

AWARDS CAMPAIGN PROMOTIONAL REGULATIONS FOR THE 96TH ACADEMY AWARDS®

The Academy's mission is to recognize and celebrate the arts and sciences of moviemaking and the multitude of people who make motion pictures. The Academy is committed to conducting a fair, clear, and equitable awards process focused on honoring creative excellence. As part of this process, Academy members are encouraged to watch, discuss, and support the viewing of motion pictures submitted for awards consideration. Members are expected to make their awards voting decisions based on the artistic and technical merits of all eligible motion pictures, performances, and achievements.

The Academy also encourages its members and audiences to view motion pictures in a theatrical setting to fully experience the cinematic art form. Theatrical settings include commercial theaters, festivals, community screenings and "For Your Consideration" (FYC) events. To support our global membership and to provide equitable access for our members, awards-eligible motion pictures can be included on the digital Academy Screening Room (ASR) streaming platform. To ensure that all eligible motion pictures have the ability to be placed on the ASR, motion pictures with budgets of less than \$10 million USD may apply to the Academy for an alternate rate for inclusion on the ASR.

In addition, the Academy facilitates communications to members about awards-eligible motion pictures, artists, and achievements via official Academy-approved mailing houses. The Academy also hosts in-person screenings in Los Angeles, London, New York, and San Francisco. Many Academy-hosted screenings include Q&As with filmmakers, casts, and crews which are made available on the ASR. Supplemental educational and promotional content, including Scene at the Academy videos, are also made available on the ASR.

The Academy has revised these promotional regulations for the 96th Oscars® to bring clarity, fairness, and transparency to how motion picture companies and individuals directly associated with awards-eligible motion pictures may promote such motion pictures, achievements, and performances to Academy members and how Academy members may promote awards-eligible films, achievements, and performances. All motion pictures submitted for awards consideration must abide by these promotional regulations, as well as the Academy's standards of conduct, awards rules, and trademark/copyright laws. If any promotional activity is determined by the Academy to have violated these regulations, the Academy may take corrective actions or enact penalties, up to and including disqualification, to protect the reputation and integrity of the awards process. Possible penalties are outlined below. The regulations will be reviewed annually and may be amended to ensure the integrity of the awards process is maintained.

For the purposes of these regulations, "motion picture companies" is defined as studios, production companies, distributors, public relations firms, agencies, management companies, and additional companies contracted to promote eligible motion pictures. "Individuals directly associated with an eligible motion picture" may include, but are not limited to, advisors, consultants, filmmakers, cast, crew, agents, and managers. The awards process timeframe is defined as the date when the 96th Academy Awards Rules are published through the date when the 97th Academy Awards Rules are published. It includes eligibility periods and all voting periods. More detailed information on the Academy's promotional regulations follows below.

1. DIGITAL SCREENERS

The distribution of digital screeners of motion pictures to Academy members is only allowed via the Academy’s official streaming platform—the Academy Screening Room (ASR)—or by providing a private link to the motion picture via an Academy-approved mailing house.

For motion pictures currently on the ASR, motion picture companies may send members an official “Watch Now” notice via an Academy-approved mailing house that alerts members that a motion picture is available to view on the ASR. Motion picture companies may also send members a password-protected link via an Academy-approved mailing house to view a version of the motion picture that is subtitled in a language other than the languages available on the ASR.

For motion pictures not yet available on the ASR, motion picture companies may provide members with a password-protected link to view the motion picture. The link must be sent via an Academy-approved mailing house. Also, the link must open to view the motion picture without the ability to like, comment, follow, or display additional content. Once the motion picture becomes available on the ASR, the link must be deactivated unless it is subtitled in a language other than the languages available on the ASR.

In addition:

- Closed captioning is required for all digital screeners.
- Digital screeners may not include additional audio or video material, including but not limited to behind-the-scenes footage, interviews with cast and/or crew, or “making of” sequences.

2. FOR YOUR CONSIDERATION (FYC) SCREENINGS, Q&A SESSIONS, AND PANEL DISCUSSIONS

Members may be invited to attend in-person “For Your Consideration” (FYC) screenings held by motion picture companies that may include an in-person Q&A session (Q&A) or panel discussion. FYC screenings are defined as screenings of Oscar-eligible motion pictures for Academy members in a theater or screening room in a non-residential place of business. Invitations to such screenings must be sent through an Academy-approved mailing house. Non-Academy members may be invited to FYC screenings. Film festival screenings, premieres, guild screenings, screening series, and other similar events are not FYC screenings unless invitations to Academy members for such events are sent via an Academy-approved mailing house. The Academy cannot regulate non-FYC events as they are not organized for Academy members to view a motion picture.

Motion picture companies may send a password-protected link to a virtual Q&A or virtual panel discussion to Academy members via an Academy-approved mailing house only if the communication includes a notice that the motion picture is available to view on the ASR or includes a password-protected link to view the motion picture on another portal. Virtual Q&As and virtual panel discussions must be created specifically for Academy members and cannot be recordings or videos of Q&As or panel discussions created for other purposes. Virtual FYC receptions are not permitted at any time.

For the purposes of these regulations, a screening host is defined as an individual who is present at the screening of the motion picture and introduces the filmmakers, cast and crew members, and/or

motion picture subjects. Hosts may not be a third-party, brand, or sponsor. Any host who is listed on a screening invitation must attend the screening. It is permitted for a host to be a subject of a documentary. At no time may more than two hosts be listed on an invitation. A maximum of four hosted screenings of a single motion picture are permitted before nominations. Hosted screenings are not permitted post-nominations.

In addition, a screening moderator is defined as an individual who is present at the screening and conducts a Q&A session or panel discussion. A Q&A session or panel discussion, with or without a moderator, may occur before or after a screening, but it must be connected to a screening. A Q&A session or panel discussion may have only one moderator.

Prior to nominations, all participants in Q&A sessions and panel discussions other than the moderator must be directly associated with the motion picture, including documentary subjects. After nominations are announced, all participants in Q&A sessions and panel discussions other than the moderator must be nominated or have been eligible for nomination.

Unless directly associated with an eligible motion picture, Academy members may not moderate Q&As or panel discussions after nominations. At no time during the awards process may Academy Governors host screenings or moderate a Q&A or panel discussion unless directly associated with the motion picture or the Q&A or panel discussion is produced or hosted by the Academy.

No promotional materials, or anything of monetary value, may be given to members by motion picture companies or individuals directly associated with an eligible motion picture. In addition, FYC screenings may not be paid for or promoted as being affiliated with third parties, brands, or sponsors—this includes third party, brand, or sponsor mentions on invitations—unless the third party is a film festival or a screening series. In-kind use of theaters and screening rooms is permitted.

Prior to the announcement of nominations, reasonable reception-type food and drink may be provided at the time and place of screenings. Sit-down meals at screenings are not permitted. After nominations are announced and until final voting concludes, screenings may not include any receptions, entertainment, complimentary food and beverage, or other hospitality.

3. PRIVATE EVENTS AND GATHERINGS

Throughout the year, Academy members gather to celebrate each other, socialize, and discuss the cinematic art form. We encourage this community building among Academy members. Private events and gatherings held by individuals to celebrate motion pictures, performances, and achievements or to encourage watching Oscars-eligible motion pictures are not considered FYC events. Therefore, invitations to such events and gatherings may not be sent via an Academy-approved mailing house. No promotional materials, or anything of monetary value, may be given out at these events and gatherings.

Prior to the end of the final voting period, private Oscar-related events and gatherings may not be funded, organized, or endorsed in any capacity by motion picture companies. In addition, at no time may Academy Governors host private events and gatherings that celebrate motion pictures, performances, and achievements in consideration or that encourage watching Oscars-eligible motion pictures unless the Governor is directly associated with the motion picture.

As guests of private events and parties, Academy members are reminded of the importance of maintaining the reputation and integrity of the awards process. Academy members should be mindful of the impact their presence may make at these events and parties. Members may inadvertently become part of the promotion of a motion picture, performance, or achievement, especially via photographs and social postings from the event or party.

4. GENERAL COMMUNICATIONS

Following are key communications rules for Academy members, motion picture companies, and individuals directly associated with eligible motion pictures:

- You may encourage others to view motion pictures.
- You may praise motion pictures and achievements.
- You may not share your voting decisions at any point.
- You may not discuss your voting preferences and other members' voting preferences in a public forum. This includes comparing or ranking motion pictures, performances, or achievements in relation to voting. This also includes speaking with press anonymously.
- You may not attempt to encourage other members to vote for or not vote for any motion picture or achievement.
- You may not lobby other members directly or in a manner outside of the scope of these promotional regulations to advance a motion picture, performance, or achievement.

5. DIRECT COMMUNICATIONS TO MEMBERS

Motion picture companies and individuals directly associated with an eligible motion picture may only send promotional communications digitally to Academy members via an Academy-approved mailing house. These communications may only include:

- The names of individuals or achievements eligible for a nomination and hosts, moderators, and panelists and their affiliation with the motion picture.
- A brief unembellished credit-less synopsis of the motion picture (300 characters or less, including spaces) that matches the synopsis submitted for use on the Academy Screening Room (ASR). Motion pictures will not be made available on the ASR until the synopsis is approved by the Academy.
- Any current Academy Award nominations and shortlist recognition received by a motion picture. Shortlist references must mention the category for which the motion picture is shortlisted.
- Notices of upcoming screenings for members.
- The motion picture's basic title treatment.
- Any note that the motion picture is being made available on the ASR or that a password-protected link to the motion picture is being provided.
- The availability of Scene at the Academy materials on the ASR.
- The availability of Bake-Off materials on the ASR.
- The availability of additional video materials on the ASR.

Communications and materials may not include:

- Personal signatures, personal regards, or pleas to watch the motion picture.
- Quotes from reviews of the motion picture, performance, or achievement.

- Language that lobbies members to nominate or vote for an artist, achievement, or motion picture.
- Language that extolls the merits of a motion picture, performance, achievement, or individuals directly associated with a motion picture.
- Language that mentions Oscars eligibility requirements, such as Inclusion Standards or theatrical distribution thresholds.
- Honors or awards other than current Academy Award shortlist recognition and nominations received by either the motion picture or individuals directly associated with the motion picture.
- Photographs, key art, or graphics beyond the basic title treatment.
- Links to any websites that promote the motion picture other than FYC websites.
- Any mention of voting and how preferential voting works.

Motion picture companies and individuals directly associated with an eligible motion picture may not send a member more than one email during a Monday through Sunday seven-day period for each motion picture the company represents. If a particular motion picture is represented by more than one motion picture company or individual, communications must be coordinated, and collectively, they may only send a member one email regarding the motion picture during the seven-day period.

Motion picture company FYC websites, defined as websites created for Academy members and referenced in communications and materials sent via an Academy-approved mailing house, must follow the communications guidelines above. Motion picture companies, and individuals directly associated with eligible motion pictures, are strictly prohibited from referring to themselves or their offices as an “Academy Office,” “Oscars Specialist,” or similar unauthorized terms, uses and infringements of the Academy or Oscars brand.

6. COMMUNICATIONS IN PUBLIC FORUMS INCLUDING SOCIAL MEDIA

Members, motion picture companies, and individuals directly associated with an eligible motion picture should be mindful of the impact their public communications may directly or indirectly have on the promotion of a motion picture, performance, or achievement, as well as the awards process.

Public communications, including but not limited to press interviews, articles, speaking engagements, and social media platforms (Instagram, Letterboxd, TikTok, Twitter, YouTube, Facebook, Snapchat, Discord, personal blogs and other similar platforms), are valuable ways to promote, celebrate, and support motion pictures, performances, and achievements.

Public communications (including any social media posts, re-posts, shares, and comments) by Academy members, motion picture companies, or individuals directly associated with an eligible motion picture may not:

- State voting decisions, preferences, or strategies.
- Encourage or discourage members to vote for any motion picture, performance, or achievement.
- Reference a motion picture meeting, not meeting, or exceeding Oscars eligibility requirements, such as Inclusion Standards or theatrical distribution thresholds.
- Share misleading or false information about a motion picture, performance, or achievement.

At no time may public communications by an Academy member, a motion picture company, or an individual directly associated with an eligible motion picture include quotes or comments by Academy Governors not directly associated with the motion picture.

Academy Governors may not publicly endorse Oscars-eligible motion pictures, performances, and achievements after shortlists are announced and until finals voting ends, unless they are directly associated with the motion picture.

7. SPECIAL REGULATIONS FOR SCREENPLAY SUBMISSIONS

All submissions of screenplays to Academy members must be sent digitally, either as an attachment or a link to a website where the screenplay can be viewed or downloaded via an Academy-approved mailing house. Screenplays must be the final shooting screenplay presented in standard industry form. Covers may display only the title, credited writers' information, and source material such as "based on the book by." Graphics, review excerpts, and other promotional materials may not be included. Before nominations are announced, screenplays may only be sent to members of the Writers Branch.

8. SPECIAL REGULATIONS FOR SCORE AND SONG SUBMISSIONS

All submissions of scores and songs to Academy members must be sent digitally via an Academy-approved mailing house. Scores must not differ from the scores used in the finished motion picture. Each track must be titled and include the name of the composer(s). Titles must match the corresponding titles and composer(s) listed on the cue sheet submitted as part of the Original Score entry process.

Only tracks written specifically for a motion picture by an eligible composer(s) may be included in a submission. Additional music written by other composers, licensed music, or music that is in any other way ineligible may not be included. Submitted songs must be the same version produced for the motion picture. Neither video excerpts nor sheet music may be sent at any time.

Before nominations are announced, scores may only be sent to members of the Music Branch. After nominations, scores may be sent to all Academy Members. Songs may be sent to all Academy members, but only after nominations are announced.

Music Branch members may not be invited by motion picture companies or individuals directly associated with an eligible motion picture to attend any screenings, events or concerts that include live performances of music eligible for nomination.

9. SHORTLISTED MOTION PICTURES

Motion Picture companies and individuals may refer to a motion picture or achievement as "shortlisted" after the Oscars Shortlist Announcement, and the shortlisted category must be included. Eligible motion pictures in the general entry and specialty categories may not refer to themselves as "longlisted for Academy consideration."

10. VIOLATIONS AND PENALTIES

If any promotional activity is determined by the Academy to have violated these regulations, the Academy may take corrective actions or enact penalties to protect the reputation and integrity of the awards process.

Penalties may include but are not limited to:

- Suspending or revoking mailing house and communications privileges.
- Revoking privileges to attend Academy events.
- Disqualifying a motion picture, performance, or achievement for awards consideration.
- Rescinding an Oscar nomination.
- Revoking voting privileges.
- Suspending Academy membership.
- Expelling a member from the Academy.

Complaints alleging violations of the Promotional Regulations may be received from any source, or review may be initiated by the Academy itself. Complainants must be identified to enable verification and follow-up, but complainants' identities will be kept confidential if requested. The Academy administration will review alleged violations to determine if they are non-frivolous, non-retaliatory, and adequately substantiated. If successfully substantiated, alleged violations may be referred to the Awards Committee for consideration of whether there has been a violation of the Promotional Regulations and, if so, a corresponding penalty. The subject of the alleged violation will be given notice and an opportunity to respond in writing to the Awards Committee prior to their meeting to consider if there has been a violation and assess possible penalties. Any Committee member with a conflict of interest or appearance of a conflict of interest (as determined by the Committee) may be asked to recuse.

The Academy administration may also determine that an alleged violation is of a less serious nature and therefore should be resolved by the administration without referring the matter to the Awards Committee for possible penalties.

Decisions of the Awards Committee are final, except that any recommendations to rescind a nomination must be approved by the Board of Governors. In addition, any potential penalty affecting Academy membership must be referred to the Membership Committee following Standards of Conduct review procedures.

The Academy is the sole determiner of its awards rules, and all decisions about the rules by the Academy are final and non-appealable.

ADDITIONAL RULES AND RESOURCES

The Academy's Standards of Conduct are essential to the Academy's mission and reflective of our values. If any member is found by the Board of Governors to have violated these standards or to have compromised the integrity of the Academy by one's actions, the Board of Governors may take any disciplinary action permitted by the Academy's Bylaws, including membership suspension or expulsion.

All 96th Academy Awards Rules and other key information, including submission requirements, eligibility and voting procedures, can be found here:

- [96th Academy Awards Key Dates](#)
- [96th Academy Awards Rules](#)
- [Inclusion Standards](#)
- [Academy Approved Mailing House Information](#)
- [Copyright & Trademark Use](#)

CONTACTS

For questions regarding these Promotional Regulations, please contact:

PromotionalRegulations@oscars.org

For questions regarding Awards Rules and the Inclusion Standards, please contact:

AwardsOffice@oscars.org

For questions regarding the Membership Standards of Conduct, please contact: [Member-](#)

Relations@oscars.org

VIOLATION REPORTING

If you feel these promotional regulations have been violated and/or exploited, please submit concerns to PromotionalRegulations@oscars.org