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INTRODUCTION

These guidelines represent an attempt to address the growing need for a clear, comprehensive and consistent system for the citation of moving image and sound. Despite the increasing use of audiovisual material in teaching, learning and research in higher and further education, the basic criteria listed in existing referencing systems such as Harvard and Chicago do not fully address the wide range of types and formats that need formal citation, based as they are on standards developed for the written word.

In response to the 2011 HEFCE / Jisc report – Film and Sound in Higher and Further Education: A Progress Report with Ten Strategic Recommendations – the HEFCE-funded BUFVC Guidelines for Referencing Moving Image and Sound aims to establish an authoritative and accessible set of guidelines that is applicable to a wide range of different users across all disciplines. Covering film, television programmes, radio programmes, audio recordings, DVD extras, clips, trailers, adverts, idents, non-broadcast, amateur and archive material, podcasts, vodcasts and games, it also includes style guidance on citations in reference lists and in-text citation. By following these recommendations, references can be unambiguously traced back to a unique item at any time in the future.

The referencing guidelines that follow, while similar to familiar bibliographic styles used for books and journals, cater expressly for moving image and sound. They are not intended to be prescriptive, but instead aim to encourage best practice in citing any kind of audiovisual item. For more information on the background to the project, please visit bufvc.ac.uk/avcitation.

This is the first edition of the guidelines and it will be reviewed periodically. The BUFVC welcomes comments and feedback via avcitation@bufvc.ac.uk, or join the discussion by tweeting @bufvc.

“...there is not yet a uniform set of citation standards in education for quoting and referencing either moving images or recorded sound. For academics to gain greater confidence in the use of moving image and sound content in research and publication, they will require the standardisation of citation and the assurance that collections will hold material and sustain collections on the same basis as print material.”

Audiovisual items fall into two main categories: moving image and sound. These can be split into five sub-groups – Film, Television, Radio, Other Audio (e.g. non-radio recordings) and New Media (e.g. online, digital) – some of which can overlap. When deciding which category your item belongs to, you should first consider what type of medium it was originally created or intended for, rather than the format in which you have accessed it. For example, a film you have located online belongs in Film, whereas a user-generated mash-up that is only available on YouTube belongs in New Media. Look at the simple guide below to help you choose a category:

### TYPES OF AUDIO VISUAL MATERIAL

- **Moving Image**
  - Feature Film
  - Extract from Feature Film
  - Extra Feature from DVD of Feature Film
  - Unreleased Film Material
  - Film Trailer

- **Television**
  - Television Programme
  - Extract from Television Programme
  - Extra Feature from DVD of Television Series
  - Non-Broadcast Television Material
  - Television Advert
  - Television Ident

- **Radio**
  - Radio Programme
  - Extract from Radio Programme
  - Non-Broadcast Radio Programme
  - Radio Advert

- **Other Audio**
  - Full-Length Recording
  - Song/Track
  - Podcast
  - Archival Recording

- **New Media**
  - User-Generated Content
  - Vodcast/Vodcasting
  - Podcast
  - Webcast
  - Webinar
  - Game
HOW TO REFERENCE

Detailed guidelines on what information to include when referencing film, television, radio, other audio and new media are provided on the following pages, along with specific examples. Efforts have been made to standardise the order of fields required, though there is a degree of variance depending on the type of medium, e.g. films have a year of release, while television programmes have a transmission date. The information you need to include for the material being referenced is listed in a specific order, e.g. title before production credit, production company before country of production, and so on. An example of this for referencing film is shown below:

Given Title or 'Clip Title', *Film Title [type, format] Production credit. Production Company/Sponsor/Private, Country of production, year of release. Duration. Start-end timings of extract. [release information, e.g. production company, catalogue number, date of specific edition] or point of access, e.g. archive collection, archive reference, or name of private collection, or original web URL (date of access).

Please adhere to the following guidelines when compiling your reference:

- Information highlighted in **bold** is mandatory; if you do not know this information, you must indicate it with n.k. (for 'not known'). Information not highlighted in **bold** should be included where known (or relevant).

- **Given Title** refers to a title created by the user, in the case where a title does not already exist. Given titles should be in plain text, episode or track titles in 'single quotation marks', while the main title should be in *italics*.

- **Type and format** should be enclosed in square brackets. Where type is the same as format, e.g. a television or radio programme that was accessed in real time, only type should be given. To avoid confusion between *the type of item and the format in which it can be accessed*, see Appendix I and II.

- An **extract** is a particular sequence within a full-length item that is being referenced, e.g. a scene (or even a single frame) from a film or television programme. Start and end timings should be given for extracts. A **clip** is an incomplete audiovisual item. An example of a clip might be a YouTube video that is ten minutes long, and originally came from a longer film.

- For more than two production companies, countries of production or production credits, use 'et al.'

- All moving image material is assumed to be in colour and with sound, unless otherwise stated.

Continued ➾
• Where several production credits are possible (e.g. contributor, performer, etc.), you should decide whom it is most appropriate to include, e.g. the most significant person involved in the creation of this item. For a feature film this is usually the director, but for a DVD commentary you should name the contributor, and for a DVD extra documentary the interviewee(s). See Appendix III for Glossary of Terms / Abbreviations.

• Transmission times follow the 24-hour model, e.g. 21.00.

• Transmission information (channel and date) is not applicable to non-broadcast material.

• Dates follow the European format, e.g. dd/mm/yyyy. If you know the month and year but not the specific day, the latter can be indicated with question marks, e.g. ??/mm/yyyy.

• Duration should be given in minutes (mins) and seconds (secs).

• Start and end times for extracts should be given in hours, minutes and seconds, e.g. hh:mm:ss-hh:mm:ss. If you wish to cite an individual frame, append the frame number to the time, in the form: hh:mm:ss:ff.

• A catalogue number (as used for DVD, VHS and audio release material) is a unique identifier that can usually be found either on the spine of the sleeve or on the face of the disc or cassette; see the example provided. [Fig. 01]

• For online items, a webpage address must be given in full. Add a Digital Object Identifier (DOI) number or link, if available (see http://www.doi.org/ for more information), as this will help uniquely identify the item, even if the URL becomes invalid.

• You should provide a date of access for online materials, but not for material accessed physically in an archive.
WHEN REFERENCING A FILM OR ANYTHING RELATED TO FILM, YOU SHOULD INCLUDE THE FOLLOWING INFORMATION IN THIS ORDER (MANDATORY TEXT HIGHLIGHTED IN COLOUR):

- **Given Title or ’Clip Title’, Film Title [type, format] Production credit. Production Company/Sponsor/Private, Country of production, year of release. Duration. Start-end timings of extract. [release information, e.g. production company, catalogue number, date of specific edition] or point of access, e.g. archive collection, archive reference, or name of private collection, or original web URL (date of access).**

**FEATURE FILM:**
The Wind that Shakes the Barley [feature film] Dir. Ken Loach. UK Film Council/Sixteen Films et al., UK/Ireland et al., 2006. 124mins.

**FEATURE FILM ON DVD – SPECIAL EDITION OR DIRECTOR’S CUT:**

**FEATURE FILM WITH A DOI ACCESSED ONLINE:**

**EXTRACT FROM A FEATURE FILM:**

**EXTRA FEATURES DOCUMENTARY FROM DVD OF A FEATURE FILM:**

**EXTRA FEATURES COMMENTARY FROM DVD OF A FEATURE FILM:**

CONTINUED ➔
AMATEUR FILM ACCESSED FROM PRIVATE COLLECTION:
The House of Dr Jekyll [amateur film, 16mm]
Dir. Roy Spence. Private, Northern Ireland. 5mins. Spence Brothers’ private collection.

AMATEUR FILM ACCESSED FROM ARCHIVE COLLECTION:
Among the Wicklow Hills [amateur film, Super 8]

FILMED PERFORMANCE ACCESSED FROM CATALOGUED COLLECTION:

UNRELEASED MATERIAL ACCESSED ONLINE FROM CATALOGUED COLLECTION:

DVD PRODUCED AS PART OF STUDY:

FILM TRAILER FROM DVD OF FEATURE FILM:

FILM TRAILER ACCESSED ONLINE:

FILM – ARTIST INSTALLATION:

IN-TEXT CITATION
When providing an in-text citation for film, you should include a title and date in brackets. Whether you use the film release date or format release date depends upon the context in which the material is being cited, e.g. (The Player, 1992) for material quoted from the original feature film, or (The Player, 2001) for a quotation from the commentary specifically recorded for the later DVD release.
When referencing a television programme or anything related to television, you should include the following information in this order (mandatory text highlighted in colour):

Given Title or 'Episode/Clip Title', Main Programme/Series Title, Series No. [type, format] Production credit. Production Company/Sponsor/Private, Country of production, transmission time if known, transmission date, transmission channel. Duration. Start-end timings of extract. [release information, e.g. production company, catalogue number, date of specific edition] or point of access if applicable, e.g. archive collection, archive reference, or name of private collection, or original web URL (date of access).

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**TELEVISION PROGRAMME (EPISODE AND SERIES TITLE):**

'The Secret You', Horizon [television programme]
Dir. Dan Walker. BBC, UK, 21.00, 20/10/2009, BBC2. 60mins.

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**EPISODE FROM A TELEVISION SERIES ACCESSED ONLINE (GIVEN TITLE):**


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**TELEVISION PROGRAMME ACCESSED ONLINE AS PART OF ONLINE ARCHIVE:**

'Roddy Doyle', Writer in Profile [television programme clip, online] Pres. David Hanly. RTÉ, Ireland, 10/06/1992, RTÉ 1. 5mins 59secs.

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**EXTRACT FROM TELEVISION PROGRAMME ACCESSED ONLINE (EXTRACT TITLE):**


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**EXTRACT FROM TELEVISION PROGRAMME RECORDED OFF-AIR (NO GIVEN TITLE):**

The Killer in Me [television programme extract, VHS] Dir. Matt Calais. ITV Productions, UK, 21.00, 08/11/2007, ITV1. 60mins. 00:02:49-00:05:07. Private off-air recording.

CONTINUED ➝
TELEVISION

TELEVISION ADVERT ACCESSED ONLINE IN OFF-AIR RECORDING OF TELEVISION PROGRAMME:

TELEVISION ADVERT ACCESSED ONLINE FROM ARCHIVE COLLECTION:

TELEVISION ADVERT ACCESSED ONLINE FROM PRIVATE COLLECTION:

TELEVISION ADVERT ACCESSED ONLINE FROM ARCHIVE COLLECTION:

IN-TEXT CITATION
When providing an in-text citation for television, you should include a title and date in brackets. Whether you use the episode or main title – and the transmission date or format release date – depends upon the context in which the material is being cited, e.g. (‘Picking it Up’, 18/10/1981) for material quoted from the original transmission, or (Picking it Up’, 2006) for a quotation from the commentary specifically recorded for the later DVD release.

EXTRA FEATURES DOCUMENTARY FROM DVD OF TELEVISION SERIES:
[Contender Home Entertainment, CTD10365, 2006].

EXTRA FEATURES COMMENTARY FROM DVD OF A TELEVISION SERIES:

TVOL GUIDELINES FOR REFERENCING MOVING IMAGE AND SOUND

TELEVISION

TELEVISION PERFORMANCE ACCESSED FROM ARCHIVE COLLECTION:
Not I [television programme extract, digital file] Prod. Tristram Powell. BBC, Royal Court Productions, UK, 15/12/1982, tx ch. n.k. Dur. n.k. 00:00:06-00:02:02. BBC internal archives, production no. LMAF919K/71, viewing copy ref. CC135704.

NON-BROADCAST TELEVISION MATERIAL (AUDIO ONLY) ACCESSED FROM PRIVATE COLLECTION:

EXTRA FEATURES DOCUMENTARY FROM DVD OF TELEVISION SERIES:
[Contender Home Entertainment, CTD10365, 2006].
WHEN REFERENCING A RADIO PROGRAMME OR ANYTHING RELATED TO RADIO, YOU SHOULD INCLUDE THE FOLLOWING INFORMATION IN THIS ORDER (MANDATORY TEXT HIGHLIGHTED IN COLOUR):

Given Title or ‘Episode/Clip Title’, **Main Programme/Series Title** [type, format] Production credit. Production Company/Sponsor/Private, Country of production, transmission time if known, transmission date, transmission channel. Duration. Start-end timings of extract. [release information, e.g. production company, catalogue number, date of specific edition] or point of access, e.g. archive collection, archive reference, or name of private collection, or original web URL (date of access).

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**RADIO PROGRAMME:**

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**RADIO PROGRAMME ACCESSED ONLINE:**

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**RADIO PROGRAMME ACCESSED FROM ARCHIVE:**

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**RADIO PROGRAMME CLIP ACCESSED ONLINE:**
EXTRACT FROM RADIO PROGRAMME:

‘Rachel Johnson on Her Latest Book Winter Games’,
Open Book [radio programme extract, online]
Pres. Mariella Frostrup. BBC, UK, 15.30, 18/11/2012,
BBC Radio 4. 28mins. 00:07:00-00:08:30.
http://www.bbc.co.uk/programmes/b01nx3rm
(accessed 19/11/2012).

NON-BROADCAST RADIO PROGRAMME
ACCESS ED FROM ARCHIVE:

‘Poetry Reading’, International Poetry Incarnation
[radio programme, digital file] Contr. Alexander Trocchi,
British Library, C162/5.

RADIO ADVERT WITH EXACT TRANSMISSION
DATE UNKNOWN:

Double, Double, Toil and Trouble [radio advert]

IN-TEXT CITATION

When providing an in-text citation for radio, you should include a title and the transmission date in brackets. Whether you use the episode or main title depends upon the context in which the material is being cited, e.g. (Enemy of Cant: A Panorama of Aristophanic Comedy, 04/12/1946) or (‘Rachel Johnson on Her Latest Book Winter Games’, 18/11/2012).
When referencing other audio or anything related to audio recordings, you should include the following information in this order (mandatory text highlighted in **colour**):

Given Title or ‘Track title’, **Main Title [type, format]** Production credit. Production Company/Sponsor/Private, Country of production, date of recording if known. Duration. Start-end timings of extract. [release information, e.g. production company, catalogue number, date of specific edition] or point of access, e.g. archive collection, archive reference, or name of private collection, or original web URL (date of access).

**SPOKEN WORD ALBUM:**
*The War of the Worlds* [spoken word album, LP]

**MUSIC TRACK:**

**MUSIC TRACK DOWNLOAD:**

**AUDIO PODCAST OF LECTURE ACCESED ONLINE:**

**OUTSIDE BROADCAST GOVERNMENT RECORDING ACCESED FROM ARCHIVE:**
SOUND EFFECT RECORDING ACCESED FROM ARCHIVE:

ACCENT AND DIALOGUE STUDY RECORDING ACCESED FROM ARCHIVE:

ORAL HISTORY RECORDING ACCESED FROM ONLINE ARCHIVE:

IN-TEXT CITATION
When providing an in-text citation for other audio, you should include a title and date in brackets. Whether you use the track or main title – and the recording date or release date – depends upon the context in which the material is being cited, e.g. (*Mr Brightside*, 2004) or (*War of the Worlds*, 1969).
REFERENCING NEW MEDIA REQUIRES THE INCLUSION OF SLIGHTLY DIFFERENT INFORMATION FROM OTHER SOURCES. FOR USER-GENERATED CONTENT, THE CREATOR (CREAT.) SHOULD BE INCLUDED. THE URL SHOULD BE AS TRANSPARENT AS POSSIBLE, SO VARIANTS SUCH AS TINYURL AND BITLY SHOULD NOT BE USED. WHERE POSSIBLE, REFERENCE THE ORIGINAL SOURCE OF MATERIAL; FOR CONTENT THAT IS AVAILABLE ONLINE RATHER THAN SPECIFICALLY CREATED FOR ONLINE DISTRIBUTION, SEE THE RELEVANT SECTIONS ON FILM, TV, RADIO AND OTHER AUDIO. YOU SHOULD INCLUDE THE FOLLOWING INFORMATION IN THIS ORDER (MANDATORY TEXT HIGHLIGHTED IN COLOUR):

Given Title or 'Track title', Main Title [type, format] Production credit. Production Company/Sponsor/Private, Country of production, date created/uploaded/published. Duration. Start-end timings of extract. [release information, e.g. production company, catalogue number, date of specific edition] or point of access, e.g. original web URL (date of access).

USER-GENERATED ONLINE CONTENT:

**Kittys Meet** [user-generated content, online]
Creat. BFvsGF. 19/01/2013, 7mins 28secs.
http://www.youtube.com/watch?v=34hOyQ7oc2k (accessed 21/01/2013).

PODCAST:

‘Cheesecake Bobby’, **Adam and Joe** [audio podcast, online]
Perf. Adam Buxton, Joe Cornish. BBC, UK, 28/05/2011. 79mins 42secs.

ONLINE-ONLY PROGRAMME (E.G. NETFLIX):

‘Chapter 1’, **House of Cards** [television programme, online] Perf. Kevin Spacey. US, 01/02/2013. 56mins.

VIDCAST:

**Episode 300: Spectacular** [vidcast, online]
Contr. Andy Walker and Sean Carruthers. LabRats, 22/05/2012. 21mins 20secs.
LECTURE (GIVEN TITLE) INCLUDED IN A WEBCAST:

GAME:
*NCIS – Based on the TV Series* [game, Xbox] Creat. n.k. UK. [Ubisoft, 3000 42196, 2011].

IN-TEXT CITATION
When providing an in-text citation for new media, you should include a title and date in brackets. Whether you use the track or main title – and the recording date or release date – depends upon the context in which the material is being cited, e.g. (‘Cheesecake Bobby’, 28/05/2011) or (*NCIS – Based on the TV Series*, 2011).
APPENDIX I: GLOSSARY OF TYPES

FILM
- amateur film
- documentary extra
- feature film
- feature film clip
- feature film commentary
- feature film extract
- feature film trailer
- film/video installation
- short film
- study material
- unreleased film

TELEVISION
- documentary extra
- non-broadcast television programme
- television advert
- television ident
- television programme
- television programme clip
- television programme commentary
- television programme extract

RADIO
- non-broadcast radio programme
- radio advert
- radio programme
- radio programme clip
- radio programme extract

OTHER AUDIO
- audio podcast
- audio recording
- music album
- music track
- spoken word album
- spoken word track

NEW MEDIA
- audio podcast
- game
- lecture/seminar/webinar
- user-generated content
- video podcast (vidcast/vodcast)
- webcast

APPENDIX II: GLOSSARY OF FORMATS

audio cassette
CD
digital file
download
DVD
EP
HD video
LP
online
Playstation
Shellac Disc
single
16mm
Super 8
35mm
VHS
Xbox

APPENDIX III: GLOSSARY OF TERMS / ABBREVIATIONS

Adapt.  adapted by
Cat no.  catalogue number
clip  an incomplete item, i.e. the only part of a longer item that is available for reference
Comp.  composer
Cond.  conductor
Contr.  contributor
Creat.  creator
Dir.  director
DOI  Digital Object Identifier
Dur.  duration
et al.  indicates more than two parties
extract  a particular sequence within a full-length item that is being referenced

Given Title  indicates a title created by the person referencing
Interv.  interviewer
mins  minutes
Narr.  narrator
n.k.  not known
Perf.  performer
Pres.  presenter
Prod.  producer
Prod co.  production company
Prov.  provider
Rec.  recording engineer
ref.  reference
secs  seconds
tx ch.  transmission channel
tx time  transmission time
Writ.  writer
URL  Web address (Uniform Resource Locator)
ACKNOWLEDGEMENTS

With grateful thanks to the members of the steering committee: Ciara Chambers (University of Ulster); John Ellis (Royal Holloway, University of London); Linda Kaye (BUFVC); Hetty Malcolm-Smith (BUFVC); Eve-Marie Oesterlen (BUFVC); Richard Ranft (British Library); Jane Winters (Institute of Historical Research); Chris Willmott (University of Leicester); and Amanda Wrigley (University of Westminster).

Thanks are also due to the various focus group members and remote testers for their valuable feedback, including: James Brand (University of Portsmouth); Sara Cannizzaro (London Metropolitan); Ruth Clark (London College of Music); Claudia Gremler (Aston University); Eleri Kyffin (University of Westminster); Andrew Ormsby (BUFVC); Helen Parker (University of Edinburgh); Nick Pavlovski (Swinburne College of Technology); Ashley Pinn (Aston University); Angela Saward (Wellcome Library); Deborah Stebbing (Anglia Ruskin University); Helen Stephen (Goldsmiths, University of London); Paul Stewart (Sheffield Hallam University); Audrey Stranders (Havering FE College); Janet Waters (Wiltshire College); Kevin Wilson (Goldsmiths, University of London); and Richard Wright (BBC).

DISCLAIMER

Every effort has been made to ensure the accuracy of the information in this publication, which is believed to be correct at the time of printing. The information in this publication is subject to change and the BUFVC reserves the right to introduce such changes. For up-to-date information regarding future revisions please go to bufvc.ac.uk/avcitation