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First film classified using the BBFC's brand new order management and classification platform

- ***Birds of Prey* classified using state of the art technology in the BBFC's brand new classification platform**
- **Part of a move towards greater transparency between client and regulator**
- **All cinema films expected to be classified using the new platform by April 2020, and home entertainment by summer 2020**

The first film to be classified using the BBFC's brand new, world leading classification platform has officially received its age rating certificate.

Birds of Prey is the first cinema release to be submitted and classified using the BBFC's new client portal and tagging platform. The BBFC has been classifying content since 1912, and this is the biggest technology transformation the organisation has seen.

The transformation project, known as 'Project Horizon' has been led by consultants Remodus. The new platform is cloud based, and has been developed by a group of cutting edge technology partners including Amazon Web Services, Videspine, Guidesmiths, NMR and 100 Shapes.

Dave Barrett, Deputy CEO of the BBFC, said: "This is a radical shift in the way that we work with our clients to classify content. Along with Remodus, we have been working in close partnership with the film and home entertainment industries and our technology partners to design and build a flexible system that makes our classification process even more efficient and much easier for everyone involved.

"Everything submitted to the BBFC will still be seen by our highly trained team of compliance officers, it's simply the tools that we use as a business which are changing. This is a move towards greater transparency between regulator and client - and we're looking forward to migrating all our clients to the new system by summer 2020."

The key differences between the old system and the new platform include; a flexible and intuitive client portal for all submissions; a tagging and data enrichment platform where classification is carried out; and the entire platform being based in the cloud, which increases security and accessibility and reduces risk.

The new client portal offers all clients choice over dates and price structure, and greater control over their account management.

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Notes for Editors

About the BBFC

The BBFC is independent and not-for-profit, and here to help everyone in the UK – especially children and families - choose age-appropriate films, videos and websites, wherever and however they watch or use them. Now, as well as classifying films released in UK cinemas and on DVD and Blu-ray, it's providing age-ratings for Video On Demand and music videos online, and helping mobile phone operators set parental controls at the right level.

www.bbfc.co.uk

About Remodus

Remodus is a 'uniquely human' media consultancy which strives to support re-thinking, re-shaping and re-building businesses, mainly but not exclusively in the media and broadcast industries. Operating in the often tricky area where technology, people and transformation collide, Remodus have worked with the BBFC in creating a fully-supported, flexible, leading edge platform

www.remodus.com