

Case Study

The British Academy of Film and Television Arts

BAFTA beyond the red carpet

The British Academy of Film and Television Arts (BAFTA) supports, promotes and develops the art forms of the moving image – film, television and video games – by identifying and rewarding excellence, inspiring practitioners, and benefiting the public. In addition to Awards ceremonies, BAFTA also runs learning events and initiatives.

Hot ticket photography

Third Light image management software is used by BAFTA throughout the year to store and distribute images from high-profile Awards nights – including photos from the red carpet, acceptance speeches, and many other celebrity pictures which you will see in newspapers and magazines when BAFTA events are held.



Burkeley Duffield, courtesy of Julia Shubenko, CC BY 2.0; Kae Winslet (BAFTA, 2007), courtesy of S. Pahlhin, CC BY 2.0.



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Third Light was the natural choice.

BAFTA has a vast photographic archive, spanning seven decades of Awards and events featuring the best in the film, television and games business.

As our photography archive – and its uses – continues to grow, we needed a user-friendly, versatile system that would allow our staff and partners to access and work with BAFTA photography.

– Janette Dalley,
Photography Director
British Film and Television Academy (BAFTA).





Supplying Solutions → Third Light Functionality

BAFTA uses an Enterprise edition of Third Light's media server, hosted by Third Light on its high-performance internet connections.

Trouble-free file management

"The scale of our Awards ceremonies, from Children's to Film, means we work with between two and six photographers on the night to get the coverage we need," says BAFTA Photography Director, Janette Dalley.

"Third Light has helped us process and deliver photography quickly and efficiently on Awards nights, with the trouble-free way that files are uploaded and processed into the system simplifying our task."

Backups and briefings

"We were also comfortable that IT problems would not disrupt our work, as Third Light provided a 'hot spare' backup system in a secondary location, with the equivalent functionality of our main server.

"Third Light worked with us closely, helping to brief our team and BAFTA's partners well ahead of the night – and sent a skilled engineer to each of our locations in London during the Film and Television Awards ceremonies."

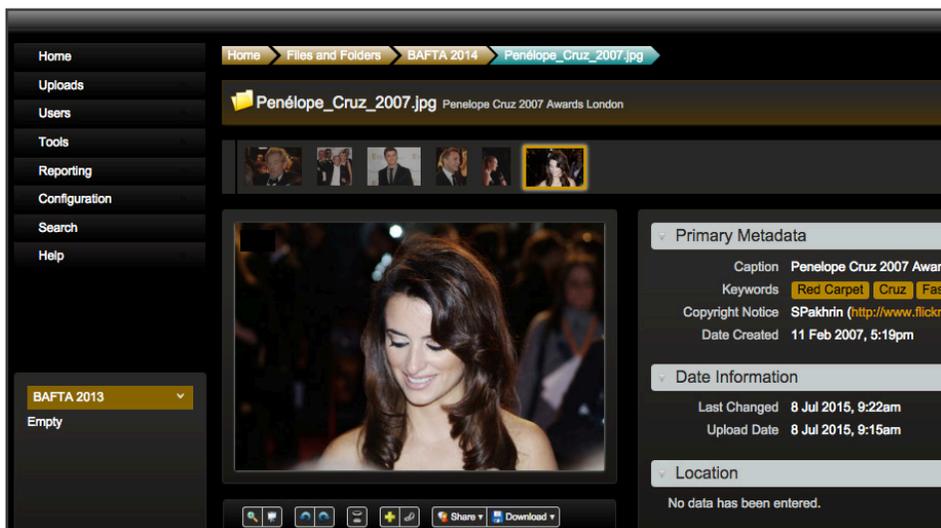


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We felt completely at ease with the software, and having Third Light's team on site was an extra reassurance.

We rely on the Third Light system to deliver a great experience for everyone involved. ”

– Janette Dalley,
Photography Director
British Film and Television Academy (BAFTA).



Penelope Cruz (BAFTA 2007) and Daniel Craig (BAFTA 2007) courtesy of SPakhrin, CC BY 2.0.



Third Light's Drupal Plugin API in Action

Digital and creative agency Access Advertising deployed Third Light's Drupal module for BAFTA.

Integration, simplified

Making integration with our software as simple as possible is one of Third Light's values, and it's one of the reasons we have developed our API to cover so much of the major functionality in our user interface.

At the same time, we realise that ready-made plugins for popular packages save a lot of time and make integration much simpler for commonplace needs. This is why Third Light comes with plugins for WordPress, Drupal and SharePoint. We use a simple Javascript approach which delivers all of the image picking, cropping, and resizing features commonly wanted in a content management site.

To read about how Access Advertising used the Third Light Drupal plugin, head over to <http://www.accessadvertising.co.uk/blog/2014/08/building-third-light-drupal-module> where a full write-up by Technical Lead Philip Norton has been posted.

“The Third Light Browser API was easy to use.”

“The best way to integrate Third Light with a CMS is to use the Third Light Browser, which is available on the Third Light IMS platform from v6.0,” Norton says in his comprehensive report.

About Third Light

Third Light is a software and internet services business based in Cambridge, UK. Our core business is to develop and host specialist solutions for digital media management, storage and collaboration, while minimising technical complexity. Key clients include Cambridge University, the United Nations, NASCAR, Virgin Group, Fujitsu and many other businesses. We have supplied web-based asset management tools to businesses since forming in April 2002.

Get your **FREE** trial today: thirdlight.com, or call 01223 475674 for a demonstration.

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“ BAFTA has a lot of rich imagery and needs to manage this image and associated metadata across multiple locations. They also need to ensure all images are uploaded to the site in the correct sizes, with all relevant titles and copyright information.

The Third Light digital asset management platform has a lot of functionality that deals with image formats, especially around resizing and metadata, **making it an ideal choice for BAFTA's content management requirements.**

– Phil Norton, Access Advertising Technical Lead in his blog post, ‘Digital Asset Management (DAM) in Drupal: Creating a Third Light integration’.

Third Light's media management solutions are self-contained software products for corporations, media agencies and marketing teams, that allow digital content to be managed and stored, displayed and shared using the web. IMS has been widely deployed to solve many of the digital challenges that are common to all businesses, and is used in a wide range of sectors to simplify and improve the way that digital files are handled.

<https://www.thirdlight.com>