



# ITV Creative Post Production Specifications

Delivery Requirements for Single Scene Clips & Promotions Delivered to ITV Creative

Version 1.3 (November 2024)

## Clip Guidance & Specifications

### Guidance

Lead talent, the people viewers will be most excited to see.

Music free.

Some exposition - a sample of what the show is about at its core.

Provide a good visual representation of genre, so viewers get an idea of what type of show it is.

- Good examples that do this:

**Limitless Win** - Ant & Dec announcing the 1.5 million winning moment

**Who Wants To Be A Millionaire** - Jeremy saying "I am Going to ask the million pound question

**DNA Stories** - Talent revealing the key moment when they find out something about their heritage

Specification	
One single scene clip per series, that can be used for promotion before episode 1 & throughout the series if needed	This promo may be used to support the series up to 7 days before TX/release
An additional promo edit without music may be delivered alongside a single scene clip, if agreed with ITV Marketing.	This promo may be used to support the series up to 7 days before TX/release
Production must seek Commissioning approval before supplying any content.	
Production must seek Compliance approval before supplying any content.	Compliance restrictions can have a significant impact on campaign performance (please speak to compliance officer)
Must not include music as a bed or within a scene, unless the programme has been approved as an exception by ITV Marketing.	Music can have legal & cost implications.
ITV Creative will add all the branding elements.	
Failure to meet these requirements & technical specification may result in the programme support being removed.	
Confirmation email of delivery of assets must be sent on date of delivery to ensure assets can be checked & any issues raised within 48hours. itvmarketing-asset-delivery-group@itv.com	



## Delivery File Format

Wrapper:	Media Exchange Format (MXF) or Quicktime (MOV)
Codec:	ProRes 4444/DNx185X/AVCI 100
Frame size:	HD 1920 x 1080
Colour:	YCbCr, SDR, Rec.709, graded pictures
PSE:	Provided sequences must pass broadcast PSE requirements
Frame Aspect Ratio:	16:9
Frame Rate:	25fps
Method of Delivery:	Final edited sequences to be sent to ITV Creative Landingpad (Link provided at end of document)  Or Timecodes via Studios Portal or email to <a href="mailto:itvmarketing-asset-delivery-group@itv.com">itvmarketing-asset-delivery-group@itv.com</a>
	Please do not provide Avid MediaFiles or consolidated sequences electronically
Naming Convention:	bronze_Campaign_duration_Version
E.g.	bronze_CoronationStreet_20_V1.mxf
Promo Audio:	6 frames of mute top and tail of the promotion. Note that no music should play over the endboard unless the music is cleared.

If music exception please email [itvmarketing-asset-delivery-group@itv.com](mailto:itvmarketing-asset-delivery-group@itv.com) the cleared  
(worldwide and social music) track details

## Duration Guidelines for provided footage

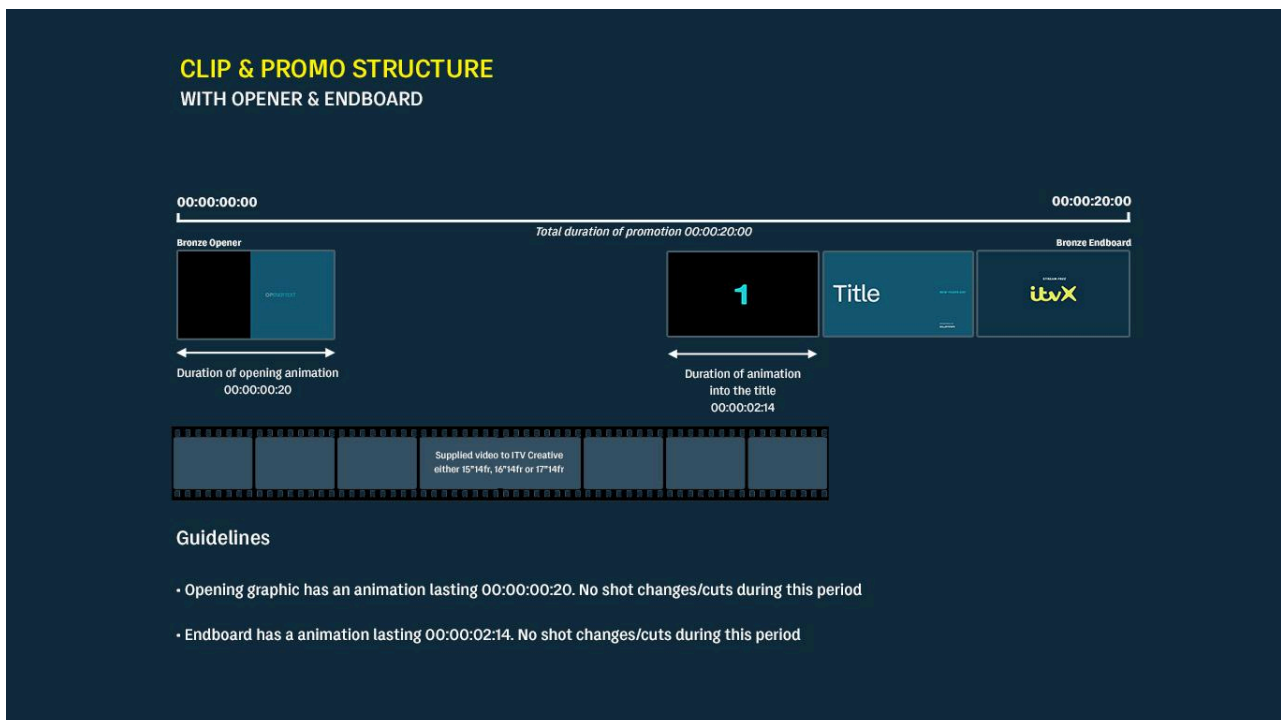
We are able to accept clips with a duration of any of the below:

- 15"14fr
- 16"14fr
- 17"14fr

ITV Creative will add graphics to these clips unless agreed otherwise, creating a final 20second promo.

Owing to graphics behaviour some considerations need to be accounted for in submission, please see details and diagram below:

1. Opening graphic has an animation lasting 00:00:00:20.  
We advise no shot changes/cuts during the first second of the promotion
2. Endboard graphic has an animation lasting 00:00:02:14.  
Final shot will be muted and no changes/cuts during this animation to allow for voiceover to be added.





## Audio Delivery Format

If you are providing an edited sequence, we request the final audio in the following format

Format:	PCM
Audio Bit Depth:	24-bit
Audio Bit Rate:	48.000zHz
Track Layout:	Stereo

## Promo Audio Track Specification

If you are providing an edited sequence, we request the final promo stems in the following configuration

<i>Audio Track 1</i>	<i>Dialogue (L)</i>
<i>Audio Track 2</i>	<i>Dialogue (R)</i>
<i>Audio Track 3</i>	<i>Narr (L)</i>
<i>Audio Track 4</i>	<i>Narr (R)</i>
<i>Audio Track 5</i>	<i>SFX (L)</i>
<i>Audio Track 6</i>	<i>SFX (R)</i>

Method of delivery: ITV Creative Landingpad

Promo Audio: 6 frames of mute top and tail of the promotion. Note that there should be no music in the promo, including background music.

We recommend the audio to be mixed onto the same container file as the video, however we will accept 1 x discrete audio multitrack WAV file if this is not possible

## Useful Links

ITV Brand Portal: <https://brand.itv.com>

ITV Creative Landingpad: <https://itvcreativelandingpad.mediashuttle.com>

ITV Creative Guidelines: **INSERT LINK**

