ACES Show list and ACES Logo in Film Credits
Status and Recommendations
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This is a 'Strawman' for discussion, not a vetted delivery document!

There are two types of acknowledgements of ACES usage in shows that are being reviewed by the ACES Logo Program Task Force
> 1) Listing of shows that have used ACES (existing program)
> 2) Allowing the inclusion of an ACES logo at the end of a show credit sequence. (proposed program)

We view these as part of a continuum, with the inclusion on the Show list as the first step (and a necessary condition for the second, the inclusion of a ACES logo at the end of a show.

Show List

History and Current Status

A user generated list of shows (via IMDb and other sources) has been kept since the launch of ACES 1.0. The criteria for inclusion has been that the original material was encoded into 2065-1 and colored, with any VFX pulls in an appropriate ACES color space, and then outputs were done using the existing ACES transform or modified by a sophisticated operator who knows how to output without degrading the color fidelity of the Master.
(https://community.acescentral.com/t/aces-adoption-stages-what-makes-a-show-aces/4434/3)

The submissions are "spot checked", by the ACES Adoption lead by speaking with a party that has direct knowledge of the process (typically the colorist, finishing house, DP or occasionally the on-set colorist/DIT). There have been some shows that were not included because it appeared that the workflow 'broke' the color or file integrity tenants of ACES.

Issues with Current System

Since this is a self-reporting system, and there is no fee, license or attribution required to use ACES, this list is thought to represent a serious undercounting of the actual shows that use and benefit from ACES, particularly for independent productions around the world.

Also, since the criteria is not 100% vetted, being listed is not a guarantee that the master or archive created can reliably be opened or used by future professionals or content owners.

Finally, the current vetting process is manual and does not scale, thereby 'guaranteeing' an undercount and slow growth of the program.

Discussion

The group believes that there is benefit in identifying shows that have used ACES and facilities/individuals that have ACES experience (through the IMDb and other listings for the shows). Benefits include:

- encouraging best practice color and file workflow procedures
- normalizing the use of ACES as a professional workflow standard
- allowing users to identify facilities and practitioners who are proficient in ACES so they may be contacted to assist with future projects
- highlighting creative looks that are possible through the ACES system.

It has been noted in Task Force meetings that it would be helpful if inclusion on the list signified that the show was created with strict ACES procedures, and that the master could be reliably opened and reused for future versions or outputs. That may one day be possible but given that IMF and other mastering standards and requirements are not universally accepted by all larger studios, let alone the tens of thousands of indie producers, this appears to be a goal to work toward for future iterations of the program.

ACES education and training has also been discussed at length in the Task Force meetings and members feel it should play an important role in all aspects of the revised logo program components.

Recommendations
The group recommends that the self-reported lists of ACES Shows be continued with the following modifications:
- A clear definition of what constitutes an ACES show is posted on the ACES List, promoted through ACES communication channels, and becomes part of the education and training process for all ACES Logo Program components
- Definition is as follows (revise current definition based on OT working groups final findings and Task Force's discussions. This is what group needs to discuss again and agree on, I don't believe there is consensus on this.)
- An ACES Best Practices guide would be created and linked where possible to indicate what the goals of ACES are and how to best achieve them.
- Appropriate caveats be posted on lists (where possible) about what it means for a show to be on the list. (e.g. Shows on this list used ACES as the primary color workflow during production/postproduction/mastering. They used scene referred workflow designed to protect the image fidelity of the original source material. There is no guarantee that the resulting materials are suitable for specific purposes)
- An initiative be immediately started to educate Studios, producers, and content owners globally, as to the benefits of ACES, and to recommend a procedure for them to both encourage the use of ACES (once they're comfortable with it) and to communicate with the Academy and/or ACES team, about color workflow issues, including when ACES is used, and any positive or negative experiences that could be addressed.

Note: Do we want to require people to answer questions about ACES usage to make it to the list?

ACES Logo in Film Credits

History and Current Status

Since the early 1960's end credits on films and television have been an industry convention to recognize above and below the line actors, crew and services that contributed to the successful completion of the show. In some cases, credits are contractual, and some are at the discretion of the show producers or studio.

Currently it is common industry practice to display company logos for equipment and service organizations that contributed to the process of producing/post producing the show. This often includes camera, grip, lighting equipment companies, facilities and processes (e.g. Dolby ®).

Requests have been made by certain producers to include the ACES logo in the end credits, in appreciation of the contribution that the ACES system played in helping to manage the color and file workflow.

Until now, those requests have been turned down, as there was no approved method for granting these usage rights or understanding of that that an ACES logo at the end of a show would signify.

Discussion

The display of the ACES logo should indicate use of ACES that meets certain defined criteria. It's been proposed (but not yet decided) that the level of scrutiny for granting logo useage should be greater than the level for being included on the list, e.g. the list should have a self-attesting posture, while the logo use should require some form of "smart" questionnaire, that will probe on specific methods used by the production and post production team.

In either case however, the intent is more about communicating that the ACES usage was consistent with best practices as well as found helpful by those who participated in the process than about guaranteeing any specific film or company usability.

If you're on the list you're eligible to apply for usage of the end logo 'but' The main difference here is that the producer needs to answer a few questions about the process, and sign a licensing agreement agreeing to certain rules about logo use.

Recommendations

The committee recommends

-	Usage of a logo at the end of a show can be requested if the show is already listed on the ACES list. It must be initiated by a responsible party representing the studio, producer, or content holder of the intellectual property
-	The requestor must answer a short questionnaire about ACES usage on the show (See Chris' 6 phases post:
https://community.acescentral.com/t/aces-adoption-stages-what-makes-a-show-aces/44

<u>34</u>) <u>Note: It would be great for the Task force to come up with a general version of the list that it feels would capture the necessary information to feel confident the show used best practices for ACES in it's production</u>

- 	Requests will be reviewed by an Academy approved system and after approval,, requester must sign a usage agreement provided by the Academy.
- 	The availability of the use of the logo at the end of the show would be explained in all ACES training materials for Logo Program components.
- 	An ACES Best Practices guide would be linked where possible to indicate what the goals of ACES are and how to best achieve them.
- 	The Logo available would incorporate the words "Produced using (ACES logo)". <u>Note: this needs discussion and wordsmithing.</u>
- 	Appropriate disclaimers (doesn't affect your chances for an Oscar®, etc.)