

## ITV DELIVERABLES - ITV Studios Productions

March 2023. V.4

### PLEASE NOTE that all Delivery Materials:

- I. are to be produced and delivered at the Producer's sole cost and are included as part of the Licence Fee, including those required for promotional purposes as set out below; and
- II. must be delivered in accordance with ITV's General Terms and Conditions, and in particular, the Codes and Guidelines as defined therein, including but not limited to: 'ITV Programme Delivery Document' (or the equivalent of any Licensee); and, the 'ITV Publicity Guidelines' and 'ITV Photography and Picture Guidance' all of which are available on ITV's website.

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Deliverable	Delivery Location, Contact & Reference documents
<b>[1] VIDEO DELIVERABLES</b>	
<p>TX/streaming master video media file DPP UK AS-11 standard, together with reports for:</p> <ul style="list-style-type: none"> <li>• Automated QC</li> <li>• PSE</li> <li>• Eyeball QC</li> </ul> <p>As detailed in ITV's Programme Delivery Document</p>	<p><b>Key Contact:</b> <a href="mailto:ContentOperations@ITV.com">ContentOperations@ITV.com</a></p> <p><b>Delivery Location:</b> Content Operations Landing Pad (Aspira or Signiant)</p> <p><b>Technical Information:</b> <a href="#">How to deliver Commissioned Content to ITV</a></p>
<p>1 x AVCi MXF file (finished programme or WIP); or 1 x Apple Pro Res / DNX / MPEG file (WIP only) upon request by ITV Creative.</p>	<p><b>Key Contact:</b> <a href="mailto:itvcreative-pajp-group@itv.com">itvcreative-pajp-group@itv.com</a></p> <p><b>Further Information:</b> <a href="#">ITV Creative Guidelines</a></p> <p><b>Delivery</b> <a href="#">Creative landing pad</a></p>
<p>Send link of final programme to your Commissioning Editor on or before your contractual delivery date: 1 x time coded (BITC) online viewing copy 1 clean online viewing copy</p>	<p><b>Key Contact:</b> ITV Commissioning Editor <b>Delivery:</b> To Commissioning Editor via wetransfer or a similar delivery system.</p>



## [2] ARTWORK & STILLS DELIVERABLES

For all programmes, you are required to deliver:

**1 x Title/Programme logo** - preferably .ai Vector file or otherwise a layered psd /transparent PNG

Please name the file with programme title and series number where applicable and any additional information in the case of multiple versions eg transparent/white/main titles.

**The primary font** - based on logo or subheading (NB font must be fully cleared for all marketing and publicity use in perpetuity without additional payment by ITV)

To be delivered ideally 14 days prior to and no later than contractual delivery date.

**Key Contact for logo queries:**

Imagery team

[imagery-production-group@itv.com](mailto:imagery-production-group@itv.com)

**Delivery Location:**

ITV Studios Portal

[Studios.itv.com](http://Studios.itv.com)

**For further guidance on what we need from logos and still images:**

[ITV Photography Guide](#)

## [3] GUIDANCE FOR ALL STILLS IN ALL GENRES:

Images you provide are needed for a range of key purposes and places - on ITV's VOD services and third-party platforms, ITV channels, devices and for press print and digital use - and are therefore essential in promoting and driving viewing to your shows.

Professional photography is required for all.

Please contact relevant genre pictures representative (listed below) upon commission

For further guidance on what we need from still images, refer to [ITV Photography Guide](#)

**[3.1]** Please ensure all Rights including Copyright are cleared by the copyright owner in order to licence ITV the right to fulfil the above requirements.

**[3.2]** All images should be pre-approved by talent as per their contract

**Key Contact:** Press & Publicity

[itvpicturedesk@itv.com](mailto:itvpicturedesk@itv.com)

**Delivery Location for stills:**

ITV Studios Portal *unless otherwise advised by a picture publicity representative*

[studios.itv.com](http://studios.itv.com)

**[3.3]** A final, full edit of programme stills with caption list must be delivered two months prior to the programme contractual delivery date.

If the production schedule or any other reason is going to make this problematic, please contact the relevant Picture Publicity contact (listed below).

**[3.4]** CAPTIONS:

Catalogue ID [Production number]  
 Genre  
 Brand/programme title  
 Series title/number  
 Episode number/title  
 Cast member/s featured in image (actor and character name)  
 Location  
 Production Company  
 Production contact  
 Copyright  
 Synopsis

**[3.5] Picture Publicity contacts. Please contact the relevant genre picture representative *upon commission*:**

For entertainment: [james.hilder@itv.com](mailto:james.hilder@itv.com)

For drama: [patrick.smith@itv.com](mailto:patrick.smith@itv.com)

For daytime, factual and current affairs: [peter.gray@itv.com](mailto:peter.gray@itv.com)

For CITV: [iwona.karbowska@itv.com](mailto:iwona.karbowska@itv.com)

For all other Picture Desk enquiries, please email:

[itvpicturedesk@itv.com](mailto:itvpicturedesk@itv.com)

For all programmes, unless otherwise agreed with an ITV Picture Publicity representative, 2 months ahead of contractual delivery date, you are required to deliver:

#### [4] SPECIFIC STILLS REQUIREMENT PER GENRE

##### PUBLICITY STILLS – ENTERTAINMENT (including Quiz) & REALITY

Please consult with James Hilder [James.hilder@itv.com](mailto:James.hilder@itv.com) ITV Picture Publicity upon commission.

Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver two months prior to the programme contractual contractual delivery date:

##### Iconic/key art photography:

- The choice of photographer commissioned to be approved by ITV Pictures.
- At least **1 iconic image** that best represents the whole series for an ITV Audience.
- The iconic image/key art should be delivered in **both landscape and portrait format**.
- If this image is a digital artwork then a layered file must be provided.
- Creative concepts with briefs will be provided to and agreed with Production by ITV Picture Publicity.
- Gallery or special shots that are generic in nature of all key Presenters/Contributors on their relevant sets/locations - a minimum of 10 frames per person.
- A range of set-up shots of all of the key Presenters/Contributors (single portraits and full length shots in costume and make up) against a plain background to allow later art-working - a minimum of 10 frames per person.
- Minimum digital file size 60MB uncompressed.

- TIFF and high res JPEG versions of all images are required.
- An adequate amount of time (agreed with ITV Pictures) should be set aside within the shooting schedule for shooting the Iconic Image/Images, with key cast (with key cast being agreed between ITV Pictures, ITV Commissioning and production).

#### Unit stills per episode

- A minimum of 30 varied stills per episode
- Comprised of a selection of key moments/action points of the presenters and key contributors/contestants.
- If the Programme is a contest format then episode specific images of presenters (not featuring contestants) as well as images featuring contributors/contestants should be provided for each episode.
- To be delivered in a mix of landscape and portrait formats.
- The minimum digital file size of each image should be 45MB uncompressed.
- In order to select preferred stills, ITV shall have access to all of the original digital files. Delivery of both TIFF and high res JPEG files of all images is required.

#### Additional photography

- A minimum of 30 behind-the-scenes images showing key cast and production crew across all episodes.
- Artists in hair and make-up (especially if prosthetic/costume/disguise are being used).
- Clean (ie not featuring cast) back-plates of key locations/sets for later art-working.
- The minimum digital file size of each image should be 45MB uncompressed.

#### For Reality and Quiz/Gameshow, where unit stills are absolutely not possible for every episode, please supply

- A minimum of 5 screengrabs per episode:
- Please ensure grabs relate to relevant billing for the episode
- Always capture at the highest possible resolution and capture frame with minimal blur
- Ensure image is clear of all bugs, captions, graphics

## PUBLICITY STILLS - DRAMA

Please consult with Patrick Smith [Patrick.Smith@itv.com](mailto:Patrick.Smith@itv.com) ITV Picture Publicity upon commission.

Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver two months prior to the programme contractual delivery date:

#### Iconic/key art photography

- At least **1 iconic image** that best represents the whole series for an ITV audience.
- The iconic image/key art should be delivered in **both landscape and portrait format**.
- If this image is a digital artwork then a layered file must be provided.
- Creative concepts with briefs will be provided to and agreed with Production by ITV Pictures.
- Gallery or special shots that are generic in nature of each character on their relevant sets/locations – a minimum of 10 frames per character.

- A range of set-up shots of all of the major characters (single portraits and full length shots in costume and make up) against a plain background to allow later art-working - a minimum of 10 frames per character.
- Minimum digital file size 60MB uncompressed.
- TIFF and high res JPEG versions of all images are required.
- An adequate amount of time (agreed with ITV Pictures) should be set aside within the shooting schedule for shooting the ITV Pictures Iconic, with key cast (with key cast being agreed between ITV Pictures, ITV Commissioning and production).

#### Unit stills per episode

- A minimum of 30 varied stills per episode.
- Comprised of a selection of key moments/action points, characters and key relationships.
- Unit photography dates are to be chosen by ITV picture publicity and agreed by production before booking the photographer.
- The choice of photographer commissioned to be approved by ITV Picture Publicity.
- Action shots should clearly display the face(s) of all main characters, individually and collectively, within settings which are significant to the storyline.
- To be delivered in a mix of landscape and portrait formats.
- The minimum digital file size of each image should be 45MB uncompressed.
- Delivery of both TIFF and high res JPEG files of all images is required.
- In order to select preferred stills, ITV shall have access to all of the original digital files throughout the production to make sure the high standards are being met. Images should be delivered to both ITV Picture Publicity and Production throughout filming by the photographer either by wetransfer or a similar delivery system.

#### Additional photography

- A minimum of 30 behind-the-scenes images showing key cast and production crew across all episodes.
- Artists in hair and make-up (especially for anything particularly ambitious eg prosthetics).
- Clean (ie not featuring cast) back-plates of key locations/sets for later art-working.
- The minimum digital file size of each image should be 45MB uncompressed.

## PUBLICITY STILLS - FACTUAL & CURRENT AFFAIRS

Please consult with Peter Gray, [Peter.gray@itv.com](mailto:Peter.gray@itv.com) ITV Picture Publicity upon commission.

Unless otherwise agreed with an ITV Picture Publicity you are required to deliver two months prior to the programme contractual delivery date:

#### Iconic/key art photography

- At least **1 iconic image** that best represents the whole series for an ITV audience.
- The iconic image/key art should work **in both landscape and portrait format**.
- If this image is digital artwork, then a layered file must be provided.
- Gallery or special shots that are generic in nature of all major contributors/presenters. A minimum 8 frames per contributor/presenter.

- A range of set-up shots of all of the key Presenters/Contributors (single portraits and full length shots (in costume and make up where relevant)) against a plain background to allow later art-working - a minimum of 10 frames per person.
- Minimum digital file size 60MB uncompressed – images should be supplied as JPGs.
- TIFF versions may be required.

#### Unit stills

- The choice of photographer commissioned to be approved by ITV Picture Publicity.
- A minimum of 30 varied stills per episode.
- A selection of key moments/action points, characters, presenters and key relationships – in a mix of portrait and landscape format. Unit shots should clearly display the face(s) of all main characters and tell the story of the programme and match the billing.
- Stills should include main contributors and presenters, individually and collectively, within settings that are relevant to the show/series.
- A selection of behind-the-scenes shots - a minimum of 5.
- In order to select preferred stills, ITV shall have access to all of the original digital files.
- Minimum digital file size 45MB uncompressed.

#### PUBLICITY STILLs: DAYTIME (excluding daily/live shows)

Please consult with Peter Gray [Peter.gray@itv.com](mailto:Peter.gray@itv.com) ITV pictures upon commission.

Unless otherwise agreed with an ITV Pictures representative you are required to deliver two months prior to the programme contractual delivery date:

#### Iconic/key art photography

- At least **1 iconic image** that best represents the whole series for an ITV Audience.
- The iconic/key art image should be delivered **in both landscape and portrait format**.
- Gallery or special shots that are generic in nature of all major characters/presenters/contributors on their relevant sets/locations – a minimum of 3 frames per character.
- Minimum digital file size 35MB uncompressed.

#### Unit stills per episode:

- A minimum of 10 varied stills per episode that include main characters/presenters/contributors within settings significant to the programme content.
- Minimum digital file size 35MB uncompressed.

Where unit stills are absolutely not possible for every episode, please supply:

- A minimum of 5 screengrabs per episode:
- Please ensure grabs relate to relevant billing for the episode
- Always capture at the highest possible resolution and capture frame with minimal blur
- Ensure image is clear of all bugs, captions, graphics

## PUBLICITY STILL: CITV

Please consult with Iwona Karbowska [iwona.karbowska@itv.com](mailto:iwona.karbowska@itv.com), ITV pictures upon commission.

Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver two months prior to the programme contractual delivery date:

### Iconic/key art photography

- At least **1 iconic image** that best represents the whole series for an ITV Audience.
- The iconic/key art image should be delivered in **both landscape and portrait format**.
- Gallery or special shots that are generic in nature of all major characters/presenters/contributors on their relevant sets/locations – a minimum of 3 frames per character.
- A range of set-up shots of all of the key Presenters/Contributors/Characters (single portraits and full length shots in costume and make up, in character) against a plain background to allow later art-working - a minimum of 10 frames per person.
- Minimum digital file size 35MB uncompressed.

### Unit stills per episode:

- A minimum of 10 varied stills per episode that include main characters/presenters/contributors within settings significant to the programme content.
- Minimum digital file size 35MB uncompressed.

### For animations:

- Minimum 10 high res grabs per episode
- High res close up grabs of key characters

## [5] PROGRAMME INFORMATION AND METADATA DELIVERABLES

### Clip timecodes

Timecode for 1 x 20 or 30 seconds extract from each episode  
 Timecode for 1 x extract representing the series  
 Timecode for 1 x series pre-title sequence (where applicable)  
 To be provided 14 days prior to and no later than the contractual delivery date.  
 Extracts must be fully cleared for UK Press media promotional use and pre-approved with your ITV Commissioning Editor or Press and Publicity contact.

### Billings

Description of what the programme is, at lengths detailed below. Synopses will be repurposed by ITV teams across print listings, EPG and on demand as required.  
 Please double check accuracy before submitting (ie spelling, typos, punctuation)

### Key Contact/Further Information:

Press & Publicity  
[itvpresscentre@itv.com](mailto:itvpresscentre@itv.com)

**Delivery Location:**  
 ITV Studios Portal  
[studios.itv.com](http://studios.itv.com)

**Key Contact:**  
[editorialmetadata@itv.com](mailto:editorialmetadata@itv.com)

**Delivery Location:**  
 ITV Studios Portal  
[studios.itv.com](http://studios.itv.com)



**Programme name** of max 30 characters  
(note: character count includes spaces and punctuation)  
episode title(s)

**Synopsis -**

**1) For the series -**

1 x 90 max characters  
1 x 180 max characters

**2) Per Episode -**

**Episode titles and**

1 x 90 max characters per episode  
1 x 180 max characters per episode

Billings should be pre-approved by your ITV commissioning editor (and for factual, factual drama and current affairs programmes your Compliance lawyer or advisor) prior to submission.

Billing form required 2 months ahead of first transmission and no later than published billing due dates.

**Synopsis - for series and per episode** (max 1000 characters to be delivered during production)

**Script**

For Access Services, finished transcript required no less than 48 hours pre tx. Script should be a .doc format as defined in the [ITV Access Services Script Specification](#). Please ensure the filename is the same as the ITV Production ID, replacing / and # with dashes (-). Eg, 10-0001-0001-001 or uses the ITV version CCID if provided.

Where a full transcript is *not* available more than 48 hours prior to tx, please supply any available supporting scripts or content that will allow the Access Services team to prepare subtitles ahead of a final transmission copy. This can include autocue scripts, song lyrics, VT inserts and/or rough cuts/edits.

For non-video assets, please clearly state the production name and the ITV Production ID, preferably with date and time of TX.

Low-res proxies with burnt-in timecode of picture locked or audio locked versions can be sent via a download link to

[accessservicesco-ords@itv.com](mailto:accessservicesco-ords@itv.com); this will enable the team to make a start on content prior to delivery of the final version.

For delivery timelines please see the [Access Services - Deliverables grid](#).

The Producer should confirm specific requirements with the **Compliance** Licensee lawyer or advisor allocated to the programme/series.  
Draft scripts and rough cuts will be requested during production.

**Key Contact:**

[accessservicesco-ords@itv.com](mailto:accessservicesco-ords@itv.com)

**Delivery Location:**

ITV Studios Portal  
[studios.itv.com](http://studios.itv.com)

**Key Contact:**

[compliance@itv.com](mailto:compliance@itv.com)

**Further Information:**



**Archive source list of third party copyright material** (for current affairs and factual programmes) to be supplied to Compliance prior to final delivery of programme.

[Compliance Guidelines | Commissioning](#)

## [6] SUPPORTING DOCUMENTATION

### LEGAL AND REGULATORY DELIVERABLES

#### Health & Safety including Duty of Care

Risk Questionnaire to be completed in [studios.itv.com](http://studios.itv.com)

**Key Contact:** Lindsey Taylor  
([lindsey.taylor@itv.com](mailto:lindsey.taylor@itv.com))

#### Albert Certification

Complete Albert registration and certification as outlined on [Compass](#).  
**On commission**, please complete your Carbon Action Plan and forward the confirmation Albert email from titled 'A carbon action plan has been started' to [albert-group@itv.com](mailto:albert-group@itv.com)

**Key Contact:** [socialpurpose@itv.com](mailto:socialpurpose@itv.com)

#### Delivery Location:

[albert-group@itv.com](mailto:albert-group@itv.com)

Note: please ensure Commissioner is marked as ITV

**On contractual delivery date** of your programme, please forward the Albert email titled 'Your carbon action plan has been approved' to [albert-group@itv.com](mailto:albert-group@itv.com)

#### Key Contact:

[contractsandrights@itv.com](mailto:contractsandrights@itv.com)

#### Key Contact:

[contractsandrights@itv.com](mailto:contractsandrights@itv.com)

#### Regional Production Compliance Form

Google Form to be Completed ([click here](#)).

#### Key Contact:

Access to Silvermouse can be granted by contacting [Silvermouse.access@ITV.com](mailto:Silvermouse.access@ITV.com) with a line manager's approval.

#### Third Party Residuals and Clearance Costs

Any Third Party Residuals and Clearance Costs must comply with [ITV's Policy on Underlying Rights](#) and ITV's General Terms and Conditions. The Producer must inform ITV of all potential Third Party Residuals and Clearance Costs at the earliest opportunity and no later than delivery of the Programme.

All ITV acquired businesses access requests should be sent to [silvermousehelpdesk@silvermouse.com](mailto:silvermousehelpdesk@silvermouse.com)

**Programme as completed documents (PasC)** - all forms, accurate and completed in full, to be submitted *on contractual delivery date of the programme* delivered via Silvermouse (as may be updated or replaced from time to time)

#### PasC includes:

Music Cue Sheet

Diamond Diversity Monitoring

Copyright form

Contributor form

All support issues should be sent to

<p><b>Synopses</b></p> <p>All information entered into the Silvermouse system shall be: (a) in accordance with ITV's specification</p> <p>(b) in compliance with all relevant ITV and/or Silvermouse data protection and data management policies</p> <p>(c) complete, accurate and contain all required metadata</p>	<p><a href="mailto:silvermousequeries@itv.com">silvermousequeries@itv.com</a></p> <p><b>Delivery Location:</b> Silvermouse</p>
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## [7] ADDITIONAL TECHNICAL INFORMATION FOR LIVE PROGRAMMES

(Note: Deliverables outlined in parts [1] - [6] are also required for Live programmes)

**For all live programmes, contact should be made with ITV Connectivity well in advance of transmission**

**Key Contact:** [connectivity@itv.com](mailto:connectivity@itv.com)

Production companies providing live programming to ITV need to ensure their production has received technical sign-off by ITV at the start of the planning process for such programme. This is to ensure the technical design and route of delivery from source to destination is technically achievable and meets ITV's expectations. Documentation for sign-off should be submitted to ITV Connectivity for processing at the production planning stage. Formal technical signoff should be received from ITV prior to entering into any contractual arrangements with third party providers and well in advance of circuits being booked. All live programmes should meet the technical requirements outlined in the document ITV Live Programme Delivery Specification

### Recording of Live Programmes

Production companies producing live programming for ITV are contractually obligated to deliver a recording of the live programme as broadcast on file to ITV after the live transmission. The Producer should agree the contractual delivery date of this master recording with ITV Connectivity at the live programme planning stage. ITV and the Producer must agree in advance whether the Producer shall retain, rather than deliver to Content Delivery, a master recording of the Programme. This agreement should be expressly noted in the contractual paperwork.

### Deliverables for Live Programmes

1 x AS-11 UK DPP File delivered to Content Delivery within 7 days post-TX.

**FURTHER INFORMATION AND ALL ACCOMPANYING DOCUMENTS AND FORMS CAN BE FOUND ON ITV'S PRODUCERS GUIDELINES PAGE ON ITV.COM [here](#) OR DO CONTACT YOUR LEGAL & BUSINESS AFFAIRS OR COMMISSIONING CONTACT WITH ANY QUERIES.**



## Version History

Version No/date	Added/Amended	Removed
V.2 Dec 2022		Section [2.3] image guidelines
	Section [3] Screengrab info for reality and quiz/gameshow added	
	Section [4] Request for video clips changed to clip timecodes  Change to synopsis length. Change to delivery location for synopses and scripts	
		Section [4] Biographies
	Section [5] & [6] combined and remaining sections re-numbered	
		Section [5] Clips and E&O insurance from Compliance deliverables
	Section [6] Delivery location for risk questionnaire changed	
V.3 Feb 2023	Section [2] & [3] Links to photography guide added	
V.4. March 2023	Section [1] Video file format specifics added Link to delivery guide updated	
	Section [6] Albert guidance added	