



## Sky Group Programme Credit Guidelines

### General principles for credits for Sky Originals

- All original programming commissioned by Sky Group must be contractually granted the right to be credited as 'a Sky Original'. This is across all genres, including but not limited to, Drama, Comedy, Entertainment, Arts, Factual, Kids, Cinema and other genres as deemed necessary.
- In all circumstances across Sky Group, the first, opening credit should always be the animated 'a Sky original' bumper. To future-proof and ensure brand consistency, this bumper will be added in house by Sky once a programme has delivered, except for Sky Kids. Producers delivering on-demand content for Sky Kids are required to add 'a Sky original' ident at the front and the end together with the Sky Kids Graphic.
- Across Sky Group, if a presentation credit is used, then it must be 'Sky presents', regardless of genre. There should be no variation to either the presentation credit or the Sky Original branding – i.e. "A Sky Documentaries Original", "Sky Cinema Presents", "Sky Original Programme" etc.
- There may be instances where, for creative reasons, there are no opening credits, particularly in unscripted. In this instance Sky does not insist on a 'Sky presents' presentation credit but the Sky Original branding must be included at the top of the programme.
- Any Sky presentation credit must precede any production credit.
- Production credits must be contractually agreed with Sky and should fairly and accurately reflect the producers and talent involved.
- If Sky Studios is involved in a programme – whether editorially, deficit funding or distribution – and there are production credits at the start of a programme in the opening titles, then Sky Studios insists on an 'in association with Sky Studios' production credit. i.e. 'Produced by [Production Company] in association with Sky Studios' to be used on all versions of the programme worldwide.
- If, for creative reasons, there are no production credits included in the opening title of a finished programme, then, like Sky, Sky Studios will not seek inclusion in opening credits – however the 'in association with' credit must still be contractually agreed for use in press, marketing and publicity worldwide along with the 'Sky Original' branding within Sky Group's territories.
- In general, Sky Studios requires an end credit across relevant 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.



### Example of credits for Sky Originals

- Standard on-screen credits for Sky Originals 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 except for Sky Kids*)
2. 'Sky presents' presentation card
3. *If relevant*: Production credit for Sky Studios – 'in association with'

#### END CREDITS

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

- Standard on-screen credits for Sky Originals when distributed internationally (i.e. outside of Sky Group) by Sky Studios / NBCUniversal:

#### FRONT CREDITS

1. 'Sky presents' presentation card
2. Production credit for Sky Studios – 'in association with'

#### END CREDITS

1. Producer bumper / logo (*2 seconds each*)
2. Sky Studios animated bumper
3. NBCU GD animated bumper

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