



BBC ties with YouTube in UGC film move

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The BBC has revealed details of its biggest use of user-generated content, as part of the forthcoming Summer of British Film season. A new site, built by digital agency Illumina Digital, will see amateur film-makers uploading their remakes of classic British movies.

It also represents the latest development in the Corporation's ongoing relationship with YouTube, as film buffs will upload their submissions to a specially created YouTube Group.

From there BBC staffers will pick what they believe are the best for the Summer of British Film site itself. Following this, the 'best of the best' will have a chance to appear on BBC 2 programmes such as the *Culture Show*

A promotional example currently on the site, the first posted, shows comedian Phil Jupitus's take on Hitchcock classic *The 39 Steps*. The site also encourages viewers' participation, with the opportunity to comment on the films, rate them and send recommendations to friends.

Gerard O'Malley, executive producer in the BBC's multi-platform, innovation and development studio, said the Corporation was pleased to be able to use YouTube in this way. "We haven't showcased UGC content on this scale before," he said. "We use YouTube as somewhere to select from. This is also the first time that the broadcast channels have ever really tried to engage with UGC, which is really exciting."

Luke Miller, project manager at Illumina, said that the forum would encourage online social interaction that's "entertaining and informative".

"When we first talked to people at the BBC about the idea, they were very excited about it," he said.

"It's one of the first times that the BBC has hosted content from other sites," he added. "We're very pleased to be playing such major role in driving audience participation like this."

bbc.co.uk/britishfilm