Delivery Requirements and Creative Guidelines

Production requirements and specifications aimed at content producers, production partners and creative agencies.

Produced by BritBox v1.1 | help@britbox.co.uk

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Introduction & General Knowledge

This document contains information you may need when producing a programme for BritBox.

Now your programme has been commissioned by BritBox, the headings in this section outline what you need to comply with to meet our delivery requirements.

How to deliver content to BritBox

Document Contents

The rest of this document covers the following areas:

- Technical Guidelines
- Brand and End Credit Guidelines
- Compliance Guidelines
- Music Clearance and Silvermouse Guidelines
- Publicity Guidelines
- Creative Guidelines
- Schedule D
- Health and Safety Guidelines
- Broadcasting Privacy Notice
- Social Media Guidelines
- Industry standard Producer’s Data Protection Guidelines
- Data Protection Guidelines: Production Crew General Notes
- Anti-Bribery Policy
- Diversity, Inclusion and Sustainability

Delivery Formats

BritBox is a tapeless broadcaster. The only acceptable delivery format is an AS-11 UK DPP file.

For further information on how to deliver a AS-11 DPP UK file for BritBox, please refer to Schedule D and the Technical Specification for the Delivery of Television Programmes as AS-11 DPP UK files or contact BritBox’s Content Operations team on contentoperations@itv.com.

Delivery material required

Please refer to Schedule D for ALL BritBox deliverables including (but not limited to) programme assets, BritBox Creative and BritBox Press and Publicity.
The Content Operations team is the delivery point for all BritBox file based content for UK distribution.

Production Numbers

A Production Number is a unique identifier relating to each individual programme/episode. Production Numbers will be provided at the commissioning stage of the process.

If at any time you need to re-deliver a programme with changes, you will need to do so with a new Production Number. In this scenario please contact Content Operations at contentoperations@itv.com who will guide you through this process.

Opening & End Credits

For help and guidance please see the End Credit Guidelines section.

Contracted Delivery Date

Programmes must be delivered to their contracted Delivery Date.

You need to make BritBox aware if your programme cannot be delivered to its contracted Delivery Date. Permission to deliver to any other amended date needs to be sought and agreed in advance by Content Operations. Please email change-to-cdd-group@itv.com with your request.

Compliance

Each production will be allocated a Compliance Advisor who will editorially comply your content. If you are not sure who your Compliance Advisor is, please contact contentoperations@itv.com who will be able to assist you.

PasC | Silvermouse

Each producer needs to complete the necessary rights information in Silvermouse on delivery of the production, or as soon as possible thereafter, within four weeks of delivery. Please see the BritBox Guidance Notes for Silvermouse Data Entry document.

BritBox and internal users need to contact Silvermouse.Access@itv.com for access. External users should complete the New User Registration form available at www.silvermouse.com or contactinfo@silvermouse.com.
Once your details have been verified, Silvermouse will provide you with a username and password for the system and the login web address. BritBox users will require separate logins for different broadcaster accounts.

If you have any queries regarding the Silvermouse application please contact silvermousequeries@itv.com

Please allow time for the login to be created and for you to become familiar with the system. The completed PasC Forms should be ready on Silvermouse when you deliver the programme transmission master.

Post production scripts

Please email post production scripts for subtitling purposes to contentoperations@itv.com.

E and O Insurance

BritBox’s E and O insurance terms require all independent producers to have in place suitable insurance cover in respect of the broadcast of their programmes. Hence, please could you provide us with a copy of your E and O insurance details, including confirmation from your insurer that BritBox is covered as additional insured parties as well as your company, for any claims arising from distribution of the programme on BritBox.

These details should be sent to contentoperations@itv.com or by post to Compliance Operations, ITV Compliance, Grays Inn Road, WC1X 8HF to arrive no later than the delivery date of the programme. Failure to provide these details may lead to delays in payment from BritBox. The appropriate entities to be covered as additional insured parties are ITV Plc and its subsidiaries.

BritBox’s insurance requirements are set out in the BritBox Commissioning Agreement and any enquiries should be made to your BritBox Business Affairs contact, and any request for variation of these requirements must be made well in advance of delivery in writing.

Out of Hours - Take Down Process

If content needs to be removed from the service outside of operational hours (Monday to Friday 9.00 to 17.30 Excluding Public Holidays) please contact:

Content Operations:
Email: contentoperations@itv.com
Phone: 0113 222 7537
This will go through to our Duty Manager On-Call who will be able to assist asap. Please formally submit the programme details after the call using the template below.

**Revocation Request Template**

When requesting the removal of content from Britbox please outline the following in your email. Please ensure the words 'Britbox Revoke' are somewhere in the email title.

<table>
<thead>
<tr>
<th>Programme Name:</th>
<th>[eg. The Vicar of Dibley]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series:</td>
<td>[eg. Series 2]</td>
</tr>
<tr>
<td>BritBox Production ID or PartnerID</td>
<td>[eg. 2/7337/0009#001 or 4065/AEUY098Y/LEGB248Y#003]</td>
</tr>
<tr>
<td>Reason for Revoke:</td>
<td>[eg. legal issues, duty of care etc]</td>
</tr>
<tr>
<td>Requesters Contact Telephone:</td>
<td>[This will only be used if we can't locate the content outlined above]</td>
</tr>
</tbody>
</table>

**FREQUENTLY ASKED QUESTIONS**

Who is responsible for ensuring production companies deliver their content to BritBox?

The BritBox Commercial team will chase production teams up to two days before the contracted delivery date at which point they will hand over all production information to BritBox’s Content Operations. Within the two day late delivery window Content Operations will be your point of contact and you will need to liaise directly with them to confirm your delivery path. Content Operations are the communication point between you and BritBox. The Content Operations team has compiled a list of contacts for each show. Content Operations will take the production contact names and numbers from your contract. If these details change, please ensure you update Content Operations as soon as possible for upcoming shows.

What if I need to make changes to a programme already delivered to BritBox?

All changes and re-versioning must be discussed with Content Operations, who may ask you to contact BritBox's Business Affairs. There may be additional costs associated with redeliveries so please ensure early communication with Content Operations in each case.
Any re-deliveries of previously delivered programmes need to have a new production number. BritBox productions will need to request a new production number via the ITV production number portal. External productions will need to liaise with their contact in the BritBox Compliance team, who will supply this for you.

**How do I re-deliver a new version of a previously delivered programme?**

If you need to re-deliver a file to BritBox, please contact Content Operations at contentoperations@itv.com

Re-delivered new versions will also need to be complied before payment for delivery can be made.

New content will need to be delivered with a new production ID for the new version, so a Re-delivery Form will need to be completed. For clarity you will not receive anything back from Content Operations.

**How do I find out what my Contracted Delivery Date is?**

Every production should have a contracted Delivery Date, as specified on your contract with BritBox. The contracted Delivery Date is the date that the finished programme must be received by Content Operations on behalf of BritBox.

**Is there an email address for contracted delivery date (CDD) changes?**

Yes, email Content Operations at contentoperations@itv.com detailing all the changes, including your new delivery date, a contact name, and reason for the change of date.

They will circulate the change to the correct business areas in BritBox and come back to you on whether you can deliver to a new date or not.

**If I need technical advice during the production process or prior to delivery who should I contact?**

The first point of contact is Bill Brown, Head of Media Standards, who is responsible for ensuring delivered content meets ITV's technical delivery standards. Contact contentoperations@itv.com or telephone 020 715 66542 or 07917 577 700.

**What do Content Operations do and where are they based?**

All broadcast assets plus ancillaries (QC PDF reports and scripts) will need to be delivered to the Content Operations team. Content Operations are based in
Leeds. Content Operations provide a single gateway for content delivery into ITV (and BritBox), providing a receipt and prepare service for all incoming transmission material.

**Further questions??**

Any questions you have about the delivery of your production need to be directed to Content Operations at contentoperations@itv.com.
Technical Guidelines

The programme delivery file specification details the technical and quality requirements with which every programme must comply. It also forms a binding obligation on the producers of programmes delivered to the DPP member broadcasters.

- Programme Delivery File Specification (PDF)

Assessment of quality is highly subjective, and therefore dependent on the nature of the programme. Some of the quality requirements are expressed in relative terms (“reasonable”, “not excessive” etc.), and it will be necessary to make a judgement as to whether the quality expectations of the intended audience will be fulfilled, and whether the broadcaster will feel that value for money has been achieved.

Photosensitive Epilepsy and Quality Control

Every programme submitted for transmission must satisfy the Ofcom Photosensitive Epilepsy guidelines, which are detailed in the QC section of this document. Any programme failing to meet these requirements, or any of the other QC requirements, may be rejected and returned to the supplier for repair.

Please be aware that the Producer of the programme as well as the Broadcaster may be liable for any action taken by Ofcom or a member of the public, for a breach of Photosensitive Epilepsy requirements.

Equalities Act 2010

The Equalities Act 2010 (formerly the Disability Discrimination Act), states that where a service provider offers or provides services to members of the public, the provider must take such steps as is reasonable to make it easier for disabled people to make use of the service.

Broadcasters are service providers and this therefore applies to them (DCMS Guidance 2006). Broadcasters and programme makers are required to consider the needs of people with hearing or visual impairments especially for dialogue, voiceovers and when mixing sound, as well as when generating onscreen text, subtitles and graphics.

The Communications Act 2003 sets targets for broadcasters (monitored by Ofcom) to provide subtitling, sign language and audio description services, so programme makers may be asked to provide appropriate additional material.
Brand and End Credit Guidelines

Opening Titles

Opening title sequence should be no longer than 25”. All title sequences should be approved at storyboard stage through your BritBox Commissioning Editor/Executive Producer – this must be done prior to any title shoot commencing.

‘BritBox Original’ Credit Incorporation

Option 1: Integrated into Title Sequence

It can be added into the main title sequence itself. The font and size of the ‘BritBox Original’ credit needs to match everything else in the title sequence. The ‘BritBox Original’ credit should be the first on-screen text in the sequence. It also should be on-screen the same amount of time as other credits.

Option 2: Separate Card

You can also present the ‘BritBox Original’ credit as a separate card which stays on screen for a minimum of 3”. Either in a font sympathetic to other opening title content or as the BritBox Original logo.

End Credits

End Credit list must go to your Production Contact for sign off PRIOR to your online.

Credits should be full frame roller and must be centred to the optimum width as indicated by the template shown below; font style and size are also indicated here.

HD Template 1920 x 1080


Post Production & Delivery

Ideally credits should employ a black background with white text.

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

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are not permitted. 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. For all BritBox programmes the format is - copyright and website line at the end of the credit roller, followed by 2" Production Company end board, followed by the 3" BritBox Original animated endboard with sound. Please obtain both sound and vision files from your Production Contact.

Copyright
The Copyright and Website text should be placed after the final credit – please note the year should be in numbers not Roman Numerals. The Production Company card should come immediately after this, and before the BritBox Original board, and should last 2". This card should feature the production company logo on its own. The BritBox endboard should immediately follow this and lasts 3" and has its own audio.

Special Thanks
There can be no “with thanks to”, names of bands, facility, and supplier or company credits unless agreed with your 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, then they should not have an additional credit – all instances MUST be run past Compliance for sign off.

Archive Credits
Archive footage (factual programmes only) may only be credited once, either in the credits or on the clip and only if contractually obliged, end credit placement is the preferred option.

All credits need to be authorised via your BritBox Production Contact – including weekly changes. This process may take a few days, please therefore submit in advance.
Compliance Guidelines

We strongly encourage all our partners to download and read the BritBox Producer's Handbook.

This Handbook sets out editorial and compliance standards expected by BritBox of all the producers that create content for us. It contains:

a) Practical guidance on BritBox compliance best practice and procedures;
b) A summary of the main provisions of the Ofcom Broadcasting Code and the On Demand Programme Service Rules;
c) A summary of the main areas of law that routinely concern BritBox programming;

BritBox is an on-demand programme service, and is therefore subject by law to Ofcom's ODPS Rules and Guidance. These Rules have relatively limited provisions in relation to editorial content.

However, although BritBox is not a broadcaster, we pride ourselves on being a responsible service showcasing the best of British television and film, and we therefore expect our commissioned programmes to comply with both relevant broadcast and on-demand regulatory obligations.

Compliance at BritBox is not about mechanical form filling and box ticking. We expect all our producers to embrace our creative culture, which has compliance embedded as a collaborative and shared responsibility. But every commission has an allocated compliance lawyer or advisor who can provide advice and help throughout the production process, and will review the content on delivery.

The aim of this Handbook is therefore to provide a convenient reference guide and resource for producers. The Handbook won’t answer all the questions that arise during the making of a programme. Compliance requires experience and judgment in considering the endless variety of challenges that programme-making creates. Often editorial judgments overlap with compliance judgments, and the resolution of editorial and compliance issues should always be a process of constructive dialogue between producers, commissioners and compliance. We are all collectively responsible for the original content on BritBox.
Music Clearance

What Music Agreements do BritBox have and What do they Cover?

Britbox has public performance agreements with the UK Copyright Societies PRS For Music and Phonographic Performance Limited (PPL). These agreements cover the public making available of songs and sound recordings on the Britbox Service.

What’s Not Covered?

- Britbox does not have any agreements in place to cover the copying, synchronisation (“sync”) or dubbing of any copyright song, sound recording, music video or Production Music into Britbox Originals.

Programme makers will need to approach the copyright holders for each musical work and/or recording that they wish to include in the production and obtain consent and licence to include the copyright in the programme and to deliver it to Britbox.

Any licence agreement entered into must be on a non-precedential basis and must not oblige the Producer or any other third party to pay the same licence fees in respect of music use in further Britbox Originals.

Producers are free to enter into their own blanket agreements in respect of music used in Britbox Originals, provided that all music cleared under such agreements;

1. has Performing Rights administered by PRS For Music and/or PPL in the UK, or;
2. is free of any public performance reporting obligations;
3. does not oblige Britbox to make any payments other than normal public performance royalties.

Programme makers should refer to their Britbox Commissioning Agreement to find out the rights they are required to clear in respect of each piece of music included in a Britbox Original.

- Britbox does not have any agreements in place with Talent Unions or Guilds in respect of the performances of musicians, singers or other contributors in recordings included in Britbox Originals.

If Programme Makers are members of PACT then they should refer to the terms of the current agreements between PACT and the Musicians Union:
- **PACT and Equity**

Are there any other music agreements that Programme Makers can use?

PRS For Music offer an IPC agreement for Production Library Music which could be used to clear Production Music for use in Britbox Originals.

**Note: there are no agreed IPC terms in respect of commercial music use in BritBox Originals.**
Music Reporting and Silvermouse

Silvermouse is a web-based system used by ITV for creating, editing, managing and reporting Programme as Complete (PasC) forms. It has been developed by Soundmouse and customised for ITV.

Silvermouse captures a defined set of data which makes up the PasC. Data moves securely between content producers and broadcasters in defined workflows. Access is given at Production Company and Broadcaster level.

The information in Silvermouse informs many operations within ITV including:

- Artiste Payments, music reporting, programme synopsis creation, diversity (Diamond) reporting and Guild reporting.
- Contributors (Legacy) – details of all relevant entities appearing or working on a programme.
- Copyrights – details of stills, footage, archive, text etc and the rights negotiated for each copyright used in the programme.
- Cue Sheet – to log all of the music used in the programme.
- Materials and Synopsis – a place to upload and search for supporting documents relating to the programme and record the programme synopsis.
- Sign Off – can only be completed when all other forms have been submitted.

Download and read the full guidance at the below link:

- [ITV Guidance Notes for Silvermouse Data Entry](#)
Publicity Guidelines

Introduction

BritBox controls publicity and promotion of its commissioned programmes and the purpose of these guidelines is to clarify what publicity support a Producer may expect from BritBox.

Please note that some programming, according to its priority level, may only be allocated basic in-house publicity support (see below). The priority level of a programme is set by the Managing Editor. The Producer will need to contact publicity@britbox.co.uk to discuss the level of support that has been agreed for their programme.

The Producer will be required to deliver to BritBox, as part of the deliverables, certain specified materials identified in the licence in order for its programme to receive basic publicity, the cost of which will be included in the licence fee. Please note that the Producer will be responsible for the cost of photography (i.e. the photographer’s daily rate and photographic duplication; although BritBox distribute).

Publicity Deliverables overview

1.1 Press Screening – Digital file

If a Press Screening event has been agreed then 1 x ProRes 422 (HQ) file will be supplied by the production company.

If requested this version must be fully complied final version; mixed down audio and marked “Press Screening copy” with no intro bars, clocks, on screen time codes or ad breaks (continuous version). It will contain start and end credits and feature a montage of future episodes (if available).

<table>
<thead>
<tr>
<th>Video Codec Profile</th>
<th>Apple ProRes 422 (HQ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Container</td>
<td>MOV (all files must have a .mov file extension)</td>
</tr>
<tr>
<td>Stream Type</td>
<td>QuickTime</td>
</tr>
<tr>
<td>Video Frame Rate</td>
<td>As Per Source (23.98PsF, 24PsF, 25PsF, 29.97PsF, 50i, 59.94i permitted)</td>
</tr>
<tr>
<td>Scan Flag</td>
<td>As per Source. Interlaced or Progressive. Mixed material may only be delivered with prior approval from your Press and Publicity Contact</td>
</tr>
<tr>
<td>Bit Depth</td>
<td>10 Bit</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Video Bit Rate</td>
<td>Should be as high as possible in relation to the capture bit rate. Typically 185Mb/s for 50i content (set by relevant encoding profile)</td>
</tr>
<tr>
<td>Video Compression Mode</td>
<td>VBR</td>
</tr>
<tr>
<td>Video Colour Space</td>
<td>YUV (YCbCr)</td>
</tr>
<tr>
<td>Pixel Aspect Ratio</td>
<td>Square Frame</td>
</tr>
<tr>
<td>Structure</td>
<td>iFrame only</td>
</tr>
<tr>
<td>Intra Frame Distance</td>
<td>1</td>
</tr>
<tr>
<td>Chroma Sampling</td>
<td>4:2:2</td>
</tr>
<tr>
<td>Display Resolution</td>
<td>Display resolution must match original picture resolution within the MOV</td>
</tr>
</tbody>
</table>

1.2 Pictures

A minimum of 12 digital images per episode shot to a professional standard at 300dpi and approximately 30mb files in jpeg format. A combination of posed and episodic images shot on set and/or in a studio - in the tone and style of the programme. All images should supplied with Artistes’ names, character names and episode details - either within the file information caption field or on word doc. All pictures should be made suitable and appropriate for use in newspapers, magazines, features and similar publicity media. All images must state the copyright owner and be cleared and licensed for editorial publicity use in UK publications and websites.

Artistes’ approvals must be granted (if contractually obliged to do so) and approved by the Executive Producer of the programme. Images should be delivered 6-8 weeks prior to transmission where possible and no later than 10 days prior to the contracted Delivery Date. The BritBox Press Office Picture Desk can advise on suitable photographers and assist with picture ideas and any additional requirements. Please retain a copy of all images supplied.

1.3 Programme Information

Please ensure the following is provided to the Publicist assigned to the production (if applicable): Programme title; production number; series number; number of episodes; production company; series synopsis; individual episodic synopsis (to ensure storylines, locations and any key relevant facts are explained); cast and crew lists; biographies of main cast and/or presenters.
BritBox has an integrated in-house press office (BritBox Press Office) which is able to offer support to programme producers. Depending on the type of programme and its priority level, BritBox can promote the majority of BritBox commissioned priority programmes.

As the level of publicity will vary from programme to programme, according to its priority level and access to talent, it is advisable to discuss the requirements of the programme with BritBox's press and publicity office in the early stages of commission and prior to commencement of production.

1.4 Artist Content Days

BritBox requires up to five (5) days with key Artists, who will be identified and agreed in advance of production, to undertake promotional activity across marketing and publicity.

Note this time is outside of the production schedule. Therefore any activity during filming – such as photography or press set visits – is not counted as part of these five days.

2. What PR support may a Producer expect from BritBox in basic publicity?

2.1 BritBox will support programmes with the following basic publicity and issue, according to the priority of the programme, photographs, programme information to journalists, having been supplied at the Producer (at his own cost).

For clarification, BritBox is not required to do any proactive publicity, and ‘basic publicity’ does not include tape or photographic duplication.

The press office is also not responsible for helping producers find contestants or contributors for programmes but must be kept aware of any contact the producers have with journalists regarding this and may advise the producer in this respect.

3. What can a Producer expect from a proactive publicity campaign supported by BritBox?

3.1 BritBox's Press Office will provide publicity support for many of BritBox's programmes. The BritBox Press Office is made up of a strong team of PR professionals with broad experience in all genres including drama, entertainment, sport, current affairs, factual programming and news.

The level of service offered will depend on the type of programme, its priority level, length of run, slot in schedule etc but may include some or all of the below:
• **Unit publicity** – publicist(s) assigned to oversee publicity during the production run, in studio and on location where necessary.

• **Transmission publicity** – publicist(s) to promote and support the programme around transmission date via national press, broadcast media etc.

• **Picture publicity** – commissioning and distribution of promotional stills.

• **Online** – distribution of video clips and programme information (PI) and BritBox Press Preview service.

The in-house service will support the programme only in relation to its delivery on the service and not other publicity requirements that an independent producer may have (e.g. finding contestants, contributors, international sales, distribution deals, corporate profile etc).

3.2 If the programme is offered a full in-house PR from the BritBox Press Office but the Producer chooses not to take up this option, the Producer will not receive any further contribution from BritBox toward PR costs and PR support must be managed by the Head of Publicity for that genre.

3.3 The worldwide premiere of the programme is to be on BritBox in the UK and, as such, all promotion – from announcement to the release of images, etc. – must be led by BritBox.

4. What if the Producer wants to be in charge of the publicity?

4.1 There are some circumstances where BritBox will allow a Producer to conduct publicity that BritBox would normally conduct under its licence agreement with the Producer, if the Producer requests to do so. In such circumstances and where BritBox has offered to provide support, the Producer would be required to undertake the entire costs and the PR individual or agency must report to the Director of BritBox Programme Publicity or the Head of Publicity for that genre.

4.2 In some instances, BritBox will offer to do ‘fulfilment publicity’ on behalf of the Producer. This comprises the issuing of press information and photographs to a wide variety of press via their website, and is a very cost-effective option for the independent producer. It also includes uploading the programme to BritBox Press Preview - our online journalist preview service.

This does not, however, include any proactive ‘selling’ of the programme.

5. Picture Publicity

5.1 If the programme is being publicised by the BritBox Press Office, they will automatically undertake picture publicity for the programme. Where publicity has been outsourced, the appointed publicist must still use the BritBox Picture Desk to commission and distribute, subject to consultation with BritBox’s appointed Picture Publicity Manager.
In both cases, the Producer should contact publicity@britbox.co.uk to discuss requirements before the show goes into production.

5.2 BritBox requires access to approved digital images that are shot 300dpi and 30mb files in jpeg format wherever possible. Any other intended supply must be agreed prior to filming.

5.3 In order to secure maximum coverage, where possible the Producer should deliver the images to BritBox at least 6-8 weeks prior to transmission. All images supplied should have the appropriate copyright information and information relating to the content of the imagery.

5.4 Bear in mind that these images will be selling the programme and should be shot to a professional standard for use in national newspapers, magazines or even outdoor poster advertisements.

5.5 It is recommended practice that where a photographer is engaged by the Producer, copyright for the photography is assigning in writing to the Producer to ensure that BritBox's rights are not encumbered in its publicity of the programme. In most cases BritBox would expect to share ownership of stills for any shows other than acquisitions.

5.6 All pictures supplied to BritBox must be cleared for use. In no circumstances should picture approval be granted to any artistes without prior discussions with BritBox Picture Publicity.

5.7 BritBox's Picture Publicity Managers will be able to advise on the sort of photography required according to the type of programme. As a guideline the Producer will need:

- **Drama, Entertainment and Factual Series.**
  - Unit Photography: a minimum of 12 (twelve) strong digital images per episode, plus generic singles of all main cast members and behind the scenes images cleared for the use of BritBox website and which will be downloaded on to the BritBox website for publications to access. As above these should be financed and delivered by the Production.
  - Specials/gallery pictures: Other than acquisitions BritBox Picture Publicity would expect input into Specials Photography. Time should be allocated in the schedule to allow time to shoot specials. BritBox supplies finance to make sure quality specials are produced.
- **Factual and Drama (One and Two Parters):** Unit photography and specials/gallery pictures – as above
- **Factual and Sport** – A minimum of 12 strong images to put on the BritBox pictures website and for distribution to press.
6. Action a Producer Should Take and When

6.1 Producers should contact BritBox (details below) at an early stage of the commission and prior to production;

6.2 Provide details of the programme and discuss with BritBox what level of support is envisaged for it. This can vary from the straightforward issuing of press releases; tapes and photographs to reviewers and previewers; to a full-scale PR campaign involving location visits, set photography, publicity brochures, a press launch and a lot of phone-bashing;

6.3 The first step is usually for a commissioning announcement to be made. This is an BritBox announcement and will be issued by the BritBox Press Office and not by the Producer;

6.4 Once all parties are agreed, the level of publicity support will be signed off and work begins.

Contact Details

Publicity Team
publicity@britbox.co.uk
BritBox SVOD ltd
2 Waterhouse Square
138 - 142 Holborn
London EC1N 2AE
Creative Guidelines

- BritBox Creative Guidelines & Specifications
- User Guide for ITV Creative Landing and Launch Pad (PDF)
Schedule D

Creative Delivery Package

Each partner will be responsible for providing a Creative Delivery Package (CDP), to include:

- **Content Assets.** Includes moving image, trailers, promos and more
- **Brand Assets.** Includes logos, typefaces, gallery & pack imagery
- **Metadata Assets.** Includes programme information and enriched data

Assets are to be supplied per the instructions in BritBox Creative Delivery Package Specification document.

Deliverables are to be produced and delivered at the Producer’s sole cost and are included as part of the License Fee, including those required for promotional purposes as set out below.

Summary of Deliverables

The Producer is currently required to deliver the following assets for each Programme or each version of it. In accordance with the provisions of this agreement the contractual deliverables consist of the following:

<table>
<thead>
<tr>
<th>Package</th>
<th>Deliverable</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>● 1 x AS-11 UK DPP File</td>
<td>Content Operations</td>
</tr>
<tr>
<td></td>
<td>If a programme includes PRTS elements, the Producer must deliver an additional file version of the programme that does not include any PRTS content</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>● 1 x separate file with associated Closed Captions/ subtitles</td>
<td>Access Services</td>
</tr>
<tr>
<td>Content</td>
<td>● 1 x separate file with associated audio description audio*</td>
<td>Access Services</td>
</tr>
<tr>
<td></td>
<td>* Audio description isn't always appropriate for some content types and in these cases delivery will not be expected</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>● 1 x AQC Pass Certificate (to include PSE &amp; R128 test)</td>
<td>Content Operations</td>
</tr>
</tbody>
</table>
### Delivery Requirements

Delivery requirements for commissioned BritBox Original content includes all of the above plus the following deliverables:

<table>
<thead>
<tr>
<th>Content</th>
<th>Creative Delivery Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>● 1 x Scripts/Transcripts (per episode)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand</th>
<th>BritBox Creative Landing Pad</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Select from either:</td>
<td></td>
</tr>
<tr>
<td>○ 1 x AVCi MXF file (finished programme or WIP)</td>
<td></td>
</tr>
<tr>
<td>○ 1 x Apple ProRes / DNX / MPEG file (WIP only)</td>
<td></td>
</tr>
<tr>
<td>● Must include split audio tracks</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content</th>
<th>Content Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>● 1 x Press Screener* @ Broadcast quality ProRes 422 (HQ) file</td>
<td></td>
</tr>
<tr>
<td>* Only required if Press Screening is agreed</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand</th>
<th>Creative Delivery Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Kit, including:</td>
<td></td>
</tr>
<tr>
<td>● 1 x Season trailer in respect of each individual season of each Programme (where available), with split audio tracks</td>
<td></td>
</tr>
<tr>
<td>● 2 x Promotional publicity video clips</td>
<td></td>
</tr>
<tr>
<td>○ Minimum 3 minutes each</td>
<td></td>
</tr>
</tbody>
</table>
○ Broadcast quality ProRes 422 (HQ) file for UK Press media promotional use
  ● Programme Photography
    ○ 3 x Programme promotional still images
    ○ 6 x Episodic promotional stills, edited set (minimum six images) per episode
  ● Biographies - a set of main cast and presenter biographies (to include producer, director and writer)
  ● Synopsis - full story synopsis

Contact Matrix

Here’s how to reach BritBox:

<table>
<thead>
<tr>
<th>Contact</th>
<th>Email</th>
<th>Areas Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Operations</td>
<td><a href="mailto:contentoperations@itv.com">contentoperations@itv.com</a></td>
<td>• Programme content</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• AQC Pass Certificate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• EYE QC Certificate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• PSE Pass Certificate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Silvermouse</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Metadata</td>
</tr>
<tr>
<td>Creative Delivery Team</td>
<td><a href="mailto:bb-cdp-group@itv.com">bb-cdp-group@itv.com</a></td>
<td>• Creative formats</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Scripts/Transcripts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Landing Pad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Branding</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Art Pack specs</td>
</tr>
<tr>
<td>Press Office &amp; Publicity</td>
<td><a href="mailto:publicity@britbox.co.uk">publicity@britbox.co.uk</a></td>
<td>• Media relations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Press screenings</td>
</tr>
<tr>
<td>BritBox Creative Landing Pad</td>
<td><a href="mailto:bb-cdp-group@itv.com">bb-cdp-group@itv.com</a></td>
<td>• Technical support</td>
</tr>
<tr>
<td>Access Services</td>
<td><a href="mailto:access-co-ords-group@itv.com">access-co-ords-group@itv.com</a></td>
<td>• Subtitles</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Audio description</td>
</tr>
</tbody>
</table>
Content Asset Delivery Detail

Programme Assets

Partners to supply BritBox with programme assets for each episode, delivered to the below specifications. Ultra-High Definition (4k) assets are required for BritBox Originals and requested where available for all other content.

Ultra-High Definition Format

- 3840 x 2160 pixels in an aspect ratio of 16:9
- 50 or 25 frames per second progressive - known as 2160p/50 or 2160p/25;
- Colour system must be YCrCb only;
- Colour sub-sampled at a ratio of 4:2:0 or 4:2:2;
- Colour space – ITU-R BT.2100,3
- Image dynamic range4 parameters detailed in ITU-R BT.2100 must be agreed with the broadcaster before delivery
- The UHD format is fully specified in ITU-R BT.2100

High Definition Format

- 1920 x 1080 pixels in an aspect ratio of 16:9 as defined in EBU TECH 3299 System 2;
- 25 frames per second (50 fields) interlaced5 – known as 1080i/25, top field first;
- colour sub-sampled at a ratio of 4:2:2;
- colour space – ITU-R BT.709;
- The HD format is fully specified in ITU-R BT.709

Please see the full technical specification and Programme Delivery Specification for details.

In-Product Brand Assets Delivery Detail

We request vector/ high-res/ layered source files wherever possible and can work with all major file formats. If you are not able to supply vector files, please contact us directly at bb-cdp-group@itv.com.

Download the BritBox Style Guide for detail.

BritBox Art Pack

Every programme requires an associated Art Pack, which includes:

- 1 x Hero Art
- 1 x Hero Mobile
- 1 x Standard Tile
- 1 x Packshot
- 1 x Wallpaper
- 1 x Title Treatment
- Episodic Images
  - 1 x Image per episode

Find delivery detail for each of these formats below:

1. **Hero art**
   This will generally be the first image that users see, so the image has to be the best possible expression of the programme or film. It appears at the top of the screen and the title treatment has a safe area prominently in the centre of the image. The title safe area is individual to the image and must avoid faces and other narratively important features.

   Specification: 1920x640px

2. **Hero mobile**
   Like the main hero image, this is a priority expression of the programme or film so needs to have care taken in its design/layout. It appears at the top of the screen on mobiles, so the title treatment has a safe area prominently in the centre of the image. The title safe area is individual to the image and must avoid faces and other narratively important features.

   Specification: 1920x1440px (4:3)

3. **Standard tile**
   For visual consistency, the title treatment has a safe area in the bottom centre of the image. The title treatment is placed automatically by the BritBox CMS. The title safe area is individual to the image and must avoid faces and other narratively important features. The broadcaster logo (top right) must also be clear.

   Specification: 1920x1080px (16:9)

4. **Packshot**
   This portrait orientation of the artwork has the title treatment placed on the bottom area of the image, so it must be oriented or adjusted out to allow this. The title treatment for the packshot is hard encoded onto the image prior to being uploaded into the UI, so it can be manually placed in the best possible place (and consistent with other packshot title treatments placement). The broadcaster logo (top right) must also be given space for prominence.

   Specification: 180x720px
5. Wallpaper
This is the largest of all display art sizes and fills the entire screen. The title treatment is positioned at the bottom left. The area is individual to the image and must avoid faces and other narratively important features. The description is positioned below the title and to ensure clarity of the smaller text, there is an alpha transparent gradient placed over the key art.

Specification: 3840x2160px (16:9)

6. Title Treatments/ Logos
We request title treatment art files in one of the following vector formats:

- EPS
- AI
- SVG

Before submitting these files be sure you have converted all fonts to outlines or curves. We can work with any Adobe Creative Suite™ application. Vector files can be supplied at any physical size.

7. Episodic Images
Every individual episode requires a unique image. Often this is obtained through a screen shot of the episode, in which case the following guidelines should be adhered to:

- Minimal motion blur
- Visually readable/ Lift brightness as required
- No B&W with colour shots in the same series
- No extreme violence or nudity
- All cast/ characters acceptable
- No solitary objects or scenic panorama
- No spoilers (eg. final scenes)
- No subtitles in the frame
- No logo, credit or graphics in the frame

Download the BritBox Style Guide for further detail.

Typefaces & Fonts
All typefaces and fonts should be embedded or converted to outlines.

Marketing & Promotional Asset Delivery Detail
The following supporting material is required for Originals programming. For catalog content, we request as much of the following as available.
Programme/ WIP Programme

Producers to supply BritBox with episode content, in AVC Intra Preferred Formats (HD or SD files accepted).

For Completed and WIP content our preferred format is AVC Intra MXF file (either in HD or SD).

However for WIP content we can also accept Apple ProRes, DNX and MPEG files. BritBox Marketing will contact you to let you know if there’s an issue with your files and that we need them resending as one of the four accepted formats.

Press Kit

Pre-publicity documentation to be delivered to the relevant address by the specified date in Part A of the Schedule to comprise (unless otherwise agreed):

- 1 x Broadcast quality ProRes 422 (HQ) file (only if there is a Press Screening).
  - Contact publicity@itv.com for specific details
- 2 x Promotional publicity video clips
  - Minimum 3 mins each
  - Broadcast quality ProRes 422 (HQ) file for UK Press media promotional use.
  - Delivered no later than 30 days before available on the service
- 1 x Season trailer in respect of each individual season of each Programme (where available), with split audio tracks
- Sufficient rushes and materials for BBUK to compile and edit further trailers
- Programme Photography
  - 3 x Programme promotional still images
  - 6 x Episodic promotional stills, edited set (minimum six images) per episode
    - Pre-approved digital images shot 300dpi and 30mb files in jpeg format
    - Cast names, episodes and any additional information should be clearly marked
    - All pictures should be made suitable and appropriate for use in newspapers, magazines, features and similar publicity media
    - Photography should be of a professional standard
- Full scripts and transcripts of each episode
- Biographies - a set of main cast and presenter biographies (to include producer, director and writer)
- Synopsis - full story synopsis
Secondary Promotional Material
This will include:
  ● Behind-the-Scenes material
  ● Making-of content
  ● Video interviews
  ● Gallery stills from shooting

Marketing Assets
In addition to the primary programme assets, partners are to provide:

  ● 1 x Season trailer in respect of each individual season of each Programme (where available), with split audio tracks
  ● Sufficient rushes and materials for BBUK to compile and edit further trailers
  ● Subtitles (Closed Captions) in accordance with production specs
  ● 2 x Promotional clips per episode used for cross-channel promotion (eg. social assets)
    ○ Unbranded, clean of graphics or supers
  ● 1 x Final fully-mixed, packaged promo for reference

Our preferred working format is AVC Intra MXF files but we also accept Apple ProRes, DNX and MPEG files with separate split track audio files of music, dialogue and theme music (if not edited onto the Programme).

Please see the full Marketing Asset Delivery Specification for details.

Metadata Specification Delivery Detail
The following metadata should be supplied on programme/series/episode basis, as appropriate. Please use the BritBox Metadata Template.

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hierarchy Level</td>
<td>Hierarchy level of associated series, programme or episode.</td>
<td>String - Exact Values</td>
</tr>
<tr>
<td>Name/ Title</td>
<td>Name - OR- The title of the Programme as broadcast in the UK</td>
<td>String</td>
</tr>
<tr>
<td>Supplier's ID</td>
<td>Your unique identifier (if available)</td>
<td>String</td>
</tr>
<tr>
<td>EIDR ID</td>
<td>Include EIDR (if available) in the form of XXXX-XXXX-XXXX-XXXX-XXXX-C</td>
<td>String</td>
</tr>
<tr>
<td>Narrative Synopsis</td>
<td>High level brand (programme) synopsis for internal use. Can</td>
<td>String</td>
</tr>
<tr>
<td>Feature</td>
<td>Description</td>
<td>Type</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>Long Synopsis</td>
<td>Long synopsis for programme or series (1000 chars max)</td>
<td>String (Max 1000 characters)</td>
</tr>
<tr>
<td>Short Synopsis</td>
<td>Long synopsis for programme or series (250 chars max)</td>
<td>String (Max 250 characters)</td>
</tr>
<tr>
<td>Genre</td>
<td>The primary genre of the show/programme</td>
<td>String - Exact Values</td>
</tr>
<tr>
<td>Subgenre</td>
<td>The secondary genre of the show</td>
<td>String - Exact Values</td>
</tr>
<tr>
<td>Production Year</td>
<td>Year programme/series produced</td>
<td>Numeric</td>
</tr>
<tr>
<td>Release Year</td>
<td>Year series/programme released</td>
<td>Numeric</td>
</tr>
<tr>
<td>Country of Origin</td>
<td>Original country of production</td>
<td>String</td>
</tr>
<tr>
<td>Original Language</td>
<td>Original language of programme</td>
<td>String</td>
</tr>
<tr>
<td>Award Winner</td>
<td>Name of award winner (if appropriate)</td>
<td>String, Comma Separated</td>
</tr>
<tr>
<td>Awards</td>
<td>List of awards the programme has won, with year</td>
<td>String, Comma Separated</td>
</tr>
<tr>
<td>Production Company (Producer)</td>
<td>Name of production company or producer</td>
<td>String</td>
</tr>
<tr>
<td>Programme Point of Interest</td>
<td>An editorially interesting piece of information about the show</td>
<td>String</td>
</tr>
<tr>
<td>Programme Parental Guidance</td>
<td>Associated parental guidance, if available</td>
<td>String</td>
</tr>
<tr>
<td>VOD Age Rating</td>
<td>VOD age rating, if available</td>
<td>String</td>
</tr>
<tr>
<td>VOD Guidance/Compliance Anno</td>
<td>VOD Guidance/Compliance announcement info; also indicate if no guidance required</td>
<td>String</td>
</tr>
<tr>
<td>Series Type</td>
<td>Type of series</td>
<td>String - Exact Values</td>
</tr>
<tr>
<td>Series Number</td>
<td>Series number</td>
<td>Numeric</td>
</tr>
<tr>
<td>Number of Episodes in Series</td>
<td>Total number of episodes in series</td>
<td>Numeric</td>
</tr>
<tr>
<td>Episode Number</td>
<td>Episode sequence in the associated series</td>
<td>Numeric</td>
</tr>
<tr>
<td>Episode Parental Guidance</td>
<td>Parental guidance; guidance at time of TX</td>
<td>String</td>
</tr>
<tr>
<td>Production Type</td>
<td>Type of production</td>
<td>String - Exact Values</td>
</tr>
<tr>
<td>ISAN ID</td>
<td>ISAN number, if available</td>
<td>String</td>
</tr>
<tr>
<td>Run Time</td>
<td>Programme duration, in minutes</td>
<td>Numeric</td>
</tr>
<tr>
<td>Slot Time</td>
<td>Episode slot time, in minutes</td>
<td>Numeric</td>
</tr>
<tr>
<td>Aspect Ratio</td>
<td>Programme aspect ratio</td>
<td>String</td>
</tr>
</tbody>
</table>
How to Supply Assets

Programme Assets
Partners to supply BritBox with HD programme assets for each episode, delivered to our technical specification.

- Click to download full technical specification

Note: Deliverables/ programme assets are required to be delivered in 4k or the highest spec format available.

Marketing & Promotional Assets
All video, audio, images and graphical content for marketing purposes should be delivered via the BritBox Marketing Landing Pad portal, to the required specification.

- BritBox Marketing Landing Pad
- Marketing Asset Technical Specification

Metadata Assets
Metadata should be supplied via XML where available. If unavailable, use our template:

- BritBox Metadata Template

Complete fully and send to: bb-cdp-group@itv.com

Closed Captions / Subtitles / Audio Description
Partners must supply a correctly synchronised DFXP timed text subtitle file, starting at zero, named as the BritBox unique ID with dashes in the place of slashes and hashes. e.g 2-4350-0001-003.xml
Where available, send a correctly synchronised full-mix M4A audio description file starting at zero, named as the BritBox unique ID with dashes in the place of slashes and hashes. e.g 2-4351-0001-003.m4a

Licenses, Rights & Clearances

In accordance with the obligations contained in the General Terms and Conditions, all material supplied to BritBox must be cleared for promotional use by the Producer and at the sole cost to the Producer.

Programme Assets

- Supplied video assets should be supplied fully cleared for use in the Territory save where expressly stated otherwise in the agreement
- Other than agreed stings or end boards no branding should appear within the programme asset.

Marketing & Promotional Material

- Unless otherwise specified in writing, supplied marketing material and promotional artwork is considered approved for use without further approval being required.
- BritBox reserves the right to create own-brand marketing and PR materials. For this purpose, BritBox requests reasonable access to sets, location and talent.
- Partners will be able to review any co-branded promotional material in advance. We expect a maximum 48-hour turn-around for comments and/or approval.

Where material cannot be cleared for reasons other than cost, a log of cleared and uncleared material must be supplied to BritBox (or a copy of the ‘Programme as Completed’ (PASC) form or Programme Information pack).

BBUK will have control over global handles on social media and in the social media/digital space where geo-blocking is not available (meaning BBUK to have final rights of control/approval over whether or not to exploit and what exploitation takes place) but BBUK to give good faith consideration to any digital exploitation strategies proposed.

Other Delivery Materials

A completed electronic ‘BritBox Programme As Completed Form’ (PASC) via Silvermouse (as may be updated or replaced from time to time). This will include full production details including cast list etc. Where relevant, details on how to access the PASC application will be advised by the Compliance Licensee.

An accurate and completed music cue sheet, delivered via Silvermouse (as may be updated or replaced from time to time) within 28 days of delivery of the
Programme. BritBox requires this to meet its obligations to the relevant Music Collecting Societies.

Silvermouse is available online at http://www.silvermouse.com and access to the system can be granted by contacting Silvermouse at www.silvermouse.com, via e-mail (info@soundmouse.com) or via telephone (+44 (0)20 7420 2120). All information entered into the Silvermouse system shall be (a) in accordance with BritBox’s specification, (b) in compliance with all relevant BritBox and/or Silvermouse data protection and data management policies, and (c) complete, accurate and contain all required metadata (including, but not limited to, music title, composer, arranger, publisher, performer, recording code, record label, catalogue number and duration.

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Health and Safety Guidelines

Introduction

As an online streaming service BritBox has responsibility for making sure the programmes we air are made safely and responsibly, whether programmes are made in-house or by independent producers. As part of our commitment to improving the safe working culture across the entertainment industry, at BritBox we ensure the production companies we commission have sufficient health & safety skills and competence in place, and help producers meet the minimum standards needed to deliver their content with minimal risk.

These guidelines are for producers providing content for BritBox. They set out:

- Legal responsibilities for safety
- The health & safety processes BritBox expects of all producers
- Advice on how to meet minimum standards and processes outlined.

Legal responsibilities

In television production, UK legislation places health and safety obligations and responsibilities on both the broadcasters and production companies. The Health and Safety Executive ("HSE") guidance obliges broadcasters to ensure the health and safety risks are taken into account at the tender/commissioning stage, and to be satisfied that a production company has the knowledge, skills and experience to do the work safely.

This doesn't mean that the broadcasters take overall responsibility for ensuring appropriate standards of health and safety are achieved. Producers are responsible for developing and implementing health and safety procedures within their company, and are responsible for safety throughout the production process. Independent production companies commissioned to produce content for BritBox are expected to meet, and preferably surpass, minimum statutory standards.

Responsibility for health & safety is outlined in the HSE’s booklet ‘Health and Safety in Audio-visual Production: Your Legal Duties’ which is available online.

Health and Safety Advice

Although BritBox will provide guidance on meeting our health and safety requirements during the review, we are not able to provide health and safety advice for commissioned productions. Production companies should have access to health and safety advice, to assist both with production safety, and with meeting corporate requirements.
Advice can be sought from either an individual consultant, or from a consulting company. Those providing advice must hold a health and safety qualification and must also be insured. You can check if your consultant holds an appropriate qualification and if they:

- are a member of the Occupational Safety and Health Consultants Register (OSHCR);
- are a chartered member of the Institution of Occupational Health (CMIOSH);
- are a graduate member of the Institution of Occupational Health (GradIOSH);
- hold qualifications that meet the requirements for GradIOSH status.

Policy

Every production company employing more than 5 people should have a written health and safety policy in place. The policy should specify who is responsible for health and safety at managerial and day-to-day levels, what arrangements are in place to manage safety and emergency procedures.

The policy can be bespoke, written by a health and safety consultant, or it may be the PACT policy that has been customised. Producers are asked to provide a copy of the policy to BritBox or a partner broadcaster before production begins.

Risk Assessment

The risk assessment process is a cornerstone of health and safety management and it should form the basis of any company’s health and safety procedures as well as providing a structured way of looking at workplace hazards on production.

Every production should have a production risk assessment in place. The level of detail in the assessment should be proportionate to the level of risk, and can be recorded in any appropriate format. Assessments should be completed by somebody who is knowledgeable in the risk assessment process, and also understands the specific hazards associated with the task in hand. At BritBox we expect those responsible for completing production risk assessments to have undertaken health and safety training to Creative Skillset’s X3 standard as a minimum (details are listed in the Health and Safety Competence section).

In addition, specialist contractors such as stunt coordinators, special effects providers, grips and set designers should provide risk assessments for any tasks in which they take responsibility for safety controls.

BritBox may ask to see production-specific risk assessments if the Commissioners or Health and Safety department feel that a production or specific production
activity presents a higher level of risk than normal. This is to fulfil our duty to ensure the health and safety risks are taken into account.

Health and Safety Competence
Producers should make sure that everybody involved in the production process has a level of health and safety knowledge that is appropriate for their role. This includes contractors as well as crew.

Production
Production staff should receive health and safety training that is appropriate to their role, with those who have responsibility for the day to day management of health and safety completing a minimum of a one day course aligned to Creative Skillset units x3 and x3.5. Creative Skillset provide details of courses classified by production roles: http://courses.creativeskillset.org/self_assessment_tool/1/1

Staff who have completed a Production Safety Passport (PSP) accredited course within the last 5 years have training that meets units x3 and x3.5 that is recognised by all the main broadcasters. ITV and BBC deliver a one-day PSP accredited course.

Creative Skillset also offers training bursaries to freelancers for a number of health and safety training courses that are listed on their website.

Contractors
Producers should have a system in place for ensuring any contractors they engage also have sufficient health and safety knowledge to complete their work safely. Contractors can be checked in-house, or through a health and safety consultant. Checks can include reviewing H&S paperwork, membership of trade or professional associations, recommendations from trusted people, references from previous work and should always include checking sufficient public and employers liability insurance is in place.

Accidents & Incidents
Legislation dictates that all companies must report accidents and internally. Additionally there is a requirement under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) to report qualifying accidents and incidents to the HSE.

BritBox expects all commissioned producers to have an accident and incident reporting system in place. Accident reporting can be done via an internal paper or online form, or by using the HSE BL510 accident book. The reporting system should include procedures for reporting incidents qualifying under the Reporting of Injuries, Diseases and Dangerous Occurrences Rules 2013 (RIDDOR) to the HSE, BritBox will not report incidents to the authorities on your behalf. The HSE has
published guidance for reporting accidents and incidents, including the types of incidents that need reporting.

Accidents and incidents (including near misses) should be investigated to determine the cause, and identify any measures that could prevent a recurrence. The level of detail in the investigation and subsequent report should be proportionate to the level or injury or potential risk.

BritBox should be informed of major incidents that occur during the production of BritBox content. Major incidents are defined as those with a reporting requirement under RIDDOR, with the exception of a 7-day absence.
BritBox Productions Privacy Notice

Introduction

This Privacy Notice concerns the personal information of people who are applicants, participants or contributors (including anyone nominated by another to participate and including both on and off-screen contributors e.g. talent, interviewees, crew, freelancers etc.) who we are considering or have decided to include in a programme or who will contribute to a programme which we intend to produce and/or transmit or in other material or content we intend to produce and/or transmit, and anyone in attendance when we are filming a programme or recording other material or content. Please be aware that when ‘contribute’ or ‘contributor’ is used in this notice it refers to both on-screen and off-screen contributions to a programme.

Your information is very important to us and we will look after it in line with privacy and data protection laws, including the EU General Data Protection Regulation.

This policy explains what data we collect and why, how we use it and who we share it with, as well as your rights as a data subject.

We are committed to keeping your information secure with appropriate technical and organisational measures to ensure its confidentiality, integrity and availability.

Where a password is required to access certain parts of our websites, you are responsible for keeping this password confidential and not sharing it with anyone else.

It is important that you read this Privacy Notice together with any additional Privacy Notices or Fair Processing Notices which we give you, so that you are fully aware of how and why we are collecting and using your data. This Privacy Notice supplements these other notices (if provided) and is not intended to override them.

We may update this Privacy Notice from time to time and will post any changes on our website so it’s a good idea to check back here online, from time to time.

This Privacy Notice was last updated on 1 November 2019 and historic versions can be obtained by emailing us at privacy@britbox.co.uk or by writing to: BritBox Privacy Team at 2 Waterhouse Square, 140 Holborn, London, EC1N 2AE.
**Who are we?**

Any reference to "we", "us" and "our" is to Britbox SVOD Limited (company no. 11801341) and its subsidiary companies. We are known as the “data controller” of your personal data and you can contact us at privacy@britbox.co.uk or write to us at BritBox Privacy Team at 2 Waterhouse Square, 140 Holborn, London, EC1N 2AE.

**What personal information do we process about you?**

The information we process may include your name, address, email address, IP address, gender, date of birth, age, phone number, passport details or other national identifier, driving licence, your national insurance or social security number and income, employment information and details about your previous roles and personal history. Please note that your information will also include your likeness in any visual or audio-visual material produced by us or on our behalf. We collect information about you from a number of sources, including from you directly. The table below gives more information:

<table>
<thead>
<tr>
<th>What Information that you give us</th>
<th>How We Collect This Information/ From Where</th>
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<tr>
<td>1 Information that you give us</td>
<td>● we will collect information from the forms and any associated documentation that you (or an agent on your behalf) complete when you apply for a role or take part in or enter into discussions with us about a role or appearance in or contribution to a programme or other material or content we create. This includes without limitation information you provide to us in correspondence and conversations (e.g. pre-filming questionnaires, applications, contracts and release forms) and from any communications about such roles and/or appearances (e.g. emails, text messages and application telephone interviews)</td>
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<tr>
<td></td>
<td>● when you apply for or enter into discussions with us about a role or appearance in a programme, or contribute to a programme or other material or content we create, or you attend a live recording or an event that we are filming, information which is relevant to your role, appearance or contribution will be collected. The information will be dependent on the nature of the programme (including without limitation news, current affairs and sports programming), content or other material (such as publicity, press and/or marketing material) or the nature or location of the recording but this could include special category data such as medical information, accessibility requirements, political opinions, sexual orientation, etc, and</td>
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where relevant your criminal history. In respect of special category data, the nature of the programme, content or other material and the information which we will be asking you for will be explained to you in advance where appropriate and a supplemental Privacy Notice may be provided to you (either by ourselves or the producer of the programme)

| Information we obtain ourselves and/or from others | • publicly available and accessible directories and sources  
• social media platforms, including Facebook, Instagram, Twitter, Linkedin  
• subscription only databases such as Factiva, Lexis Nexis and Reuters  
• tax authorities, including those that are based outside the UK and the EEA if you are subject to tax in another jurisdiction  
• governmental and competent regulatory authorities to whom we have regulatory obligations  
• agents and production companies  
• fraud prevention and detection agencies and organisations  
• where we need to do so for regulatory purposes, and this is in the public interest, crime enforcement and criminal records agencies such as Disclosure Scotland and uCheck  
• where we gather information by virtue of our filming, including if you are in a public place  
• where a production company or producer passes the information to us |

Why do we process your personal information?

We obtain personal information about you when you apply to take part in a programme, or in the creation of other content or material for us, when you are included in or the subject of our current affairs or other public interest programming, enter into discussions with us about a role in a programme, are confirmed as a participant or contributor to a programme, contribute to a programme or attend a live recording or an event that we are filming.

We need to process this information to enable us to use your contribution in a programme or in the creation of other content or material for us, or to discuss your proposed role or contribution with you or to make the programme or other content or material available.
Where your contribution will be used within marketing, commercial, press and/or publicity material we need to obtain and process personal information about you when you are involved in the creation of such content or material for us or are confirmed as a participant or contributor in a programme or material for commercial, press, marketing and publicity purposes which our teams are producing.

We have set out below some more specific information about why we process your personal data.

(1) Our contracts with you

We consider it necessary to process your personal data to perform our contracts with you in the following circumstances:

A. to meet the contractual obligations between us;
B. as part of any legally binding contract which you have entered into with us and/or a producer appointed by us for your contribution and/or participation in a programme; and
C. if you are due any payment to provide to our in-house payments team in order for this to be paid.

Contracts are retained for a minimum of 6 years from the date of signature, or for the period during which we have rights in the programme whichever is the longest.

(2) To comply with applicable laws

We process your personal data where it is necessary to do so to comply with applicable laws which apply to us as an organisation, including:

A. to verify your identity;
B. to carry out verification and anti-money laundering checks, prevent and detect fraud and carry out other legally mandated checks; and
C. if we are legally obliged to disclose your personal data.

(3) Public Interest

Where we are producing certain programming (for example, for the purposes of our current affairs programming) we may process your personal data for journalism and archiving purposes in the public interest.

(4) Our legitimate interests

We consider that we have a legitimate interest in producing and transmitting audio visual programming including for commercial exploitation and as such, ‘on-screen’ and ‘off-screen’ contributions from and about individuals are crucial to this production activity and require the processing of personal information about these individuals.
We consider that it is in our legitimate interests (or those of a third party) to process your personal information, namely:

A. to produce and/or transmit audio-visual programming for commercial purposes, such as processing ‘on-screen’ and ‘off-screen’ contributions from and about individuals. When we refer to a “programme” in this notice we mean not just the finished or whole programme but also the transmission and all news items and features, rushes, clips and unused material and any other material or content we create including where we have notified you that you are taking part in a programme, marketing, press, publicity and/or commercial material;
B. to assess your continuing involvement for the programme that you are contributing to (and including if your application/involvement to participate in a programme is unsuccessful, your information will be deleted within three months of the programme going into production unless you have agreed you may be contacted about future programmes, or another exception applies (see below));
C. to support, develop and maintain: a) journalism; b) individual and societal rights to receive information; and c) relevant and engaging programming and services;
D. to deal with any questions or complaints arising in relation to your participation in the programme;
E. to deal with any agents acting on your behalf;
F. to retain the programme and images and your personal data in it in our archive, for the purpose of monitoring or repeating the programme or otherwise using it for commercial purposes, our journalism or archiving in the public interest.
G. to commercially make full use of either the entire programme or clips from it in the UK and around the world, for the period in which we have rights in the programme. We also keep an archive copy of the programme after our rights have expired - as a record of programming we have either made and/or broadcast;
H. if applicable, to provide to any third parties (e.g. travel agencies, airlines, resorts and/or hotels) who require it to supply any prizes and/or benefits to you during your participation in a programme, or to facilitate your participation in the programme;
I. to share with our professional advisors and/or the commissioning teams or other commissioning broadcasters that we are producing the programme or other content or material with or for and/or within the ITV plc group of companies and/or any co-producer that we are producing the programme with;
J. to verify your age, identity and other information if necessary and as we may require for the production and exploitation of the programme we are producing;
K. in the event that we sell or buy any business or assets, in which case we may disclose your information to the prospective seller or buyer of such business or assets, along with its professional advisers. If Britbox SVOD Limited or substantially all of its assets are acquired by a third party, personal information held by Britbox SVOD Limited about its applicants, contributors, entrants or nominee(s) may be one of the transferred assets. In such circumstances the acquirer of the information will become the new data controller;

L. to comply with applicable regulatory obligations;

M. to pass on to a competent regulator, prosecutor or competent authority or law enforcement authorities including without limitation the UK Information Commissioner and/or the Office for Communications (OFCOM) should it be requested from us;

N. to comply with our accounting and tax reporting requirements;

O. to comply with our audit requirements;

P. to protect our business against fraud, breach of confidence, theft of proprietary materials, and other financial or business crimes (to the extent that this is not required of us by law);

Q. to monitor communications to/from us using our systems;

R. to protect the security and integrity of our IT systems; and

S. to arrange for you to attend the live recording of our programmes.

We only process data on this legal basis where we have considered that, on balance, our legitimate interests are not overridden by your interests, fundamental rights or freedoms.

Monitoring as described at (Q) above

We monitor communications where the law requires us to do so. We will also monitor where we are required to do so to comply with our regulatory rules and practices and, where we are permitted to do so, to protect our business and the security of our systems.

Future participation

Where you have agreed to us storing your contact details in order that we can contact you about your participation in future programmes, we process your personal data in connection with your consideration for future programmes and/or other programmes or other material or content produced by us or by another company within the ITV plc group of companies. This contact information allowing us to get back in touch with you may be kept by us for a period of up to 6 years from date of the applicable agreement, unless you ask us to delete it earlier. Please note however, where we are storing data for purposes other than future participation (for example for journalistic purposes) this retention period may be longer (please see the 'How long do you keep my information' section below).
What do we do with children's personal information?

We are committed to protecting the privacy of children aged under 18 years old. There may be instances where we can lawfully process the personal data of under-18’s and this paragraph will not apply in such instances, including where we are using it as part of our journalism or under journalism exemptions and in accordance with the Ofcom Broadcasting code. In all other instances if you are aged under 18 please get your parent/guardian’s permission beforehand whenever you provide us (or one of the producers and/or production companies that we receive programmes from) with any personal information. Depending on the circumstances, we (or the producer/production company) may have to take reasonable steps to verify this by contacting your parent or guardian to confirm their consent. Please be aware that where the data of children under 18 years old is being processed for journalistic purposes this paragraph may not apply.

Who else do we share your data with?

Your information will be used by the relevant production team for the purposes of making the programme. It may also be shared internally with the Legal and Business Affairs and other legal teams to prepare contractual documentation or provide legal advice, and with any other BritBox and/or ITV teams involved in commercial exploitation such as the Finance teams where a payment is required, and the Health and Safety and Insurance teams (and their respective advisors) if their advice is required.

We may pass your information to our third party service providers such as agents, subcontractors, ticket providers and other organisations (including other media organisations in respect of our journalistic activities) for the purposes of facilitating your contribution to the programme and sharing information for the purposes of journalism. However, when we use third party service providers, we disclose only those elements of your information that are necessary to deliver the required service.

Please be reassured that we will not otherwise share your information further, unless:

A. we are required to do so by law, for example by a court order or for the purposes of prevention of fraud or other crime; or
B. where public interest or the newsworthiness of information may mean that we determine it necessary to pass it on to another media organisation;
C. we are asked to by competent regulatory, prosecuting and other governmental agencies, or litigation counterparties, in any country or territory; or
D. for the purposes of prevention of fraud or other crime.
Sending your personal information internationally

We may transfer your personal data to other members of our group, and to third party service providers outside of the European Economic Area, which do not have similarly strict data protection and privacy laws. Where we transfer personal data to other members of our group, or our service providers, we have put in place data transfer agreements and safeguards using European Commission approved terms. Please contact us at privacy@britbox.co.uk if you would like to know more about these agreements.

Where this happens, we will ensure that adequate security and safeguards are in place to appropriately protect your information.

How long do you keep my information?

We do not retain your information for longer than necessary for the purpose it was collected.

We keep your personal data for as long as it is required by us for our legitimate business purposes, to perform our contractual obligations, or where longer, such longer period as is required by law or regulatory obligations which apply to us.

In general we keep your information only for the period we have legal rights to exploit the programme, material or content that your information relates to, but we have included some exceptions to that rule above. We will usually delete your personal information at the end of that period.

Do you need my consent to include me or information about me in a programme?

There are circumstances in which we can make programmes about an individual without their consent provided we comply with the relevant laws and regulatory codes, such as the Ofcom Broadcasting Code.

We do not generally rely on obtaining your consent to process your personal data to make a programme in which you appear. This is something which we do as part of our legitimate business interests, for contract purposes and in some instances on the basis of public interest as explained above.

Where you have entered into a contract with us to participate in our programmes, we may be entitled to show the programme whether or not you later change your mind about participation.

What are my data subject rights and how can I use them?

Any personal information you supply will be treated in accordance with applicable data protection laws including the General Data Protection Regulation (the “GDPR”) and any other applicable or superseding legislation. We are
committed to delivering the rights that individuals are entitled to under data protection laws in the UK. These are:

- the right to request a copy of the personal information we hold about you. To do this, please contact us at help@britbox.co.uk making clear that you are requesting a copy of your personal information and including full details of what you require. You may also be required to submit a proof of your identity.
- the right to object to your personal information being used for direct marketing. Please see the section above on marketing for details of how to opt out.
- the right to object to your personal information being processed where the legal basis for the processing is our own legitimate interests as a business. We will comply with such a request unless there is a lawful reason for not doing so, such as when we need to continue to process your information to defend a legal claim or if this information is necessary for the ongoing provision of our service.
- the right to rectification. You may request that we correct any inaccurate and/or complete any incomplete personal information.
- the right to withdraw consent. Where we are processing your personal information on the basis that you have given us your consent to do so, you may withdraw your consent at any time.
- the right of erasure. You may request that we erase your personal information and we will comply, unless there is a lawful reason for not doing so. For example, there may be an overriding legitimate ground for retaining your personal information, such as keeping your payment information for several years to comply with HMRC rules.
- the right to data portability. In certain circumstances, you may request that we provide your personal information to you in a structured, commonly used and machine readable format and have it transferred to another provider of the same or similar services to us. Where this right is applicable, we will comply with such transfer as far as it is technically feasible.
- the right to lodge a complaint with the supervisory authority. We suggest that you contact us about any questions or if you have a complaint in relation to how we process your personal information. However, you do have the right to contact the relevant supervisory authority directly. To contact the Information Commissioner’s Office in the United Kingdom, please visit the ICO website for instructions.

Contact Us

If you have any questions or concerns about cookies and tracking technologies used by BritBox please contact us at: Data Privacy Team, BritBox SVOD Limited, 2 Waterhouse Square, Holborn, London EC1N 2AE
Social Media Guidelines

The rights to promote BritBox Originals in social channels in the UK are held by BritBox, who will lead on the development and distribution of all social media assets for the programme in the UK. BritBox must always have final editorial say and control over content (including marketing) that is published on BritBox-controlled social media sites/pages.

In some instances it may be appropriate to geo-block content to prevent it being viewed outside the UK, or to prevent it being viewed inside the UK (if BritBox Originals titles are marketed in other territories). Where geo-blocking is not possible, please contact publicity@britbox.co.uk to discuss and agree the social strategy upfront, and before any digital exploitation of assets takes place. Do not post content unless it has been cleared globally.

To facilitate Britbox's creation of social media assets, it is BritBox's expectation that the Producer will give the BritBox team access to key talent, in line with the terms of the Agreement. Clips from or relating to the programme (e.g. show clips, performance clips, backstage clips) for use in social channels should be no longer than 1'30” in length, and no more than three clips will be published per episode of the programme. It is the responsibility of the programme producer to clear the clips (including music contained within them) for use on social media.

In addition, there is an expectation of suitable levels of social media support from talent when the programme launches on BritBox. This should be discussed by all parties and be in accordance with BritBox UK.

To discuss social media strategy, or the creation and distribution of social assets please contact publicity@britbox.co.uk.
Industry standard Producer’s Data Protection Guidelines

BritBox expects Producers to comply with the best practice as outlined in the Industry-standard PACT guidance, available below:

- Industry standard Producer’s Data Protection Guidelines
Data Protection Guidelines: Production Crew General Notes

BritBox expects Producers to comply with the best practice as outlined in the Industry-standard PACT guidance, available below:

- [Data Protection Guidelines: Production Crew General Notes](#)
Anti-Bribery Policy

At a glance for BritBox staff

Do:
✓ get approval for any gift over £100 or hospitality over £500 (or local monetary equivalent)
✓ check that our suppliers comply with anti-bribery laws and contractually require suppliers you use not to pay or receive any bribes
✓ use your corporate credit card to incur expenses for BritBox
✓ speak up if you suspect something is not right

Don’t:
✗ pay or receive any bribes, including any “facilitation” payments
✗ give or accept any gifts in cash or cash equivalents
✗ make any charitable donations on behalf of BritBox without approval
✗ make any political donations on behalf of BritBox
✗ give or accept gifts to or from government representatives/public officials
✗ spend BritBox cash or incur expenses without obtaining official receipts

Policy statement and purpose

It is our policy to conduct all our business in an honest and ethical way. We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly and with integrity in all our business dealings and relationships wherever we operate, as well as implementing and enforcing effective systems to counter bribery and corruption.

This policy sets out our responsibilities and how we expect those working for us or with us to observe and uphold this policy and provides information and guidance to those working for us or with us on how to recognise and deal with bribery and corruption issues.

The BritBox Management Board is ultimately responsible for overseeing compliance with this policy.

Your responsibilities

You must ensure that you read, understand and comply with this policy.

The prevention, detection and reporting of bribery and other forms of corruption are the responsibility of all those working for us, with us or under our control. All workers are required to avoid any activity that might lead to, or suggest, a breach of this policy. You must notify BritBox as soon as possible if you believe or suspect
that a conflict with or breach of this policy has occurred or may occur in the future.

Who does this policy apply to?

This policy applies to all individuals working for BritBox, or providing services to BritBox, at all levels, including employees (whether permanent, fixed-term or temporary), consultants, contractors, trainees, secondees, agency staff, volunteers and interns, wherever located.

Definition of Bribery

Bribery is a common form of corruption and is defined as the giving or receiving of anything of value or advantage to try and make someone do something improper or reward them for doing something improper. Bribes are illegal and the giving or receiving of them is a criminal offence. “Improper” performance is defined as performance which amounts to a breach of an expectation that a person will act in good faith, impartially or in accordance with a position of trust.

Associated persons

BritBox could commit an offence if a person associated with it bribes another person for BritBox's benefit. A person is "associated" with BritBox if it performs services for or on behalf of BritBox, regardless of the capacity in which they do so. This could cover (in the UK or overseas) our agents, employees, subsidiaries, intermediaries, joint venture partners and suppliers, all of whom could render BritBox guilty of an offence.

Sanctions for non-compliance

The potential consequences of being convicted of a bribery offence may in some jurisdictions include criminal penalties for both individuals and companies, for example imprisonment and/or unlimited fines.

"Senior officers" (which includes directors) could also be convicted of an offence where they are deemed to have given their consent to BritBox giving or receiving a bribe or bribing a foreign public official. Importantly, it is possible that omitting to act might be regarded as consent and lead to prosecutions, fines and/or imprisonment.

BritBox takes adherence to this policy very seriously and therefore breach of the policy by BritBox employees may result in disciplinary action, which may include reprimand, probation, suspension or termination of employment and legal action.

Risk assessments

BritBox will complete an anti-bribery risk assessment and action plan with the help of its legal and business affairs team which it will review annually and share
with the ITV Group Legal Director. A mandatory review of a business’ risk assessment has to be completed if BritBox becomes aware or suspects that bribery has been committed, the business chooses to operate in a new country of operation which is a high bribery risk jurisdiction or undertakes a transformative acquisition or merger of the business.

To date, the risk assessments have identified gifts and hospitality, facilitation payments, donations and lobbying and contracting with associated parties as potential risks for BritBox. BritBox’s policy on mitigating these risks is set out below.

**Gifts and hospitality**

This policy does not prohibit normal and appropriate hospitality (given and received) to or from third parties. We appreciate that the practice of giving business gifts varies between countries and regions and what may be normal and acceptable in one region may not be in another. The test to be applied is whether in all the circumstances the gift or hospitality is reasonable and justifiable from a BritBox perspective (i.e. disregarding any local customs or practices) and not linked in any way to an improper act. The intention behind the gift should always be considered.

The giving or receiving of gifts should be acceptable if the following requirements are met:

- it is not made with the intention of influencing BritBox or a third party to obtain or retain business or a business advantage, reward the provision or retention of business or a business advantage or in explicit or implicit exchange for favours or benefits;
- it is given in BritBox’s name, not in an individual’s name;
- it does not include cash;
- it is appropriate in the circumstances (for example, in the UK it is customary for small gifts to be given at Christmas);
- taking into account the reason for the gift, it is of an appropriate type and value and given at an appropriate time (for example, receiving a gift from a supplier at the time that we are conducting a review process or re-tendering is not appropriate);
- it is given openly, not secretly; and/or
- it is not offered to, or accepted from, government officials or representatives or politicians or political parties.

**Facilitation payments**

Our policy is that we will not make, and will not accept, facilitation payments of any kind, save where there is no alternative but to make payments in order to avoid risk to life, liberty or injury. Facilitation payments are typically small,
unofficial payments made to secure or speed up a routine government action by a government official or performance of any other activity to which you or BritBox is already entitled. They are not commonly paid in the UK but are common in some other jurisdictions in which we operate.

If you are asked to make a payment on our behalf, you should always be mindful of what the payment is for. You should always ask for a receipt which details the reason for the payment.

Donations
It is BritBox’s policy not to make cash donations or any other donations to political parties. We do, however, ensure our views are expressed to governments in an appropriate and effective manner on matters that affect our business through our Public Affairs department. A vital part of BritBox’s reputation as a leading broadcaster and producer is our impartiality. We therefore ensure that our dealings with governments, political parties and political candidates are not perceived as favouring one group or cause over any other.

We only make charitable donations that are legal and ethical under local laws and practices and approved by the BritBox Corporate Responsibility team.

Lobbying
You should seek assistance from BritBox’s Public Affairs and/or Regulatory Affairs department(s), which are responsible for the day-to-day coordination of contact with government departments and agencies, before attempting to engage in any lobbying in relation to any regulatory matter affecting BritBox.

Contracting with associated persons
Our zero-tolerance approach to bribery and corruption must be communicated to all associated persons at the outset of our business relationship with them and as appropriate thereafter.

For all new associated persons where there is a risk of bribes being paid on BritBox’s behalf, BritBox will carry out pre-contract enquiries to establish the organisation’s approach to compliance and corruption risks and help ascertain: the adequacy of its current anti-bribery programme; and whether or not any bribery has taken place in the past.

Initial due diligence will take into consideration the associated person’s country of origin and that country’s ranking in the Corruption Perceptions Index.

When entering into commercial contracts for the supply of services to BritBox, BritBox will request anti-corruption warranties and/or indemnities and the right to terminate the contract in the event of any breach. We reserve our right to
terminate our contractual relationship with any third parties if they breach this policy.

Whistleblowing
BritBox has a whistleblowing policy to help you raise any concerns in the right way. You can find our whistleblowing policy on the ITV plc website.

Any genuine concerns will be investigated properly and the identity of the colleague raising the concern will be kept confidential.

Anyone raising a concern in good faith will not be criticised or penalised in any way even if it is shown, after investigation, that they were mistaken. Any form of reprisal or victimisation against anyone who has raised a concern will not be tolerated and will itself be treated as a serious disciplinary matter.

Record keeping
We must keep financial records and have appropriate internal controls in place which evidence the business reason for making payments to third parties.

All accounts, invoices, memos and other documents and records relating to dealings with BritBox should be prepared and maintained with strict accuracy and completeness.

Training
All BritBox employees must complete the ITV course on the Code of Conduct and anti-bribery.

Monitoring and review
BritBox will monitor the effectiveness and review the implementation of this policy regularly (and not less than yearly), considering its suitability, adequacy and effectiveness. Each BritBox legal and business affairs team carries out yearly its own monitoring and review of its anti-bribery procedures and reports back on its findings to the Director of Group Legal Affairs. Any recommendations identified will be made as soon as possible. The Director of Group Legal Affairs may spot check the Legal and Business Affairs teams' monitoring and review exercise.

BritBox may request any associated party to confirm compliance with this anti-bribery policy on an annual basis.

Questions
If you are unsure whether a particular act constitutes bribery or corruption, suspect bribery or corruption by anyone in relation to their work for BritBox or have any other queries relating to this policy, please feel free to discuss with any
member of the ITV Governance, Information and Legal team or the BritBox Legal team.
Diversity, Inclusion and Sustainability

Here at BritBox, we want to continue to build a successful, creative, commercial and global organisation, distributing high-quality content on multiple platforms.

To continue to attract the largest possible audiences our content needs to reflect and appeal to the breadth of audiences that characterise modern Britain; be produced in the most environmentally sustainable way; and address social topics important to audiences.

We take overall ownership for our aim to reflect an inclusive society, improve our environmental impact and empower communities and causes, but we can only achieve this by working in partnership with you, our producers.

We expect diversity and inclusion and environmental sustainability commitments to be achieved in all programmes we commission.

We recognise, however, that our production partners come in different shapes and sizes, and our programmes cover a huge range of subjects. We expect our producers to raise any concerns at the outset if any of the Commissioning Commitments will be difficult to achieve. We’ll work in partnership and collaboration with each other, making it our joint responsibility to work through any challenges.

Diversity & Inclusion: On-Screen

What We Need

Production partners should accurately portray the diverse makeup of Britain through their programmes. For example, if the programme is set in a UK city in 2018, the cast and story should reflect the diverse makeup of Britain today. If the programme is factual and about a UK-wide issue, it should fairly portray the thoughts, opinions and lives of the UK population.

Our production partner will:

- Meet BritBox’s expectation to ensure our programmes visually reflect the diverse makeup of modern Britain without compromising on selecting based on merit.
- Ensure case studies, features and storylines within programmes editorially portray the diverse culture of modern Britain. For returning commissions, if necessary, this should be implemented as soon as feasible without compromising the programmes editorial continuity.
- Make sure early and ongoing suggestions around lead presenters and talent or main contributors are reflective of our expectations so they are diverse and inclusive. This applies to returning commissions when there is an opportunity to work with new talent.
- In addition to lead presenters, talent and main contributors, make sure that the overall pool of people from which contributors, contestants or secondary/background artists are selected is broad to help ensure representation reflects the diverse makeup of our audience. For a returning series or re-commission, where a programme’s pool of contributors, contestants or secondary/background talent are not representative of BritBox’s expectations, show there is a plan in place to address this.
- Deliver 100% return of all perceived diversity data through Diamond reporting.

For BritBox-related Diamond enquiries, see the above section on Silvermouse.

Diversity & Inclusion: Off-Screen

What We Need

We want our production partners to think about how diversity and inclusion can be achieved when crewing up a programme for us to commission. We understand and share the need to have the best people for the roles, and we expect our production partners to be proactive in their search for the best and make sure working environments, practices and policies are inclusive.

Our production partner will:

- Pay any eligible employees and freelancers the real Living Wage or real London Living Wage. Non-employees such as apprentices, trainees, and anyone who has volunteered their time on work experience for more than 20 days should be paid the minimum wage.
- Have a policy or guideline that enforces the legal requirements around the Equality Act 2010.
- Ensure the methods by which people are sourced for production are inclusive and help constructively build a diverse talent pool. This should be within the parameters of UK employment law.
- Make sure early and ongoing suggestions around lead editorial roles including writers, exec producers, producers, directors and other HoDs will form a senior team that endeavours to represent modern working Britain. This could be linked to a person’s experience, networks and contacts – not specifically their own ethnicity, gender, disability, age or sexuality.
- Deliver 100% return of all actual diversity data for Diamond reporting.
Environmental Sustainability

What We Need

We expect our production partners to be aware of and improve the environmental impact of making a programme. Whether it's raising environmental awareness amongst their teams, considering the messages they are including within their content, or reducing their productions’ carbon footprint through e.g. using more efficient lighting, smarter travel, reducing paper use and eliminating disposable catering products.

Our production partner will:

- Complete a predicted and final carbon footprint using albert, the industry carbon calculator. This is a useful tool for understanding your carbon footprint and identifying areas for improvement.
- Already have in place or follow one of the following options:
  - An environmental policy.
  - Carbon literacy training for the most senior creative person on the production and the Head of Production and/or Production Manager.
- Achieve albert certification by implementing sustainable production techniques. Guidance and training is provided free-of-charge by BAFTA at http://wearealbert.org/
- Communicate responsible environmental messaging through editorial content. This can be a direct reference by the cast or presenter (e.g. a scripted storyline that refers to climate change) or normalising sustainable behaviours through actions or props (e.g. a character recycling, props on set such as reusable coffee cups or recycling bins). See albert’s ‘Planet Placement’ guide for ideas for everyday content. wearealbert.org/inspiration/downloads