

## Credits

Scripted commissions have different requirements, please see [Sky Studios Credit Guidelines](#) for further details.

Ideally, credits should employ a black background with white text in the Sky font. There must be no narrative or continuing action through credits, dialogue or synch sound is not permitted. Music alone should be used. Crawls or page turns are not allowed. Credits duration should be a minimum of 25" and a maximum of 30", including the required 3" animated end board. The credits duration counts towards the Total Running Time of the programme. Following the 3" of the end board, there should be a 10" hold of the final frame (this is for presentation purposes and does not count towards the credit duration or the Total Running Time).

### End Board

Place the copyright line and website text after the final credit- please note the year should be in numbers, not Roman Numerals. Example below:



The end board will include:

- Production Company Card: This will come after the credits and before the Sky End Board and is to last 3". It should feature the production company logo on its own.
- Sky Animated End Board: to follow immediately after the production company card and will last 5" however; **Sky will insert the Sky Animated End Board**. Please Sky Kids programme please see specific requirements.

Productions awarded the Albert certification for sustainability should include the Albert logo at the end of the credits, alongside the Sky Copyright information. The mark will be supplied to you by your Albert representative.

Assets including End Board and sound files, Production Company card and Sky Fonts are available via your Sky Production Contact. Please note that the end board does not need to adhere to the crop margins and will be a full frame. For unscripted commissions, 'next time' programme teasers are not permitted unless agreed explicitly by Sky. There can be no 'with thanks to', names of bands, facility, and supplier or company credits unless agreed with your Sky Production Contact. As a general rule, if the company/person requiring the 'With thanks to' is mentioned either visually or verbally within the body of the show, they should not receive an additional credit. All instances must be signed off by Sky compliance.

Archive footage (factual programmes only) may only be credited once, either in the credits or on the clip, and only if contractually obliged as end credit placement is the preferred option. Credits for the Sky Executive Producer should take the form "Executive Producer for Sky", and credit for the Production Executive or Production Manager should take the form "Production Executive/Manager for Sky".

Any individual performing more than one role should receive either the most senior credit or one combined credit. All credits need to be authorised via your Sky Production contact, including weekly changes. This process may take a few days. Please, therefore, submit in advance, as leaving this to the last day of online could cause you delays. Once authorised, you are required to provide a copy to Press: to be emailed to your press contact 4-6 weeks before TX Master Delivery or before picture lock on fast turn-around commissions. Sky do not offer the option of Web credits.

## OPENING TITLE SEQUENCE AND BUMPERS

Opening title sequence should be no longer than 25", and bumpers should be 3". Final frame of the End Bumpers should be held for an additional 5" (please see Tech Spec for full details).

All title sequences and bumpers should be approved at storyboard stage through both your Sky Commissioning Editor and Executive Producer – this must be done prior to any title shoot commencing.

## SKY KIDS CONTENT MASTER DELIVERABLES

Please be aware **Sky Kids** commissioned content must follow the below deliverable process:

### Sky Kids HD Content

(all of the items below to be added by Producers)

Front of programme:

Sky Original Glass Mark (5")

At the end of the programme:

Producers End Board (2")



### Sky Kids UHD Content

Front of programme:

Sky Original Glass Mark (5")

At the end of the programme:

Producers End Board (2")



## Closed Captioning

We may choose to offer subtitles for broadcast. Please ensure the master TX copy has VITC on lines 17 and 19. This does differ from other broadcasters.