kits) as it may request from time to time for the purposes of publicising the Distribution Fund. In such instances, the BFI will provide such credit to the distributor as may reasonably be requested;
- (v) provide copies of royalty statements in relation to the exploitation of the relevant rights in the Film to the BFI; and
- (vi) provide updates to the Distribution Fund team on delivery of the Release Strategy for the film (particularly when requesting variations to the agreed Release Strategy) and the performance of the film immediately prior to the release date and immediately after opening weekend.

Cashflow

Big Audience, Breakout and Sleeper awards: The BFI will cashflow 75% of the award upon the later of signature of the Offer Letter or release of the film, provided that all conditions precedent of the award have been met.

New Model strands: the cashflow will be agreed on a case by case basis but in any event will include a holdback of part of the award as set out below.

The balance of the award for all strands will be payable 12 weeks from the release of the film or when invoices for all third party costs relating to the P&A spend have been received and paid by the distributor (whichever is later) and the distributor has provided a cost statement to the BFI on the BFI pro forma (which at the request of the BFI may need to be supported by full back-up documentation, including copy invoices) but which in any event must be submitted within 20 weeks of the release of the film (failure to submit the cost statement within 20 weeks will result in the Offer Letter being termination and the distributor will be required to repay all sums already advanced).

Any underspend on the P&A budget of more than 10% of the total budget will cause the BFI to reassess the application and may result in the award being withdrawn by the BFI and any amount already advanced will have to be repaid. Any underspend of less than 10% of the total budget may be deducted from the BFI award.

Any overspend by the distributor on the agreed final P&A budget will not count towards the applicant's P&A investment (see below) for the purposes of the recoupment positions (as described below) **unless it has been agreed in writing with the Distribution Fund team before any overspend is incurred.**

Recoupment

The BFI award is repayable to BFI from revenues received by the distributor in relation to the exploitation of the film. However, BFI will generally only seek to recoup the award from revenues due to the distributor during the period ending four months from the release date (or in the case of **New Model** awards, the agreed launch date). In relation to **Big Audience, Breakout and Sleeper** awards, the BFI will normally only seek to recoup from revenues derived from the exploitation of the theatrical rights. In certain cases, the BFI may seek to recoup revenue derived from any additional platforms that the film is being released on within this window, if the transactions achieved here are directly affected by the lottery award. Once the distributor has received an amount of money equal to its own spend on the relevant distribution costs (the allowable sum will be set out in the Offer Letter) then, without any deduction, all receipts in excess of this (due during the first four month period) will be paid to the BFI in recoupment of the award. In the event that insufficient receipts are raised to cover the award, then no further payment to the BFI will be due from subsequent exploitation of the film. In relation to **New Model** awards the recoupment model will be determined on a case by case basis taking into consideration the release plan (in terms of which platforms the film is to be released on). No premium or interest will be charged by the BFI unless there is a delay in repayment.

The distributor must submit a royalty statement relating to theatrical receipts (or in the case of **New Model** awards, relevant receipts) to the BFI within six months of the release date of the film, and thereafter only at the request of the BFI. The BFI reserves the right to audit the references in the distributor's books to the film supported by the BFI award.

Credit/Branding

The BFI's Distribution Fund comprises National Lottery funding. The BFI will require acknowledgement of the award through inclusion of its moving logo (which contains the BFI and National Lottery logos) at the beginning of the film immediately following the Distributor's logo and prior to the film's presentation credits. The BFI will also be given a credit (in a form to be supplied by the BFI) on all advertising and promotional material relating to the release of the film (eg posters and press ads).

Meeting the needs of disabled cinema-goers

The BFI is committed to ensuring that the cinema experience is open to all, especially to disabled people. In all cases, the successful applicant will be expected to address the needs of cinema-goers with sensory impairments. Successful applicants who are planning a release (of an English language film) into 50 or more screens will be required to make available Subtitling and Audio Description files for the film. This is likely to be via files on the Digital Cinema Package (DCP). Applicants will also be required to ensure that the availability of the discs is publicised through the normal industry channels and made available for delivery in time for the film's opening. This activity would be expected to be paid for by the applicant.

Other requirements

The BFI will also require:

- successful applicants to ensure that any sub-titling and/or audio description will be used on the DVD/BD release of the film;
- free access to (except reasonable costs of delivery) and use of a print(s) of the film for special private screenings arranged by the BFI if requested; and
- a minimum of 3 copies of the DVDs/BD of the film.

Research

It is important that the qualitative and quantitative results from funded projects are recorded and analysed in order that these can benefit future film projects.

Applicants to the ***Big Audience*** and ***Breakout*** strands will be required to carry out research in the form of two exit polls (no more than one such exit poll to take place in London). The BFI have developed a range of questions that relate to audience make-up, sources of awareness, level of enjoyment and recommendations levels of the film seen, etc. The successful applicants will be free to use any company they wish, as long as the questions form part of their survey.

Applicants to the ***New Models*** strand will be required to appoint a researcher to the project from the outset who will provide an in-depth report on the implementation of the strategy, with analysis of all relevant results achieved. Non-commercially sensitive data (as pre-agreed by the BFI and the applicant) will be published by the BFI including on its website in order to inform the industry. The BFI can provide further details of case study requirements and approved researchers upon application.

Monitoring

The BFI will undertake monitoring of the award in line with the aims of the Fund and reserves the right to request further information and to use external auditing services.

APPENDIX A

DEFINITION OF SPECIALISED FILM

DEFINITION OF SPECIALISED FILM

The BFI's definition of 'specialised film' relates to those films that do not sit easily within a mainstream and highly commercial genre. The BFI believes in the diversity of film and of audiences. We want films to find their audiences and audiences to build their appreciation of a wide range of films. A wider knowledge of film gives us a wider knowledge of different cultures and ideas. We believe that the on-going development of film culture relies on both familiarity with the great titles of film history, and on experimentation with new ideas and forms.

Foreign language films with subtitles

In almost all circumstances foreign-language films will be classified as 'specialised' due to most audiences' lack of familiarity with and resistance to subtitles.

Documentaries

In almost all circumstances feature-length documentaries intended for theatrical distribution will be classified as 'specialised' because non-fiction cinema tends to have a narrower appeal than fiction.

Archive / Classic films

Films from the beginning of cinema's history until the last 10-20 years, older titles shown again on the big screen so that today's audiences can experience important or overlooked titles in their original format.

Artists Film / Experimenta

Feature-length films or programmes of shorts that express an artistic vision or particularly experiment with the film form for aesthetic purposes.

Short Film Programmes

Short films give new film makers a chance to learn their craft, find their cinematic voice and to see how audiences respond to their work. Classic short films can give audiences the chance to see the first films by now famous filmmakers, and students of filmmaking the chance to see the format at its best. For these reasons, feature-length (70 mins+) programmes of short films will be considered.

Other Criteria

Films that fall outside of the above parameters (e.g. English language feature films) may also be considered on the basis of unusual or undefinable genres; complex and challenging subject matter; innovative or unconventional storytelling/narrative structure.

Films with stories and subjects relating to diversity (for example Black, Asian and minority ethnic people; disability; LGBT) may also be classified as 'specialised'.

British film

'British' films are those that are in receipt of a 'Certificate of a British Film' under the terms of **Schedule 1 of the Films Act 1985** as amended i.e. films that pass the UK's Cultural Test.

'British' films do not include films certified as British under any of the UK's co-production treaties or under the European Convention on Cinematographic Co-Production for the purposes of eligibility for this funding.

However, the judgement as to whether a certain film can be categorised as 'specialised' is necessarily subjective. On receipt of an application the BFI will make this subjective assessment. The decision of the BFI will therefore be final.

APPENDIX B

ALLOWABLE P&A ITEMS

- a. **Production and design**
 - Posters (design and printing)
 - Trailer(s)
 - TV advertising spot(s)
 - Radio advertising spot(s)
 - Press and magazine adverts
 - Online adverts
 - Theatre displays and point of sale advertising (eg standees)
 - Press book
 - Screening tickets
 - Promotional merchandise (eg T-shirts, games, books, etc)
 - Website
 - Digital assets
- b. **Prints and Distribution**
 - Trailers
 - Release prints
 - Certification costs
 - Exhibitor screenings
 - Despatch costs
 - Tracking costs
 - Anti-piracy services (eg watermarking, monitoring)
- c. **Media advertising costs**
 - TV
 - National and local Press/newspapers
 - Magazines
 - Radio
 - Outdoor
 - Online
- d. **Publicity**
 - Media screenings
 - Stills
 - Colour production
 - TV clips and EPK
 - Radio syndication / APK
 - Talent visits
 - Press junkets
 - UK festival costs
 - PR agency fees and agreed expenses
 - Premiere
- e. **Promotions**
 - Agency fee and agreed expenses
 - Talker screenings
 - Other promotions
- f. **Research**
 - Exit research
 - Test screenings
 - Media materials testing
 - Concept testing
 - Other research
- g. **Digital production (features or trailers)**
 - Scanning a negative or IP to digital format (in such cases where a high definition digital master does not exist and where the production of which might prove a significant benefit to the film's release)
 - Upgrading or remastering of a lower resolution digital master (eg digi-beta) where the production of which might facilitate a more cost effective, wider release.
 - Production of digital cinema distribution master (ie a compressed and encrypted master than can subsequently be copied onto physical media for delivery to cinemas with a digital capability) and compiling such master with sound elements
 - Inclusion of soft subtitled and audio described tracks in a combined digital cinema distribution master
 - Duplication and of such digital cinema distribution master and key sending/transmission

- Duplication of digital cinema master and key transmission
- Payment of Virtual Print Fees (VPFs) to access digital screens

Important information

1. The information in these guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. The BFI therefore reserves the right to review this programme and/or change its policies, procedures and assessment criteria.
2. The application form does not necessarily cover all the information the BFI uses to decide which applications to fund. The BFI can ask applicants for extra information.
3. All applications are made at the applicant's own risk. The BFI will not be liable for loss, damage or costs arising directly or indirectly from:
 - the application process;
 - the BFI's decision not to provide an award to an applicant; or
 - dealing with the application.
4. The BFI's decisions on applications are final.
5. The BFI will not pay the award until it has received a fully executed copy of the Distribution Fund Offer Letter.
6. The BFI will publicise information on the number of applications it receives and the awards made.
7. The Freedom of Information Act 2000 gives members of the public the right to request information held by the BFI. This includes information held in relation to applications to the BFI's various funding programmes or schemes. Therefore if you choose to apply to the BFI you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.
8. Sometimes the BFI's Board of Trustees (Governors) or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Board Trustee or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence the success of their application by approaching a Board Trustee or staff member.
9. It is important that applicants carefully check the information given in the application form. The BFI standard terms and conditions entitle it to withhold or reclaim an award in the following circumstances:
 - If the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and
 - If during the term of the agreement the awardee acts dishonestly or negligently to the disadvantage of the project.The BFI will follow up cases of suspected fraud and will pass information to the police.
10. **Complaints and appeals:** The BFI's decision is final. Inevitably, applicants will have to be turned down and may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the applications were not adhered to, or applied in such a way as to prejudice the outcome of the application. A copy of the BFI's Complaints procedure can be downloaded from the website or obtained on request from the BFI's Communications Office.