



ITV Studios Supplementary Delivery Specification

This document is a guide for ITV Studios and third party producers submitting supplementary assets to ITV Studios for global distribution. Not all productions will be expected to provide all assets in this document. Please refer to your ITV Studios Standard Deliverables Checklist to confirm which assets you are required to provide for your specific production.

For further guidance regarding this specification please contact ITV Studios Global Content Operations, Localisation, ITV Studios Marketing and Legal teams.

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We want to successfully promote your content and secure as many sales as possible. To do this it's important that we take delivery of everything we need in a format we can use, by when we need it. As well as the finished video files, we need all of the paperwork so that clients can dub, subtitle and correctly schedule. Photography to help us make a splash at global sales markets and enable our licensees to create a buzz with their audiences.



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1. Delivery requirements summary

Deliverables

ITV Studios Operations will agree the list of required Publicity and Paperwork deliverables with production either during the commercial negotiations or immediately following investment approval.

Timing

Timely delivery of production assets is critical to enable ITV Studios to exploit the Programme(s). When agreeing the deliverable list requirements, Production will need to confirm the delivery schedule for ancillary assets for all episodes, within the guidelines described in the [ITV Studios Standard Deliverables Checklist](#).

If Production subsequently realise that they will not be able to meet the agreed delivery dates they must inform their ITV Studios contact to arrange an alternative delivery date. In the event that the delivery date is missed without prior warning from the Producer, ITV Studios retains the right to reproduce any undelivered assets at the Producer's cost.

Format

All assets must be delivered in one of the approved formats as explained in this document. If assets are not delivered in the stipulated formats, redelivery may be requested, otherwise ITV Studios has the right to transfer and charge the cost back to the Producer.

Naming

All assets delivered to ITV Studios must adhere to the Naming Convention as laid out throughout this document and summarised in [Section 10](#).



2. Production paperwork

Please email the required documents in MS Word or pdf format to your ITV Studios contact, including the ITV Production Number clearly in the body of the document, and applying the ITV Studios naming convention as outlined below and summarised in [Section 10](#). For ITV Channels productions using Silvermouse for paperwork delivery, please inform your ITV Studios contact once the documentation is ready for ITV Studios to access.

Synopsis

Synopses must be provided at both series and episode level, in three formats:

1. Loglines: a short sentence which boils the script down to its essential dramatic narrative.
2. Short synopses: maximum 25 words (both series and episodic).
3. Medium synopses: maximum 100 words (both series and episodic).
4. Long synopses: 250-300 words (both series and episodic).

Episode running order

An outline of the order in which episodes should be transmitted.

Shooting script

The final version and any associated revisions of the shooting script must be provided as soon as it is available. This is particularly important where ITV Studios is creating localised dubs of the original content.

Time coded post production scripts

These must be fully timecoded and match the international master exactly, including any recaps and teasers. It must contain all spoken dialogue and captions. Note that post production scripts must detail any inserts e.g. 'London, 1819', any language subtitles and song lyrics. Scripts should also reference all on screen text/words, (this includes mobile phone texts, posters, newspaper headlines – any words which are key to the plot).

Timecoded post production scripts must be provided in English. An additional original language timecoded post production script must be provided where the original language of the content is not English.



Music cue sheet/s

A music cue sheet must be provided for each episode. Corresponding synchronisation licenses must be available on request. Where the music cue sheet for the UK version has previously been submitted to ITV, a new music cue sheet is only required for the international version in the following circumstances:

1. The Programme Version Length has changed; and / or
2. Any music cues have been shortened or lengthened by more than 5 seconds; and / or
3. Music has been removed or replaced.

For further guidance on these rules please contact the ITV Music Team on 0207 157 3496.

End credits

Ensure there are approved End credit lists including cast and crew info.

Naming convention: ***Title-End Credits***

Cast list

Ensure that a full list of characters and actor names is provided for each episode

Naming convention: ***Title-End Credits***

3. Localisation

Where the programme is due to be localised into another language we require additional assets to be delivered during the post production process to avoid distribution delays. Assets should be sent directly to your ITV Studios contact.

Picture lock proxy

Timecode locked picture edit in QuickTime MOV. H.264 1920 x 1080, 20Mbps format provided by link to ITV Studios Content Operations as soon as it is available. This version will be used along with the final shooting script to create a picture lock script, purely for localisation purposes. Any ADR ideally as on screen text ahead of inclusion in the time coded post production script.



Graphics package

All key graphics sessions including: animated graphics sequences (e.g. opening titles); animated text (e.g. SMS messages); and texted animated 3D maps, must be provided. These assets enable ITV Studios and our localising studio partners to best maintain the graphic style and intent of the original when creating these sequences in another language. Graphics sessions should be delivered to ITV Studios in their original format (e.g. Adobe After Effects sessions). Please note, this requirement is in addition to standard textless elements on the master.

Talent agreements

Please provide documentation to support any localisation agreements that talent have for foreign language dubs. This includes any talent agreements granting any actor the right to dub their role in any other language to the original version

4.0 Subtitle files

Subtitle files created for ITV Studios should follow the below Style Guide, unless otherwise advised.

a) Duration

Minimum duration: 5/6 second per subtitle event (e.g. 20 frames for 24fps)

Maximum duration: 7 seconds per subtitle event

b) File Format

Subtitle and SDH files for all languages must be delivered in a TTML (.dfxp or .xml) format, except for Japanese, which must be delivered in Videotron Lambda Cap format

c) Frame Gap

2 frames minimum (regardless of frame rate)

d) Line Treatment



2 lines maximum

Always keep the text on one line, unless it exceeds the character limitation. Follow these basic principles when the text has to be broken into 2 lines:

The line should be broken

- o after punctuation marks
- o before conjunctions
- o before prepositions

The line break should not separate

- o a noun from an article
- o a noun from an adjective
- o a first name from a last name
- o a verb from a subject pronoun
- o a prepositional verb from its preposition
- o a verb from an auxiliary, reflexive pronoun or negation

e) Positional Data

Should be expressed in generic terms (textAlign, displayAlign, etc.)

Do not use absolute values (percentage, pixels, etc.)

All subtitles should be centre justified and placed at either the top or bottom of the screen, except for Japanese, where vertical positioning is allowed.

f) Timing

Timing to Audio: Subtitles should be timed to the audio or, if necessary, within 3 frames of the audio. If more time is required for better reading speed, the out-time can be extended up to 12 frames past the timecode at which the audio ends.

Timing to Shot Changes: It is good practice to avoid subtitles that cross the shot changes whenever possible, as this is disruptive to the viewing experience.



Dialogue that crosses shot changes: when dialogue crosses the shot change the timecodes should be adjusted to either be at the shot change or at least 12 frames from it.

g) Consistency

Glossaries/consistency sheets must be created and used for translation across episodes and seasons. They should be provided to ITV Studios upon delivery of timed texted material for QC purposes.

h) Title Cards/Dedications

Subtitle all plot pertinent and otherwise relevant on-screen text that is not covered in dialogue and/or redundant in the target language such as: “Based on True Events”, “In Loving Memory of Anna”, etc.

i) Currency

Currency should not be converted in the subtitle files. Any mention of money amounts in dialogue should remain in the original currency.

Additional guidance can be provided upon request.

5.0. Scripted: Photography

Please deliver all images in JPG or TIFF format to jason.wren@itv.com and use the ITV Studios naming convention as explained in [Section 10](#). All photography and assets provided must be fully approved by all parties and cleared for worldwide use across all platforms. All images must be high resolution, minimum 300dpi. If you have any questions regarding photography and key art please speak to Jason Wren.

Episodic images / Unit stills

A minimum of 15 colour images per episode. Please ensure a varied selection is supplied to represent the show.



All images delivered to ITV Studios Marketing, must be accompanied by a caption sheet in MS Word or pdf format outlining key information about the shot including people, ep, location etc for each image.

For co-productions, a further 5 exclusive unit stills are required.

Metadata must be included for all images that include copyright and image captions. Should images not be supplied in this way, a caption sheet in word/excel must be provided.

Gallery images / Specials

At least 20 individual and ensemble studio shots of key cast per series – headshots, three quarter and full length, against white and / or backgrounds captioned with series and actor.

Metadata must be included for all images that include copyright and image captions. Should images not be supplied in this way, a caption sheet in word/excel must be provided.

Behind-the-scenes images

A minimum of 10 behind-the-scenes shots, featuring interesting shots of key cast, big set pieces.

For co-productions, a further 10 exclusive behind the scenes shots are required for each series.

Metadata must be included for all images that include copyright and image captions. Should images not be supplied in this way, a caption sheet in word/excel must be provided.

Title treatment

Title treatments / title logos must be submitted as Encapsulated PostScript (EPS) or .AI files.

An ITV Studios representative will provide you with a link to upload all of the above along with naming guidelines.



5.5. Non-Scripted: Photography

Please deliver all images in JPG or TIFF format to Jason Wren (jason.wren@itv.com) and use the ITV Studios naming convention as explained in [Section 10](#). All photography and assets provided must be fully approved by all parties and cleared for worldwide use across all platforms. All images must be high resolution, minimum 300dpi. If you have any questions regarding photography and key art please speak to Jason.

Key Art (Also known as Iconic image)

The Key Art, also known as the series iconic, is the image that best represents your show. Imagine seeing your show on an OTT platform like Netflix or Amazon or on a DVD cover, our customers need a key art to promote your show to their viewers. The Key Art must be supplied for each programme. This must be delivered as a layered psd and png and in portrait and landscape layout with the Title treatment (also known as programme logo) included.

Title treatment (also known as Programme Logo)

Title treatments / title logos must be submitted as Encapsulated PostScript (EPS) or .AI files.

Episodic images (also known as Unit stills)

A minimum of 10 colour images per episode (landscape/portrait). Please ensure a varied selection is supplied to represent the show.

All images delivered to ITV Studios Marketing, must be accompanied by a caption sheet in MS Word or pdf format outlining key information about the shot including people, ep, location etc for each image.

For co-productions, a further 5 exclusive unit stills are required.

Metadata must be included for all images that include copyright and image captions. Should images not be supplied in this way, a caption sheet in word or excel must be provided.

Gallery images (also known as Generic images)

At least 5 individual posed gallery images per series. If these are not relevant to your show, please let us know in advance.



Metadata must be included for all images that include copyright and image captions. Should images not be supplied in this way, a caption sheet in word or excel must be provided.

Behind-the-scenes images

A minimum of 10 behind-the-scenes shots, featuring interesting shots of the studio/set for entertainment & reality, big geographical shots for nature and filming shots for documentaries.

For co-productions, a further 10 exclusive behind the scenes shots are required for each series.

Metadata must be included for all images that include copyright and image captions. Should images not be supplied in this way, a caption sheet in word/excel must be provided.

An ITV Studios representative will provide you with a link to upload all of the above along with naming guidelines.



6.0. Scripted: On Air

Please deliver all on air materials in .mov or .mp4 format to jason.wren@itv.com and use the ITV Studios naming convention as explained in [Section 10](#). All materials must be fully approved by all parties and cleared for worldwide use for promotional and marketing purposes across all platforms.

CLIP

A single programme clip from the premier episode which best showcases the programme and gives the viewer a good impression of the premise of the show. The clip must be no longer than 1 min 30 secs, and must comply with this specification:

- **VIDEO:** Apple ProRes422(HQ)
- **FORMAT:** Progressive
- **RESOLUTION:** 1920X1080 (HD) 1024X576 (SD)
- **FPS:** Native
- **AUDIO:** AAC 48KHZ
- **CONFIG:** Stereo L+R / Split Audio

Electronic Press Kit (EPK)

Electronic Press Kits are a set of promotional materials packaged to support a particular title. ITV Studios marketing will work with you to shape the brief so please speak to your marketing contact for guidance. All elements of the EPK should comply with the technical specification above for Clips.

Here is an example of the standard EPK package deliverables:

- **Interviews with cast and crew:** x 5-10 short Q & A with key cast and crew
- **B-roll:** behind-the-scenes footage that a broadcaster / platform could use for editing purposes and showcases great set pieces, scale of production etc.
- **Behind-the-scenes “mini-features”:** 3-5 features around 2-3 minutes in length. Each feature should focus on a different subject area appropriate to the production, such as special effects, production/set design, costume/fashion/make-up, writing/production.
- **Social Media content** - 2-3 typically 30 seconds long, fun behind the scenes content with key cast.



6.5. Non-Scripted: On Air

Please deliver all on air materials in .mov or .mp4 format to: Jason Wren (jason.wren@itv.com) and use the ITV Studios naming convention as explained in [Section 10](#). All materials must be fully approved by all parties and cleared for worldwide use for promotional and marketing purposes across all platforms.

PROMO & CLIP

A single programme promo or clip from the premier episode which best showcases the programme summaries the show for a buyer or a viewer. The clip must be no longer than 1 min 30 secs. The music for the promo or clip must be cleared worldwide on all media and all platforms for the duration of the acquisition agreement.

If it's not possible to clear the music, please provide the following information for the music used in the promo:

- Track name
- Track number artist
- Library
- Please also provide a fully mixed version of the trail as reference

The technical spec for the promo or clip provided should be as follows :

- **VIDEO:** Apple ProRes422(HQ)
- **FORMAT:** Progressive
- **RESOLUTION:** 1920X1080 (HD)
- **FPS:** Native
- **AUDIO:** AAC 48KHZ
- **CONFIG:** Stereo L+R / Split Audio
- Clean textless elements
- Split audio tracks, M&E, separate dialogue and separate effect track, split audio stems
- No watermarks
- Please also provide a fully mixed version of the trail as reference



7. Press and Publicity

For ITV Studios to have the best chance of promoting your programme(s) we often request access to your set and to key talent during production. We appreciate that all access is subject to production agreement and can only be given where the production schedule permits.

We understand that key talent will often have pre-agreed publicity obligations and approval rights with production. It is vital for ITV Studios to understand these obligations and approvals in advance so that we can plan our publicity and marketing activities accordingly.

Production must provide a summary of these publicity obligations and approvals to ITV Studios in the relevant schedule of the Distribution Agreement / Deal Memo.

ITV Studios may require talent for international travel and / or international press set visits. A representative will be in contact should this be required.



8. PasC forms and Legal documents

Programme as Completed (PasC) form

PASC is required for each episode, subject to these guidelines:

Supplier / Broadcaster	If ITV Studios version matches UK version	If ITV Studios version differs to UK version
ITV Studios / On ITV	GE uses first Silvermouse submission. No new submission required	Create new Silvermouse submission *
ITV Studios / Off ITV		
3 party / On ITV		
3 Party / Off ITV	Create new Silvermouse submission *	

A version is deemed to be 'different', and therefore requiring a separate PasC form, if music or footage has been significantly shortened or lengthened, or if it has been removed or replaced. Please see the [ITV PasC Policy](#) for further guidance.

* If you do not have access to Silvermouse or are unable to use it then please contact Alexis Malach to request a PasC form template. Please notify alexis.malach@itv.com once the Silvermouse form has been approved.

E&O Insurance Certificate

For non-ITV Studios UK productions, one copy of the Producer's **E&O Insurance Certificate**, naming as an additional insured. This should be emailed to alexis.malach@itv.com.

Other documentation

The following documents may also be required during the term :

- 1 x Schedule of Residuals (if requested by ITV Studios);
- 2 x properly confirmed executed and notarised certificates of Origin or Nationality (if requested by ITV Studios);
- 1 x certificate of authorship (if requested by ITV Studios);
- 1 x certificate of Copyright Registration in the US and any documents pertaining to the renewal of such registration if applicable (if requested by ITV Studios).



- 1 x complete and fully documented Chain of Title for the programme(s) (scripted programmes only).

If you encounter or foresee any problems in meeting these requirements please contact Alexis Malach.



9. Merchandising & Licensing

If ITV Studios is selling and / or licensing the rights to sell merchandise associated with the title there is a specific set of deliverables which production must provide. The deliverables are listed below as a quick reference but please contact christina.lima@itv.com for further advice and guidance.

All deliverables are required 12 months prior to the planned launch date of the property.

Logo, legal & copyright

Any license, production &/or studio logos must be included, accompanied by the legal line - this is a legal requirement and must be present on every product and packaging element. Logos should be high res PSD and Ai for various print needs.

Character art

2D - Illustrator files supplied as limited colour and full color / CMYK & PMS - For use of products with limited colours and print restrictions.

3D/CGI - Photoshop files high res / Artwork that is a representation of the show.

Background art

Scenic images, background shots, set images and or episodic screen grabs - High res PSD and/or Ai files.

Colour Palette

A representation of the brand direction for overall colour palette, CMYK & PMS to steer product development.

Additional deliverables which may be required include:

- Icons, patterns & borders;
- Compositions, badges & graphic placements;
- Colour breakdown, character/craft or vehicle - by pantone;
- Character group poses & line up; and
- Packaging, branding and point of sales elements.





10. Naming convention

All assets delivered to ITV Studios must adhere to the Naming Convention described in Table A.

For assets required at episode level, **PN** represents the ITV Production Number with slashes and hashes removed, separated by dashes. For example, End Credits for 1/2345/7890#001 becomes 1-2345-7890-001-End Credits

For assets required at series level, **SN** represents the Series ID, which is the first 5 digits of the ITV Production Number with slashes and hashes removed, separated by dashes. For example, Key Art for 1/2345/7890#001 becomes 1-2345-7890-001-Title-KeyArt

Table A.

Assets Required	Documents/asset naming convention
End credits	PN-EnCredits
Music cue sheets	Title-MCS- PN
	Title-MCS- PN (etc, for each episode)
Short series synopsis	SN-ShortSynopsis-Overview
Long series synopsis	SN-LongSynopsis-Overview
Short episode synopsis	ShortSynopsis- PN (etc, for each episode)
Long episode synopsis	LongSynopsis- PN (etc, for each episode)
Episode running order	RunningOrder- PN (etc, for each episode)
Shooting script	Title-ShootingScript- PN (etc, for each episode)
Post-production script	Script- PN (etc, for each episode)
Cast list	CastList- PN (etc, for each episode)



Episodic images	Image- PN -1 (etc, for each episode, followed by the image number)
Gallery images	SN -Gallery-1 (etc, for each episode, followed by the image number)
Behind-the-scenes photography	SN -Title-BTS-1 (etc, for each episode, followed by the image number)
Key art	SN -Title-KeyArt
Title treatment	SN -Title-Logo
Promos from production	SN -Title-Promo-Launch-60
	SN -Title-Promo-Launch-30
	SN -Title-Promo-Episodic-1



Document control

Version	Change summary	Author	Date
2.0	Change to paperwork naming convention requirements.	Monique Richards	9/1/19

Version	Change summary	Author	Date
3.0	Updating name in all deliverables from ITVSGE to ITV Studios cohering with the new rebrand. Updating non-scripted asset deliverables. Updating logo header.	Jason Wren	4/12/19
3.1	Guidance on key art delivery Contact details Updating logo Addition of subtitle delivery guidance Paperwork naming convention revised to replace underscores with hyphens	Monique Richards	6/5/20