



UKTV CREDIT GUIDELINES

Credits are important to programme-makers. UKTV'S credit policy balances our desire to reflect significant creative contributions with the reality that lengthy credits could make viewers switch over or switch off.

Prior to online and layback, all credits must be sent to and signed off by the following:
Commissioner / Compliance / Production Executive.

Any variation to credit guidelines (including front/main/end credits) is subject to additional UKTV approval and sign off by UKTV's Director of Commissioning and Head of Production.

Please ensure credits are always included in the post-production scripts.

If the programme master is recalled by Producer/or requires re-delivery due to fault of the Producer after the programme has been ingested for play-out by UKTV's post production processing facility then a re-delivery charge will be charged to the Producer (this is estimated to be £1,000 per hour).

Basic Principles

Please refer to the relevant sections covering end credits and copyright in the UKTV Technical Specification and UKTV Originals Doc.

Choice of font for end credits and captions is the editorial decision of the Producer. Any unusual or specially created captions should be referred to UKTV for approval.

The end credit duration must be a minimum of 30 seconds.

The maximum end credit duration that we can tolerate is 35 seconds including the end board.

The UKTV Originals END card is available online as a .Mov file animation downloadable asset in the Producer Pack. UKTV Originals END card (animated) is 5" in duration.

There is only one master version of the UKTV Originals END card that includes a clean end board. The production company will need to insert their own logo, plus additional co-production logos, if required.

The programme music must finish before the end card is displayed.

The END card should always include audio used in the .Mov file

End credit text should be 16:9 caption safe and must be horizontally aligned to the centre of the screen.

End credit visual information must be limited to either cards or a vertical roller.

Producers should be aware that end credit sequences are liable to be used for on-screen navigation information and therefore liable to be subjected to DVE resizing and additional continuity audio. Therefore, the end credits should run over black and not include any live action sequences or audio sync. Audio should be limited to production music only.

All video manipulation regarding end credit vision 'squeezes' etc is performed live within the transmission playout process. The end credit sequence as delivered should remain full frame throughout but must be crafted such that text information remains legible when reduced to quarter frame size.

Archive Credits

Archive suppliers may be credited for their significant creative contribution.

Where an archive house has provided additional support, for example archive research that has involved a significant creative contribution, a credit may be given to an individual or to the archive supplier, but not to both.

UKTV Copyright

Producer's should always use the UKTV Originals 5" end board.

Programme music must finish before the end card is displayed.
UKTV Originals End Board is available as .Mov files to download from the Producer Pack.

The production company will need to insert their own logo.

For International re-versions of our commissions please use the UKTV Originals End Board.
The 5" end card must be included in the overall credit duration (between 30" - 35").

The end card includes an embedded copyright line which appears as follows:

© UKTV MEDIA LIMITED MMXX (Date to be updated where applicable)
Copyright line will be under Production logo on UKTV Originals end board.

Credit Documentation

Accurate details of end credits must be given in the programme compliance forms and must also be included in the final post-production scripts.

Exceptional Circumstances

In exceptional circumstances, we may be required contractually to give credits on some co-productions, for performers and writers in specific productions and under the Copyright Designs and Patents Act 1988. UKTV will try - but cannot guarantee - to transmit all agreed credits. There may be times when we must cut or drop them without warning.

These would be subject to UKTV approval and sign off by UKTV's Director of Commissioning and Head of Production in addition to Compliance.

Grammar and Spelling

Please make sure you double check the spelling of all credits and captions in the online before delivery to UKTV. Re-calling and re-delivering shows incur costs to UKTV, which will be passed on to the producer.

Production Staff with Multiple Roles

No individual should be named in a credit list more than once. Where someone has fulfilled more than one credit-worthy function he/she may be credited for both (if more than 2 functions they must choose just 2 which most reflected their contribution) in a single credit line, provided the roles are significantly different from each other e.g. 'Written and Produced by'

In all other circumstances, proposals to credit someone more than once must be referred to the UKTV Commissioner before a commitment is made.

Order of Credits

Given the diversity of programmes there can be no firm rule about the order in which credits are listed. However, the aim should be to run them in a logical sequence starting, where appropriate, with the names of performers or contributors and ending with the name of the person responsible for the production.

Significant Creative Contribution

Credits should accurately reflect significant creative contributions specific to the programme. We should **ONLY** credit those who have contributed directly to the programme. This does **not** include overarching managerial roles in companies or departments e.g. Creative Heads, Finance Director, Head of Development, Head of Business Affairs, Legal, Head of Department, Company Director etc.

The UKTV Commissioner should receive the following credit:
Executive Producer(s) for UKTV.

Credits for suppliers of products essential to the production of the programme's content may be given where that product has been supplied at a waived or reduced fee, provided the identity of that product is not apparent from any on screen or audio reference in the programme itself. The credit must be approved by UKTV compliance.

Under no circumstances should the provision of credits be given as a contractual certainty. This is to protect UKTV should the credits not be broadcast as planned for reasons beyond our control.

We should **not** include suppliers who have provided a resource/service for which we have paid a fee and for which there was no creative value added by the company. This is a commercial transaction rather than a creative one.

It is possible to credit facilities such as post-production houses, where a significant creative contribution has been made. Such credits may include the name(s) of the individual(s) or the name of the organisation, but not both.

AFP & Sponsored Events

Where it is appropriate to identify an event sponsor in the end credits, the name should appear in the same style as the credits themselves. Event sponsors' logos or house colours cannot be used.

Any proposed credits for event sponsors must be checked with both the Compliance and Production Management teams as soon as possible.

All advertiser funded programming should credit the relevant UKTV AFP executive (in addition to the UKTV Executive Producer).

Third Party Commitments

It is important not to make crediting commitments to third parties, e.g. contributors and co-producers, without checking first with UKTV that any proposed credit is permissible. Please check it with: Commissioner / Compliance / Production Executive.

Tribute Credits

Credits such as 'This programme is in memory of X' are not permissible without advance approval by UKTV.

URLS and Social Media Addresses

Reference to UKTV controlled URLs and social media account addresses is permitted in credits and in the body of a programme provided the accounts hold relevant content.

Guidance should be sought from the channel regarding relevant URLs and social media account addresses and from UKTV's compliance team concerning frequency of references if they are within the body of the programme.

Any address given should give direct ("one click") access to the home page of the corresponding UKTV web site or UKTV controlled social media account, which in turn may offer access to programme information and any e-mail or secondary social media facility.

Only UKTV controlled URLs and social media account addresses may be used. No reference to any non UKTV controlled URLs and social media account addresses (including the BBC's) is permitted.

The UKTV controlled URLs and social media account addresses should be placed on the end board below the copyright notice. URLs should not include the "www." when they appear on-screen. Social media brand logos should not be used without prior approval from compliance.

Useful email addresses at UKTV:

Compliance: Compliance@uktv.co.uk Production Management: productionmanagement@uktv.co.uk Producer Pack: Producerpack@uktv.co.uk
