Silvermouse for production paperwork

Independent production companies: Non-Linear form

This helpcard will show you how to record details of non-linear content which is published either on the BBC website, including BBC iPlayer, BBC Sounds and other BBC platforms, or on external social media platforms such as Facebook or YouTube.

Please note: The data in this helpcard is for training purposes only. Please click in the Table of Contents below to navigate to a specific section quickly.

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'Non-linear content' is not formally commissioned and has an identifier for online use only.

Commissions from August 2020 require reporting of non-linear content which is in scope in Silvermouse.

The Silvermouse forms for non-linear content may or may not have a UID. If you are unable to locate the forms for your non-linear content after searching, and you expect to see them in Silvermouse, please contact your BBC contact.

If your non-linear content requires reporting, all forms used for standard linear content should be completed in addition to the Non-Linear form, except for the Programme Descriptions form. The Programme Descriptions form is only required by BBC iPlayer and BBC Sounds. If the Programme Descriptions form has been issued incorrectly, please speak to your BBC contact so they can request it to be archived.

It is important that all clearance should still be sought prior to use.

Find the Non-Linear form

You can locate a Non-Linear form either by searching for it:

- Using its UID
- Using its name as it was entered in the Episode Title when the forms were created (your BBC contact will be able to confirm the name that was used)

or

- Using the Add Publication details via the Advanced Search

Although it is possible to search for it using the Silvermouse UID (SM UID), this will only be relevant whilst Silvermouse is the current production paperwork system and may not be available in the next system; this method is not recommended.

Alternatively, you could mark the content as a Favourite; for further details, please refer to the **Get Started** helpcard.

Complete the Non-Linear form

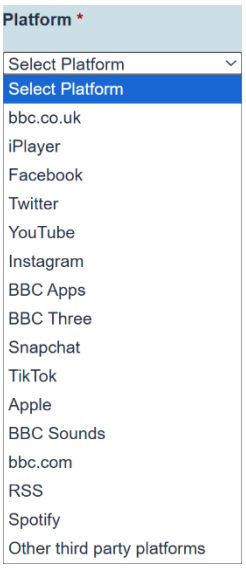
If you are completing the Non-Linear form, but you are unsure where the content will be published, please leave the Publication Identifier, Platform and Publisher Date blank and speak to your BBC contact.

Once you know where the content has been published, you must edit and update the publication data and re-approve the form.

- Locate the relevant Non-Linear form
- In **Add Publication**, in **Publication Identifier**, type the iBroadcast PID (Programme Identifier) for the content, or if the content does not have a PID, the full URL or hyperlink to where the content will be published. If you don't know this information, please leave this blank. The URL or hyperlink should be the full URL, beginning with **http://**, **https://** or **www**, for example



- From the **Platform** drop down list, select the platform the content is being published on; if you don't have the **Publication identifier** information, please leave this blank
- In **Published Date**, type the date the content was published using the format DD/MM/YYYY
- If relevant, in **Expiry Date**, type the date the content will expire on the selected platform, using the format DD/MM/YYYY. This may be different from the Content Rights Expiry Date (see below)
- Click on **Add**; the Publication details will be added to the Publication Log

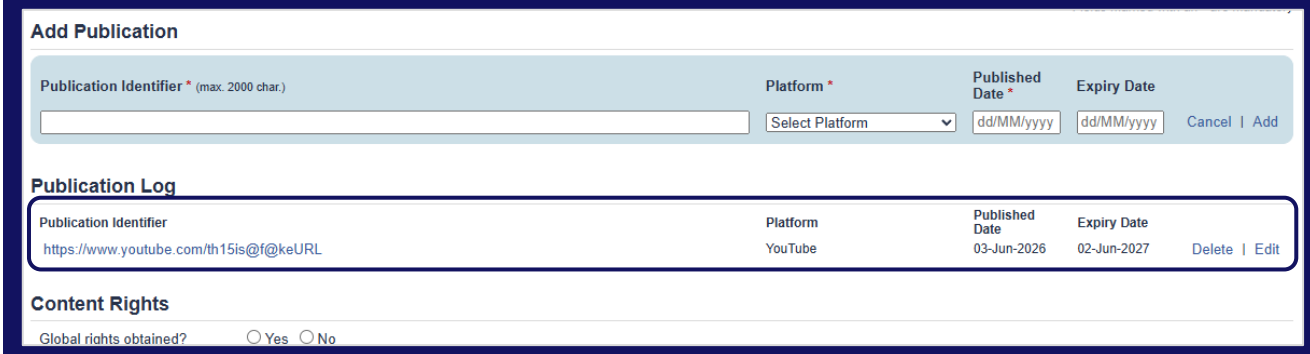


If the content is republished elsewhere, additional URLs will be added for the same content by the BBC.

Important information about the Add Publication section

It is the responsibility of the BBC member of staff publishing or re-publishing the content to record and update the publication details for content.

Once the Publication Identifier information has been added, the details will show in the Publication Log, and the URL will become a hyperlink which will open the published content. If the full URL cannot be viewed, hover the mouse over the URL text to view its full text.



If there are more than 10 rows of URLs for the same content, a scroll bar will display.

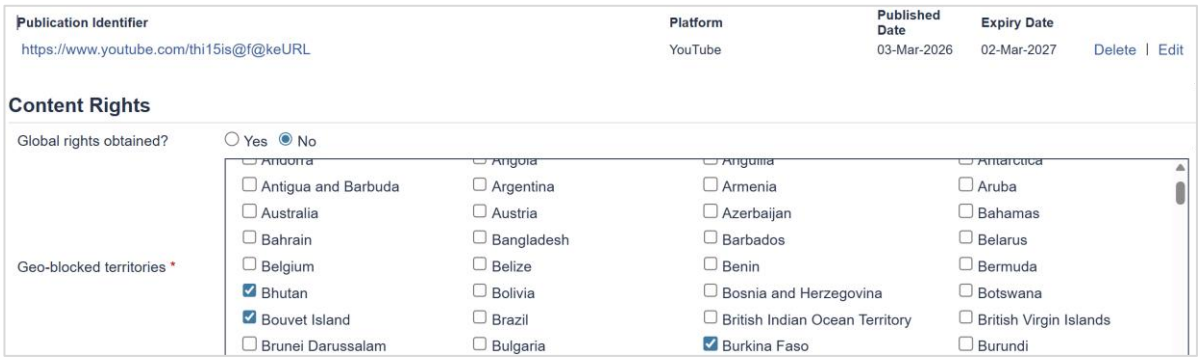
The Content Rights now need to be reported.

Geo-blocking is used to limit a person's access to the internet based on their geographic location. BBC iPlayer and BBC Sounds, bbc.co.uk, and BBC apps can be geo-blocked but not all third party sites can, such as X, Facebook, Instagram or YouTube. The ability to geo-block will determine what platforms the content can be published on.

If global rights have not been obtained, you need to select which territories have been blocked:

- In **Content Rights**, in **Global rights obtained?**, select **Yes** if the global rights were obtained.

  If global rights were not obtained, select **No** and select the relevant **Geo-blocked territories** which the content should NOT be available in



- For **Available in perpetuity?** Select **Yes** if the content is available forever or without limitation to time, or select **No** if the content is for a limited term
- If the content is not available in perpetuity, in **Expiry Date**, type the expiry date for the content rights

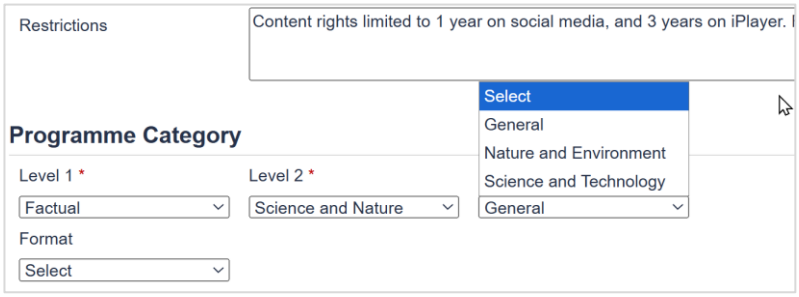
The expiry date in the Content Rights section is for the content itself, whereas the expiry date in the Publication Details may be different for each platform. For example, the BBC may have rights for archive content for 3 years, but the BBC may only have a contractual agreement to offer it on iPlayer for 30 days. Therefore, the iPlayer publication expiry date would be 30 days, but a YouTube publication expiry date would be the full 3 years for the sequence.

- In the **Restrictions** box, type the details of any restrictions about the rights for the content. Please be detailed and explicit as other content makers will refer to this in the future



Any restrictions should also be included in the Front Page form and the relevant Contributors and Copyrights forms, if relevant

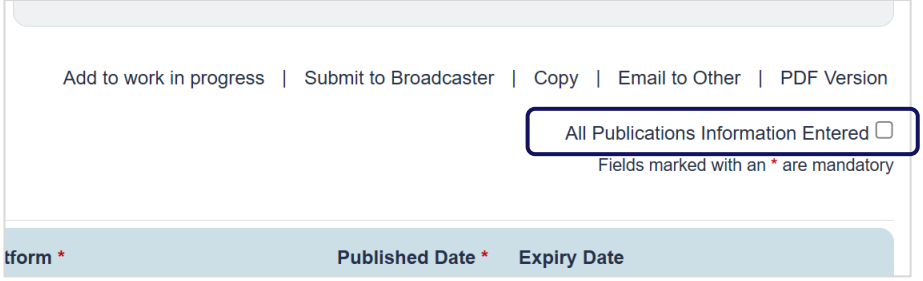
- In **Programme Category**, from the **Level 1** drop down box, select the relevant category and repeat for **Level 2**; depending what option you select, you may be required to select a **Level 3** too



- From the **Format** drop down box, select the appropriate format for the content



- Once all the details have been recorded for the content and the form has been completed, select the **All Publications Information Entered** checkbox; the form cannot be approved until this checkbox is selected



- Click on **Submit to Broadcaster**

Re-publish content

If a piece of content is re-published on any platform it needs to be reported in the existing Non-Linear form. It is the responsibility of the BBC to update the Non-Linear form to add the new Publication Details if it is re-published later.

If there are copyright limitations that have expired, the BBC will need to re-clear if they wish to re-publish the content.