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BAFTA

ThirdLight

British Academy of Film and Television Arts 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 digital media library 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.

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



Janette Dalley, Photography Director at British Film and Television Academy (BAFTA):

“*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.*”

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.

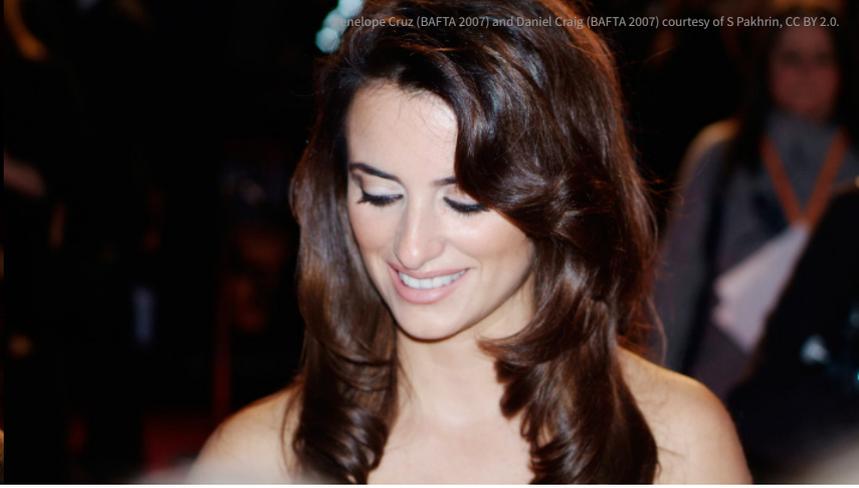
“*Third Light has helped us process and deliver photography quickly and efficiently on Awards nights, with the trouble-free way that files are uploaded and processed into the system simplifying our task.*”

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.*”

“*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.*”



INTEGRATION, SIMPLIFIED

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

Michael Wells, Managing Director of Third Light says:

“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.”

Phil Norton, Access Advertising Technical Lead explains:

“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.”



Third Light is a next-generation digital media library that empowers brands and organisations worldwide to manage all media files in one place. Powerful, intuitive and secure, Third Light has been designed with simplicity at the very heart of its functionality, using the latest technology for teams to organise, tag, find, share, edit and download all digital files quickly, easily and securely.

Over 500 customers worldwide, including NATO, BAFTA, The Met Office and AS Roma use Third Light to help them manage, store, share and distribute digital files more effectively. Visit www.thirdlight.com/trial for a 30-day free trial or just ask@thirdlight.com to request a demo.



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