



Sky Studios Credit Guidelines

All credits must be approved by your Sky Studios Production Executive and Sky Studios Post Production contact PRIOR to your online.

Any credit changes after approval will be subject to sign off again and may incur a charge if the production has delivered the show to Sky Studios.

Should the speed of the credits be deemed too fast you may be asked to remove certain credits.

The below guidelines are to be adhered to in conjunction with the technical guidelines in the Sky Production Pack supplied to you.

- End credits must be between 25" and 30" long inclusive of a 2" production company end board. Your Sky Studios contact will provide a static Sky Studios end board which should fall outside of the 30" credits.
- If you require extended end credits please speak to your Production Executive or Post Production contact before submitting your credits for approval. Please note approval is done a per series basis.
- Credits should be full frame cards and must be centred to the optimum width as indicated by template featured in the production pack. Font style and size are as follows:- HD Template 1920 x 1080 Job description: Upper & lower case, Sky Text Regular. Cast/Crew Member: CAPS, Sky Text Bold. Text size: Avid Title Tool Size 20. After Effects Size 38.
- The copyright and website line should be at the end of the credit roller, followed by a 2" Production Company end board. The Copyright text should be placed after the final credit – please note the year should be in numbers not Roman Numerals. © Sky Studios Limited 2020. The end board does not need to adhere to the crop margins and will be full frame.
- End credits ideally should employ a black background with white text. When programmes air, navigation and promotional details may be added to the closing credits, meaning they will be moved horizontally to the left hand side of the screen and cropped to remove the areas each side of the centre roll. Any text sitting outside of the optimum width indicated (see production pack) will be lost.
- Any stylistic or different credits font's will need to be signed off in advance of any delivery of credit approvals.
- Importantly there must be no narrative or continuing action through credits, dialogue and synch sound is not permitted. Music alone should be used. Crawls or page turns are not permitted.
- In general, Sky Studios requires an end credit for both Sky Group programmes and internationally. As standard, this will be the Sky Studios static logo across Sky Groups 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 (Sky IT & DE) (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. '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 content when distributed internationally:

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

Credit FAQ's

Albert Certification: Productions which have been awarded Albert Certification for sustainability should include the Albert sustainable production certification on the credits, alongside the Sky Copyright information. This will be supplied to you by your Albert representative.

Archive footage/third party materials: is not allowed without prior approval of your Sky representative and only if contractually obliged.

Casting director: Casting director only allowed. Casting Associate or Assistant only with prior approval of your Sky representative.

Created by: is not allowed without prior approval of your Sky legal representative.

Developed by: is not allowed without prior approval of your Sky legal representative.

Music: Credits for specially composed music should take the form of "Music by"

Third party music (e.g. commercial music) is not normally credited but an exception can be made for title music. Any reference in the credits must be non-promotional and must be limited to the title of the piece and either the composer or the performer, not both.

One person with multiple roles: Any individual performing more than one role should receive either the most senior credit or one combined credit, e.g. "Written and Produced by". In any other circumstances proposals to credit someone more than once must be referred to your Sky Production Executive before a commitment is made.

Opening titles and credits: Key talent, Writers and Directors can be credited in the opening sequence instead of the end credits – this should be agreed by your Commissioning Editor. Opening credits should not be repeated in closing credit sequences except credits for performers with prior approval of your Commissioning Editor.

Order of credits: The aim should be to run them in a logical sequence starting, with the names of performers and ending with the names of the persons responsible for the production.

Production Company Credits: Credits should only be given to anyone who has made a significant creative contribution to the show. Do not include overarching managerial roles in companies or departments e.g. creative heads, head of development, head of department, head of legal and Business Affairs, company director.

Post-credit sequences: Post-credit sequences (i.e. live action sequences which appear after the credits have been run) are not permitted without approval from your Commissioning Editor and Sky commissioning channel (eg. Sky One, Sky Atlantic) all requests should go via your Production Executive.

Publicity: Outside publicity companies can not be credited.

Re-Caps and Teasers: Both recaps and teasers are only permissible with prior approval of your Commissioning Editor. Recaps must be pre titles and teasers must be before the end credits. They should also be included in the total running time of the show.

Running Total: The credits duration counts towards the overall show running time.

Sky credits: Credits for the Sky Executive Producer should take the form of "Executive Producer for Sky Studios". No other Sky Studios employees should be credited this is across all Sky Group (Sky IT & DE)

Suppliers: Do 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. Any exceptions to this require previous agreement with your Sky Production Executive e.g. Caterers, facilities.

Tribute credits: Credits such as "This programme is in memory of X" are not allowed without referral in advance to your Sky Commissioning Editor and Compliance. There may be cases where we ask for delivery of two versions of the show, but this will be discussed at the time of approval.

With thanks: There can be no "with thanks to" credits unless agreed with your Sky Commissioning Editor. All instances must be run past Compliance for sign off.