



## Image Requirements for UKTV

## Episodic Images for VOD

To maximise the exposure of UKTV originals, we must be able to deliver high-res, fit-for-purpose key art for all of our VOD platform partners.

Without this key art, Sky and our other platform partners will not select the content to be featured, which directly impacts views.



No more than three characters should feature in any key art and the talent should sit in a tight centralised area.

This makes it possible to apply the show and channel logos and promotional messages without obscuring the talent. There may be exceptions to this when there are more than 3 main characters eg Taskmaster – always check with your relevant UKTV publicist/ [pressoffice@uktv.co.uk](mailto:pressoffice@uktv.co.uk) for advice

- DC2 Banner Crop
- Sky Q Hero Crop
- Portrait (3x4) Crop
- Square (4x3) Crop
- Landscape (16x9) Crop

Key art should include a large background area to allow for multiple crops

To influence navigation and drive views we also need excellent 16x9 images to represent each episode across all of our VOD platforms



Strong episodic images are well-lit, convey the tone of the genre/title and showcase the talent



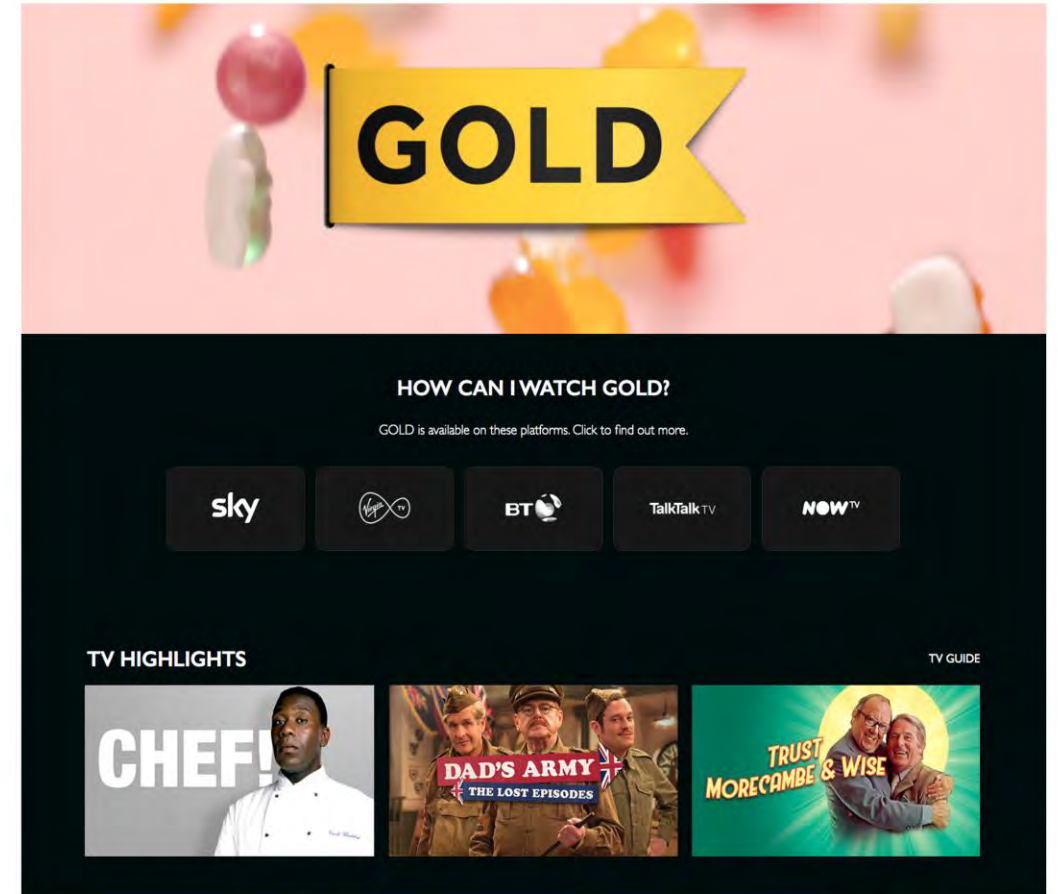
Group shots, poorly lit images, poor composition and failure to showcase talent make poor episodic images

Episodic images also need to work effectively with the overlays employed by Sky





Show logos delivered as a vector-based AI file are essential for UKTV. An Adobe Illustrator file can be employed for print or reformatted as a png or psd and employed across our digital platforms.





**Production Stills for UKTV**

## Guidelines for Production Stills

Production stills are an important tool when it comes to publicising a new commission for UKTV, whether it is through PR, Marketing, VOD or through digital media.

The images that we need are as follows:

1. **Hi resolution**
  - images need to have a minimum of 300dpi
2. **A mixture of landscape and portrait images**
3. **Brand, series and episodic level of photography**
  - we are required to provide images in all three of these categories, therefore a selection of each is essential
4. **Guest stars**
  - If a guest star makes an appearance in an episode it will be beneficial to have an image on file

Example of a brand image



Example of a series image



Example of an episodic image





## We define a good image as:

1. One that includes cast members (not tourist shots, unless the talent in the commission is interacting with them)
2. Not too dark – the use of a black background isn't always useful
3. Clear and in a hi resolution



The image should show a famous commentator doing a radio interview, however he is behind the glass and not visible and it isn't clear who the person is in the foreground.



This is a great example including an image of Robbie Coltrane who was a guest star on Yes, Prime Minister.

Ideally, all of our 16:9 images will be high-res, dynamic and include shots of reasonably centralised characters where the faces can be seen in the top half of the image

**Hero image** – High res 16:9 image. Dynamic, reasonably generic image that could equally be used as a marketing shot.

**Series image** - High-res 16:9 image. Image should be fairly generic but Sky have asked if we could avoid dull marketing shots of characters against plain back-drops.

**Episode Image** – High-res 16:9 image. Image should be representative of that particular ep' and include characters who feature heavily but without advertising spoilers.

**Portrait Cover Art** – High-res portrait image – image should be representative of the series rather than any particular episode.

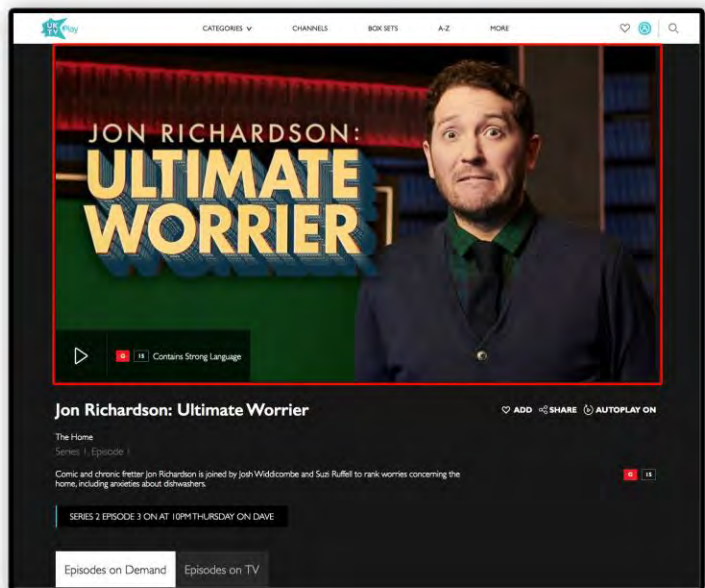
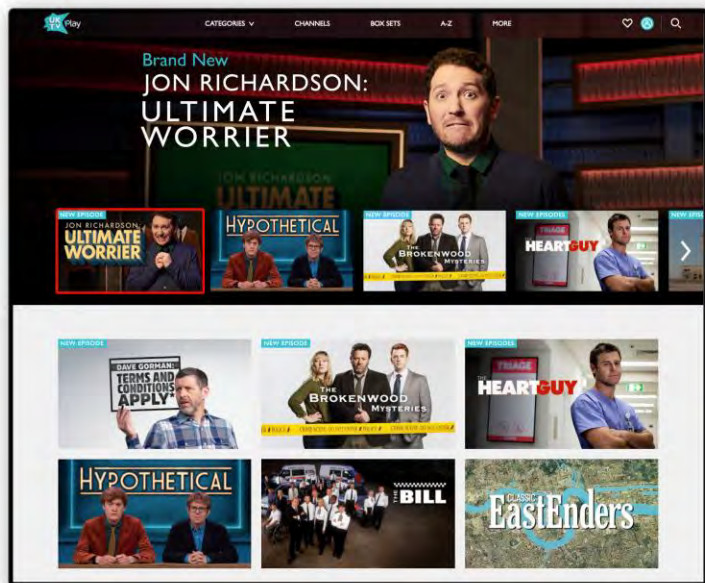
Sky now need portrait images that include the programme title in the image for their box-sets section. As such we need the programme title delivered on an invisible layer, ideally as a layered, vector-based Adobe Illustrator file.

Please refer to our schedule of deliverables for exact asset delivery requirements.



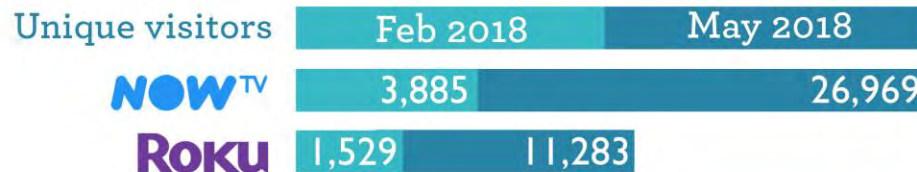
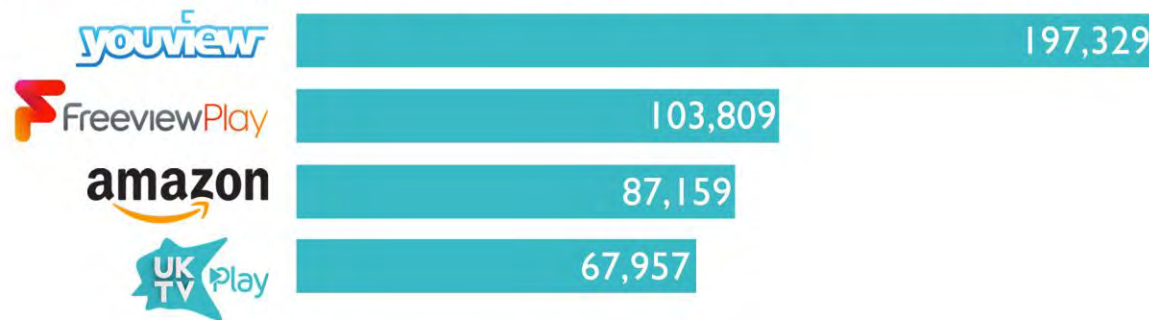


**Key Art for UKTV**



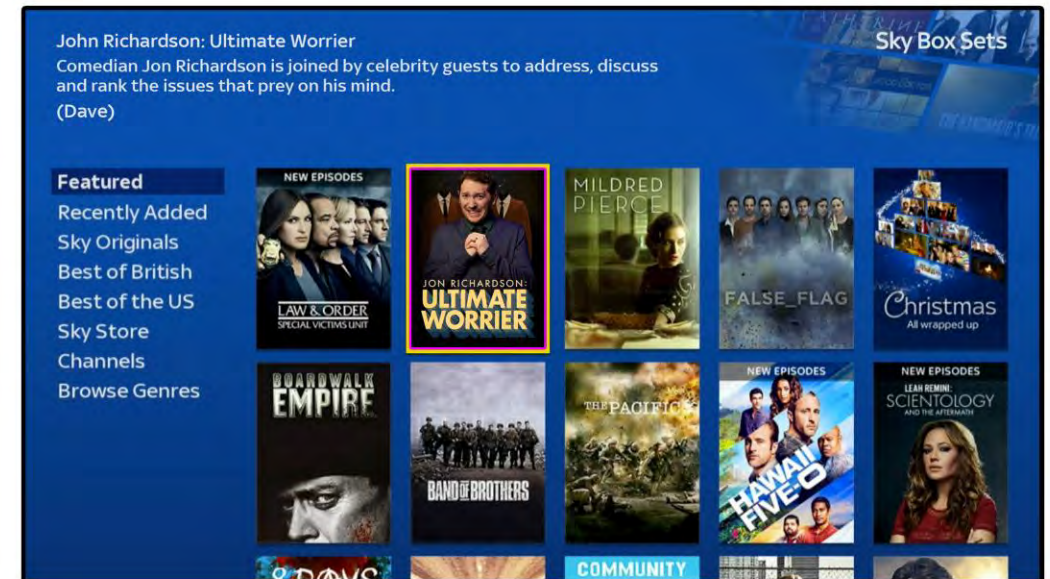
Key artwork is used to support UKTV Play.  
From TV apps to mobile devices, our services  
must display the same quality across platforms

January to May 2018 - Average unique visitors per month





“Quality imagery, with narrative hook - is a huge factor in our decision to merchandise”

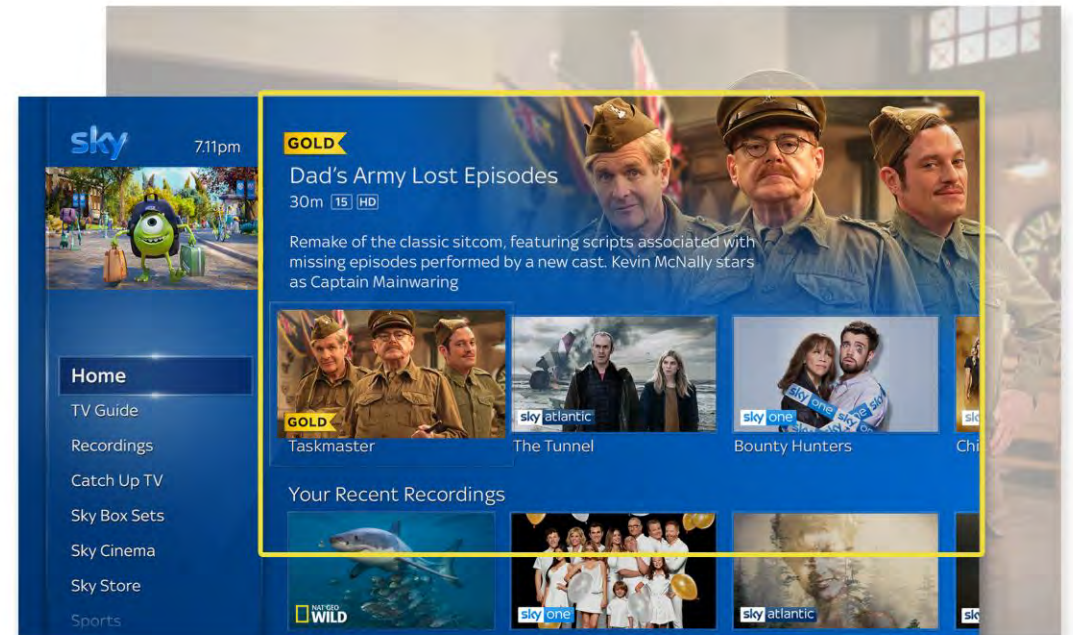
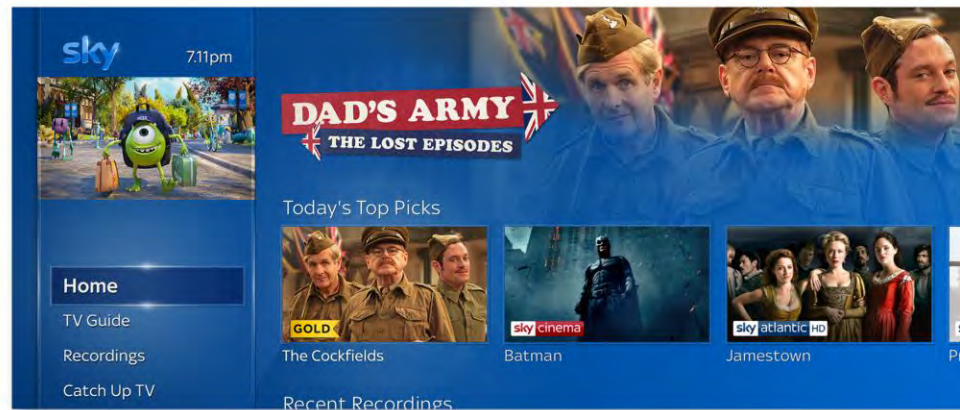


The Sky+ home-page is viewed 10 times a day on average and Download data shows spikes in content engagement generated by presence on UI home-page

To showcase content, Sky will require an image that can be employed in any area of their UIs

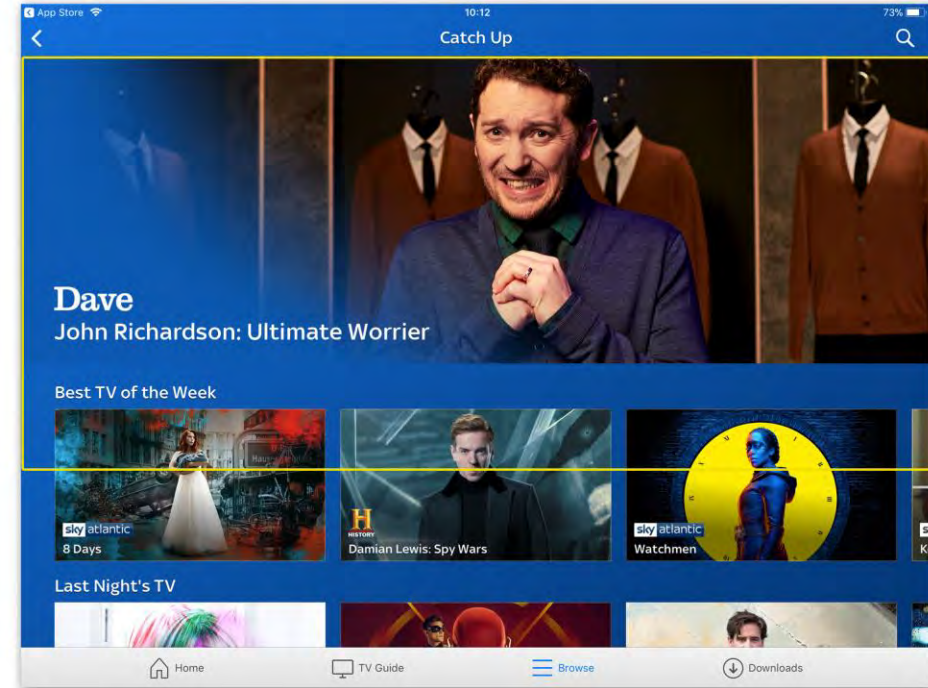
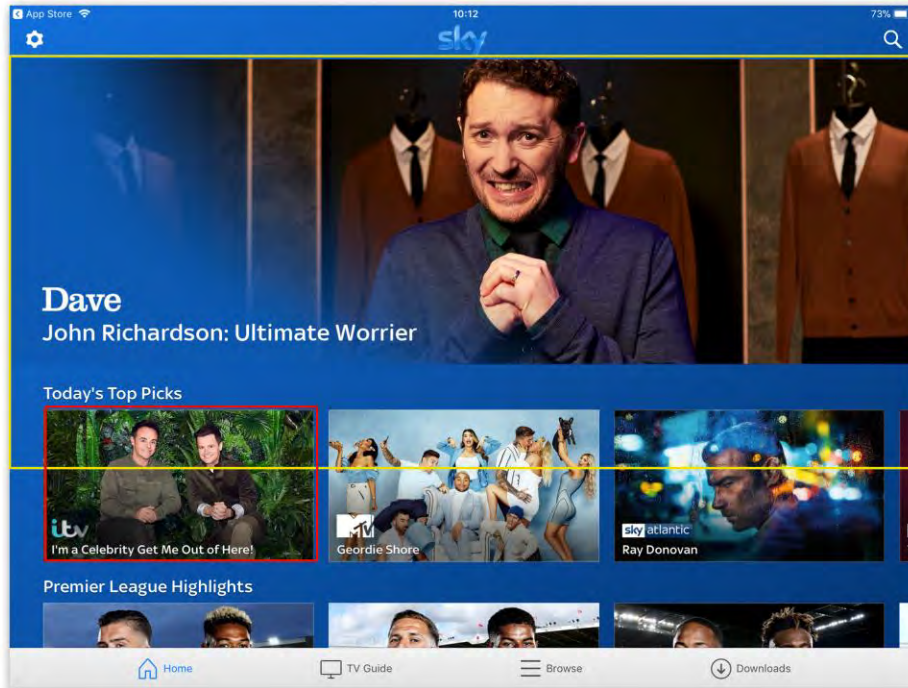


The artwork must fit seamlessly with Sky Q's text, gradient and episode panel overlays to qualify as a Hero image



Download data shows spikes in content engagement generated by UI merchandising. This a platform that demands strong key-art to influence navigation

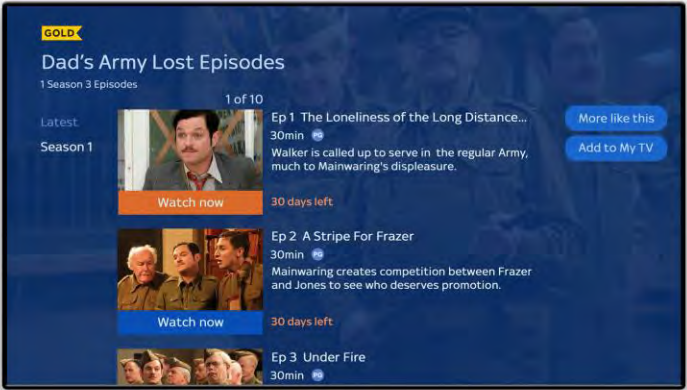
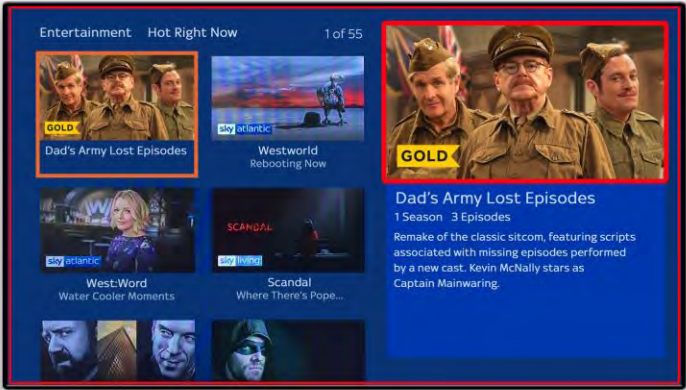
“Show Choice for merchandising is based on a number of criteria: campaigns, topicality, consumption, value, talent and image quality”



With Sky+ or Sky Q boxes in 8.4m UK homes, that's 8.4m homes with access to Sky Go on a maximum of 3 devices per account or 25.2m devices



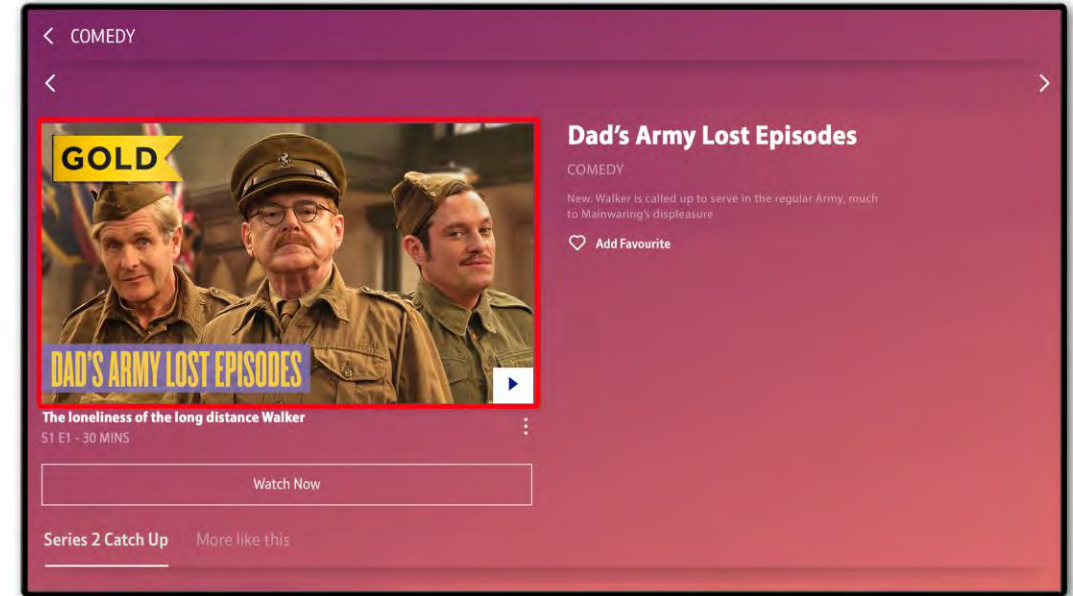
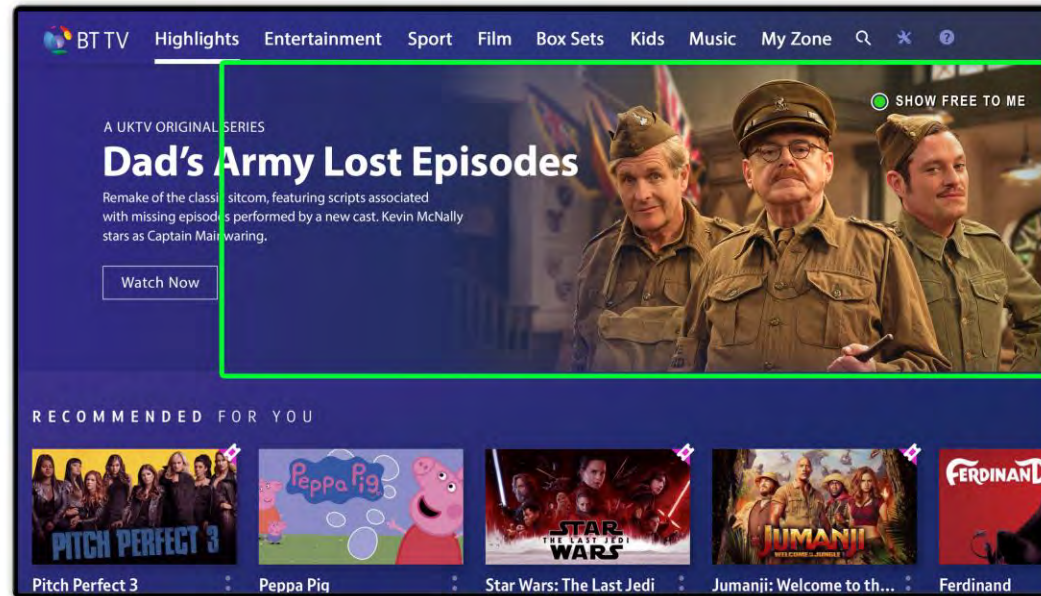
Strong key art is required for linear menus, series folders and UI wallpaper within the episode lists



NOW TV is present in 1.77m UK homes, from Nov 2017 to April 2018 was responsible for an average of 7.83% of views for UKTV content or 883,023 views per month



With our higher profile content regularly appearing in BT's highlights section, it's essential we support the content with the best quality images



As of Q1 2018 BT had 1.74 million subscribers and they have recently gained Premier League rights from 2019/20 as well as exclusive deals for Moto GP and the Vanarama National League

# TalkTalk

