

## Guide to Programme Credits and Naming Conventions Sky Studios & Sky Originals

### General principles for on-screen credits for Sky Studios

- In all circumstances in the UK and across Sky Group, the first, opening credit should always be the animated 'a Sky original' bumper. It is essential that we consistently promote the Sky Original brand to our consumers. To ensure future brand consistency, this bumper will be added in house by Sky.
- On screen, Sky Studios does not require a Sky Studios logo or bumper at the start of a programme – it should always be 'a Sky original'.
- However, Sky Studios does expect appropriate parity with other producers in the opening credits, both in Sky territories and internationally.
- This means that 'Sky Studios presents' or 'Produced by (XYZ) and Sky Studios' or '...in association with Sky Studios' should be featured in the appropriate style (e.g. title font), and in the appropriate order, of the opening credits of a programme.
- There may be instances where, for creative reasons, there are no opening credits, particularly in unscripted. In this case, Sky Studios will not seek inclusion in opening credits – however this must be in line with other production credits.
- In general, Sky Studios requires an end credit across programmes both across Sky Group and internationally. As standard, this will be the Sky Studios static logo across Sky Group and the Sky Studios animated bumper internationally, presented in the order outlined below. However, by exception, Sky Studios may agree to an end credit in the appropriate style (e.g. title font) in the closing credits of a programme, provided this is in line with other producers.
- Standard on-screen credits for Sky Originals in the UK and across Sky Group (NB: *numbers denote order not necessarily the exact positioning of cards*):

#### FRONT CREDITS

1. 'a Sky original' animated bumper (*to be added in house by Sky*)
2. Reference to Sky Studios in opening title as above, usually 'Sky Studios presents', but no Sky Studios bumper

#### END CREDITS

1. Producer bumper / logo (*2 seconds each*)
2. Sky Studios static logo
3. 'a Sky original' animated bumper (*to be added in house by Sky*)

- Standard on-screen credits for Sky Originals and third-party Sky Studios content when distributed internationally:

#### FRONT CREDITS

1. Reference to Sky Studios in title as above, but no Sky Studios bumper

#### END CREDITS

1. Producer bumper / logo (*2 seconds each*)

2. Sky Studios animated bumper
3. NBCU GD animated bumper

### General principles for written credits for Sky Studios

For use in press release and other written communications. On occasion, there may be specific exceptions for individual programmes and these will be agreed directly with producers.

#### 1. Sky Studios is producing a programme in-house

*"Sky Studios presents (Programme Title) a Sky Original (Genre).  
Produced by Sky Studios in collaboration/partnership/association with (Partners)."*

##### Examples

- Sky Studios presents The Third Day, a Sky Original drama. Produced by Sky Studios, in collaboration with HBO, Plan B, Punchdrunk and writer Dennis Kelly
  - Sky Studios presents Blocco 181, a Sky Original drama. Produced by Sky Studios, in collaboration with Salmo and Red Joint Film
- 

#### 2. Sky Studios is deficit financing a programme through one of its prodcos – both minority and majority owned – for Sky

*"(Programme Title) is a Sky Original (Genre),  
produced by (Owned Prodco) and Sky Studios."*

##### Examples

- Sharks with Steve Backshall is a Sky Original documentary, produced by True to Nature and Sky Studios
- 

#### 3. Sky Studios is deficit financing a programme through one of its prodcos – both minority and majority owned – for a broadcaster other than Sky

*"(Programme Title) is produced by (Owned Prodco) and Sky Studios for (Broadcaster)."*

##### Examples

- Darcey Bussell Coast Walks is produced by True North Productions and Sky Studios for Channel 4
- 

#### 4. Variation to principle 2 & 3 for prodcos that are wholly owned by Sky

*“(Programme Title) is a Sky Original (Genre),  
produced by (Wholly Owned Prodco), a Sky Studios company.”*

OR

*“(Programme Title) is produced by (Wholly Owned Prodco), a Sky Studios company, for  
(Broadcaster).”*

*NB: This is for written comms. On screen ‘a Sky Studios company’ will be added underneath the logo of prodco.*

#### Examples

- The Great British Bake Off is produced by Love Productions, a Sky Studios company, for Channel 4
- 

#### 5. Sky Studios is deficit financing a programme produced by a third party for Sky

*“(Programme Title) is a Sky Original (Genre),  
produced by (Third Party Producer) in association with Sky Studios.”*

#### Examples

- Hawking is a Sky Original documentary, produced by Atlantic Productions in association with Sky Studios
  - Britannia is a Sky Original drama, produced by Vertigo in association with Neal Street Production and Sky Studios
  - Code 404 is a Sky Original comedy, produced by Kudos and Water & Power in association with Sky Studios
- 

#### 6. Sky Studios is deficit financing a programme produced by a third party for a broadcaster other than Sky

*“(Programme Title) is produced by (Third Party Producer)  
in association with Sky Studios for (Broadcaster).”*

#### Examples

- Five Bedrooms is produced by Hoodlum Entertainment in association with Sky Studios for Network Ten
- 

#### 7. NBCU are managing international sales of a programme on behalf of Sky Studios

*“(Programme Title) will be distributed internationally by NBCUniversal Global Distribution on  
behalf of Sky Studios.”*

#### Examples

- The Plastic Nile will be distributed internationally by NBCUniversal Global distribution on behalf of Sky Studios.
- 

### General guidance on the relationship between Sky Studios and Sky Originals

*Approved by Debbie Klein, in partnership with the CEOs, October 2019*

- **Sky Studios** (the commercial entity) is the home of **Sky Originals** (the customer product)
- **Sky Studios** is aimed at the production and media industry and is used to show (to the industry) the investment Sky is making in content that it produces or co-produces.
- **Sky Originals** is aimed at consumers and exists to shift perceptions of customers that Sky creates its own original content - creators not just renters of content.
- **Sky Studios** will be used only in industry / trade facing media in comms and advertising and will appear in the opening/closing credits of the show.
- A '**Sky Original**' would appear in on air promos and in consumer PR when promoting a show.