

Promo Requirements

To cut trailers, we require footage at least six weeks before the promotion transmission to allow for internal creative production. Should finished masters not be delivered six weeks before trailer transmission, Sky Creative Agency will require the following, which the producer must pay for out of the agreed programme production budget:

- Broadcast quality (conformed) clips of footage that is suitable for promo usage
- Clips must be legal, complied and licensed/cleared for promotional use
- Clips should be selected that communicate the key proposition for the programme. Supply a balance of several different key sound bites along with enough good visual cut
- All clips should be supplied with clean dialogue and SFX split tracks (no music)

Don't be afraid to offer clips that have not been mixed; this can be addressed further down the line after a rough edit has been cut

- If the content of the programme is strong, (i.e. language/sex/violence), provide a balance of clips to enable us to produce pre-watershed alternatives
- A minimum of five minutes of key material is needed, although the more footage, the better
- Marketing may require access time to shoot promotion material with key cast members and presenters, either separately or alongside the Marketing stills shoot
- Sky Creative will apply a grade compilation spots to ensure all footage within the edit is consistent, and we will consult with you on the appropriate grading process for programme/series specific trailers and agree on a process that should not impact delivery timings of the marketing campaign

Contacts:

Jonathan Carter (Head of Entertainment Brand Marketing) - jonathan.carter@sky.uk

Jana Mollett (Head of Entertainment Brand Marketing) - jana.mollett@sky.uk