



SCENE AT THE ACADEMY 99TH OSCARS® GUIDELINES

Scene at the Academy is an opportunity to create exclusive content – spotlighting the filmmaking and creative process behind the movies – for the Academy's global members and fans. Streaming uploads for *Scene at the Academy* may be purchased after completing and uploading the film's General Entry Oscars Submission Form (OSF) and other required documents. *Scene at the Academy* is only available for films that have already purchased streaming under *For Your Consideration* or purchased both options at the same time. All submitted content must be final and have the appropriate rights, permissions and clearances necessary for publication on the Academy Oscars YouTube channel for public viewing. Replacements or multiple versions will not be accepted.

SCRIPTED FEATURE FILMS

Scene at the Academy focuses on filmmakers and artists discussing the evolution and breakdown of a scene (one or two scenes, maximum) or how one craft (such as music, sound, costume design, etc.) is used throughout the film overall.

UNSCRIPTED FEATURE FILMS (DOCUMENTARY)

Content should focus on how filmmakers gained access to the story and subjects presented. Filmmakers discuss the access available and how it affected the story, subject, locales, footage shot, etc.

DISTRIBUTION – ACADEMY MEMBERS AND FANS

Please submit a 16x9 asset for the Academy Screening Room. You may also submit an optional 9x16 video for the Academy Oscars YouTube channel.

16x9 HORIZONTAL FORMAT ACADEMY SCREENING ROOM CONTENT

The content will be posted directly on the Academy Screening Room platform for members worldwide to access and view as exclusive content. The Academy's Digital Marketing team may also make the content available to the public via the Academy's digital/social platforms. Members will receive weekly updates reminding them to visit the Academy Screening Room for new titles and content.

9x16 VERTICAL FORMAT YOUTUBE CONTENT

The Academy's Digital Marketing team will make the content available to the public via the [Academy Oscars YouTube channel](#).

CONTENT REQUIREMENTS

- ☐ Visuals: content should feature and refer to the scene(s) or craft discussed, as

well as the filmmakers involved with creating the scene(s) or craft.

- ☐ Dialogue: conversation between filmmakers and artists discussing the scene and process. *Please avoid the use of campaign language in the conversation.*
- ☐ Runtime is 20 minutes maximum for the Academy Screening Room content.
- ☐ Runtime should not exceed two minutes for Vertical Format YouTube content.
- ☐ Limit to one Academy Screening Room content and one Vertical Format YouTube content per title.
- ☐ Content should not include festival laurels, other awards/accolades or quotes.
- ☐ Please refrain from indicating in the content where the film is playing or streaming.

TIMELINE

- ☐ Content will only go live on Fridays. Please be mindful of the 10-business-day turnaround when selecting target go-live dates.
- ☐ Content must pass technical QC and Campaign Promotional Regulations review to go live. Go-live dates will be delayed if the content does not pass either review.
- ☐ The final go live for Scene at the Academy assets on the Academy Screening Room is the Friday before Finals voting opens.

PAYMENT INFORMATION

- ☐ Submission fee is \$5,000.
- ☐ Payment and upload can be made through the film's award submission at submissions.oscars.org.
- ☐ Only credit card and ACH (USA only) payments are accepted.
- ☐ Once streaming asset files have been delivered, payment is no longer eligible for refund.
- ☐ The final version should be uploaded. Replacements will not be accepted unless requested by the Academy.

TECHNICAL REQUIREMENTS

- ☐ Please follow the video and audio specifications here: submissions.oscars.org/technicalspecifications.aspx
- ☐ Academy Screening Room content must be submitted with a closed caption file in English: [closed caption specifications](#). Go-live dates for Scene at the Academy content may be delayed if the English closed caption file is not received.
- ☐ Vertical Format YouTube content must be submitted with burned-in captions.

ADDITIONAL INFORMATION

- ☐ The Academy reserves the right to ask for changes/edits to adhere to these guidelines.
- ☐ Rights: content exclusive to the Academy; available and cleared for distribution

on Academy-owned digital/social platforms worldwide through May 2027. No additional permissions should be required by the Academy, including, but not limited to, music synchronization and performing rights for music in the content, consents from all persons depicted in the content, or consents from all unions and guilds to the extent required under applicable collective bargaining agreements.

- ☐ Content will not be distributed across the Academy's digital/social platforms during any voting window (preliminary, nominations, finals).
- ☐ The Academy reserves the right not to exhibit, publish, distribute or otherwise use the content for any reason the Academy deems appropriate.
- ☐ The Academy will preserve content in its digital asset management system and will provide access through our collection systems to the public and visitors at our museum, film archive and library.

CAMPAIGN PROMOTIONAL REGULATIONS

Scene at the Academy may be referenced in FYC mailings about screening opportunities to members. Campaign Promotional Regulations can be found [here](#).

QUESTIONS?

Email: ASR@oscars.org

