

BBFC Board of Classification Meeting

Thursday 2 February 2023

Present

Natasha Kaplinsky	President
Murphy Cobbing	Vice President
Kamlesh Patel	Vice President
David Austin	Chief Executive
Dave Barrett	Deputy Chief Executive
Faye Harcourt	Director, Marketing and Outreach
Matt Blakemore	Head of Product (for item 3)
Ceri Proffitt	Data Delivery Manager (for item 3)
Anshita Bhatia	Data Scientist (for item 3)
Chris Davies	Compliance Manager (for item 5)
Matt Tindall	Senior Policy Officer (minutes)
Nuno Castro	AWS
Cai Mann	AWS
Haidi Jenkin	AWS

Minutes of the previous meeting

1. The minutes of the previous meeting were agreed.

Matters arising

2. There were no matters arising.

AI briefing

3. Matt B introduced colleagues from Amazon Web Services, who provided an update on the development of new AI tools to enhance the BBFC's classification processes. The Board supported the proposal to move to the next stage of the project.

VOD services

4. The Board discussed the BBFC's ongoing engagement with VOD services, to support the wider application of consistent BBFC age ratings online for the benefit of families across the UK.

15 content standards

5. Matt T provided a refresher on content standards at 15 in relation to the upcoming guidelines consultation.

AOB

6. There was no other business.

Date of next meeting: 13 March 2023