



AUG 2026

ITV DELIVERABLES - ITV Studios Productions

PLEASE NOTE that all Delivery Materials:

- i. are to be produced and delivered at the Producer's sole cost and are included as part of the ITV Licence Fee including those required for promotional purposes as set out below; and
- ii. must be delivered in accordance with ITV's General Terms and Conditions, and in particular, the Codes and Guidelines as defined and in accordance with ITV's Producer Guidelines which can be found on the [ITV Commissioning website](#).

Please contact contentcoordinators@itv.com for deliverables queries.

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ITV DELIVERABLES COVER SHEET

No.	Delivery Item	Delivery Location	Delivery Date
[1] VIDEO DELIVERABLES			
1.1	TX/streaming master video	Content Operations Landing Pad	Contractual Delivery Date
1.2	AVCi MXF file	Creative Landing Pad	On request
1.3	Press screening programme file & Sizzle reel	ITV Press Officer	Advised date
1.4	Link of final programme	ITV Commissioning Editor	Contractual Delivery Date
[2] ARTWORK & STILLs DELIVERABLES			
2.1	1 x Title / Programme logo	ITV Studios Portal Studios.itv.com	During production
[3] GUIDANCE FOR ALL STILLs IN ALL GENRES			
3.1	Rights and images pre-approved	ITV Studios Portal Studios.itv.com	During production
3.2	Final, full edit of programme stills	Studios.itv.com	During production
3.3	Captions	Studios.itv.com	During production
[4] SPECIFIC STILLs REQUIREMENT PER GENRE			
3.1	ENTERTAINMENT & REALITY: Publicity stills (<i>iconic art, unit stills, additional photography</i>)	ITV Studios Portal Studios.itv.com	During production
3.2	DRAMA & COMEDY: Publicity stills (<i>iconic art, unit stills, additional photography</i>)	ITV Studios Portal Studios.itv.com	During production
3.3	FACTUAL & CURRENT AFFAIRS: Publicity stills (<i>iconic art, unit stills</i>)	ITV Studios Portal Studios.itv.com	During production
3.4	DAYTIME: Publicity stills (<i>iconic art, unit stills</i>)	ITV Studios Portal Studios.itv.com	During production
[5] PROGRAMME INFORMATION AND METADATA DELIVERABLES			
5.1	Clip timecodes	Studios.itv.com	During production
5.2	Billings (<i>Programme name, episode titles, series synopsis, episode synopsis, full story synopsis</i>)	ITV Studios Portal Studios.itv.com	During production
5.3	Scripts	access-services@itv.com	ITV Access Services - Deliverables Timetable
5.4	Confirm requirements with Compliance Licensee Lawyer	compliance@itv.com	

5.5	Archive source list	compliance@itv.com	
[6] LEGAL AND REGULATORY DELIVERABLES			
6.1	Health & Safety including Duty of Care	studios.itv.com	Pre Commission
6.2	Sustainability & Albert Certification	studios.itv.com	On commission & delivery
6.3	Regional Production Compliance Form	studios.itv.com	Pre Commission (Provisional) Contractual Delivery Date (final)
6.4	Third Party Residuals and Clearance Costs	contracts-and-rights-itv-me-group@itv.com	Contractual Delivery Date
6.5	Programme as completed documents (PasC)	Silvermouse	Contractual Delivery Date
[7] ADDITIONAL TECHNICAL INFORMATION FOR LIVE PROGRAMMES			
7.1	Deliver a recording of the live programme as broadcast on file to ITV after the live transmission.	connectivity@itv.com	To be agreed with ITV Connectivity
7.2	<u>Deliverables for Live Programmes</u> 1 x AS-11 UK DPP File	connectivity@itv.com	Delivered within 7 days post-TX

ITV Deliverables - Detailed Specifications, Locations & Dates

No	Delivery Item	Key Contact (for queries) & Reference Documents	Delivery Location & Delivery Date
[1] VIDEO DELIVERABLES			
1.1	TX/streaming master video media file DPP UK AS-11 standard, together with reports for: - Automated QC - PSE - Eyeball QC As detailed in ITV's Programme Delivery Document.	ContentOperations@ITV.com	Delivery Location: Content Operations Landing Pad (Aspira or Signiant) Delivery Date: Contractual delivery date of programme
1.2	1 x AVCi MXF file (finished programme or WIP); or 1 x Apple Pro Res / DNX / MPEG file (WIP only) upon request by ITV Creative.	itvcreative-pajp-group@itv.com Further Information: ITV Creative Guidelines	Delivery Location: Creative landing pad Delivery Date: Contractual delivery date of programme
1.3	For press screening - as advised by your genre Head of Press prior to stage 2 sign-off 1 x Finished programme file 1 x Sizzle reel/or clips montage package to represent the series 1 x Pro res 422 (DCP file may be requested in some cases)		Supply via email on date advised by ITV press office
1.4	Viewing links to rough cuts and draft scripts be provided as requested by your Commissioning Editor Send link of final programme to your Commissioning Editor on or before your contractual delivery date: 1 x time coded (BITC) online viewing copy 1 clean online viewing copy	ITV Commissioning Editor	Delivery Location: To Commissioning Editor via wetransfer or a similar delivery system. Delivery Date: Delivered on or before your contractual delivery date

No	Delivery Item	Key Contact (for queries)	Delivery Location & Delivery Date
[2] ARTWORK & STILLs DELIVERABLES			
2.1	For all programmes, you are required to deliver: 1 x Title/Programme logo - preferably .ai Vector file or otherwise a layered psd /transparent PNG Please name the file with programme title and	Imagery team imagery-production-group@itv.com For further guidance on what we need from logos and still images:	Delivery Location: ITV Studios Portal Studios.itv.com Delivery Date: To be delivered ideally 14 days prior to and no later than

	series number where applicable and any additional information in the case of multiple versions eg transparent/white/main titles. The primary font - based on logo or subheading (NB font must be fully cleared for all marketing and publicity use in perpetuity without additional payment by ITV)	ITV Photography Guide	contractual delivery date.
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No	Delivery Item	Key Contact (for queries)	Delivery Location & Delivery Date
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[3] GUIDANCE FOR ALL STILLS IN ALL GENRES

[3] GUIDANCE FOR ALL STILLS IN ALL GENRES:

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

Professional photography is required for all.

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

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

3.1	[3.1.1] Please ensure all Rights including Copyright are cleared by the copyright owner in order to licence ITV the right to fulfil the above requirements. [3.1.1] All images should be pre-approved by talent as per their contract	Press & Publicity itvpicturepublicity@itv.com	Delivery Location: ITV Studios Portal <i>unless otherwise advised by a picture publicity representative</i> Studios.itv.com Delivery Date: Contractual delivery date of programme
3.2	A final, full edit of programme stills with caption list must be delivered	If the production schedule or any other reason is going to make this problematic, please contact the relevant Picture Publicity contact (listed below).	Delivery Location: Studios.itv.com Delivery Date: Two months prior to the programme contractual delivery date.
3.3	CAPTIONS: Catalogue ID [Production number] Genre Brand/programme title Series title/number Episode number/title Cast member/s featured in image (actor and character name)		Delivery Location: Studios.itv.com Delivery Date: Two months prior to the programme contractual delivery date.

	Location Production Company Production contact Copyright Synopsis		
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No	Delivery Item	Key Contact (for queries)	Delivery Location & Delivery Date
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[4] SPECIFIC STILLS REQUIREMENT PER GENRE

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

For Kids programming please contact itvpresscentre@itv.com

For all Picture Desk enquiries, please email: itvpicturepublicity@itv.com

4.1	PUBLICITY STILLS – ENTERTAINMENT (including Quiz) & REALITY <u>Iconic/key art photography:</u> • The choice of photographer commissioned to be approved by ITV Picture Publicity. • At least 1 iconic image that best represents the whole series for an ITV Audience. • The iconic image/key art should be delivered in both landscape and portrait format. • If this image is a digital artwork then a PSD layered file must be provided. • Creative concepts with briefs will be provided to and agreed with Production by ITV Picture Publicity. • Gallery or special shots that are generic in nature of all key Presenters/Contributors on their relevant sets/locations - a minimum of 10 frames per person. • A range of set-up shots of all of the key Presenters/Contributors (single portraits and full length shots in costume and make up) against a plain background to allow later art-working - a minimum of 10 frames per person. • Minimum digital file size 60MB uncompressed. • TIFF or PSD and high res JPEG versions of all images are required. • An adequate amount of time (agreed with ITV Picture Publicity) should be set aside within the shooting schedule for shooting the Iconic Image/Images, with key cast (with key cast being agreed between ITV Picture Publicity, ITV Commissioning and production). <u>Unit stills per episode:</u> • A minimum of 30 varied stills per episode • Comprised of a selection of key moments/action points of the presenters and key contributors/contestants.	Please consult with itvpicturepublicity@itv.com upon commission.	Delivery Location: ITV Studios Portal <i>unless otherwise advised by a picture publicity representative</i> Studios.itv.com Delivery Date: Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver <i>two months</i> prior to the programme contractual contractual delivery date
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	• If the Programme is a contest format then episode specific images of presenters (not featuring contestants) as well as images featuring contributors/contestants should be provided for each episode. • To be delivered in a mix of landscape and portrait formats. • The minimum digital file size of each image should be 45MB uncompressed. • In order to select preferred stills, ITV shall have access to all of the original digital files. Delivery of both TIFF or PSD and high res JPEG files of all images is required. <u>Additional photography:</u> • A minimum of 30 behind-the-scenes images showing key cast and production crew across all episodes. • Artists in hair and make-up (especially if prosthetic/costume/disguise are being used). • Clean (ie not featuring cast) back-plates of key locations/sets for later art-working. • The minimum digital file size of each image should be 45MB uncompressed. <u>For Reality and Quiz/Gameshow, where unit stills are absolutely not possible for every episode, please supply:</u> • A minimum of 5 screengrabs per episode: • Please ensure grabs relate to relevant billing for the episode • Always capture at the highest possible resolution and capture frame with minimal blur • Ensure image is clear of all bugs, captions, graphics		
4.2	PUBLICITY STILLS - DRAMA & COMEDY <u>Iconic/key art photography:</u> • At least 1 iconic image that best represents the whole series for an ITV audience. • The iconic image/key art should be delivered in both landscape and portrait format. • If this image is a digital artwork then a PSD layered file must be provided. • Creative concepts with briefs will be provided to and agreed with Production by ITV Picture Publicity. • Gallery or special shots that are generic in nature of each character on their relevant sets/locations – a minimum of 10 frames per character. • A range of set-up shots of all of the major characters (single portraits and full length shots in costume and make up) against a plain background to allow later art-working - a minimum of 10 frames per character.	Please consult with itvpicturepublicity@itv.com upon commission.	Delivery Location: ITV Studios Portal <i>unless otherwise advised by a picture publicity representative</i> Studios.itv.com Delivery Date: Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver two months prior to the programme contractual contractual delivery date

	List of major characters to be approved by Commissioner/Picture Publicity. • Minimum digital file size 60MB uncompressed. • TIFF or PSD and high res JPEG versions of all images are required. • An adequate amount of time (agreed with ITV Picture Publicity) should be set aside within the shooting schedule for shooting the ITV Picture Publicity Iconic, with key cast (with key cast being agreed between ITV Picture Publicity, ITV Commissioning and production). <u>Unit stills per episode:</u> • A minimum of 30 varied stills per episode. • Composed of a selection of key moments/action points, characters and key relationships. • Unit photography dates are to be chosen by ITV picture publicity and agreed by production before booking the photographer. • The choice of photographer commissioned to be approved by ITV Picture Publicity. • Action shots should clearly display the face(s) of all main characters, individually and collectively, within settings which are significant to the storyline. • To be delivered in a mix of landscape and portrait formats. • The minimum digital file size of each image should be 45MB uncompressed. • Delivery of both TIFF or PSD and high res JPEG files of all images is required. • In order to select preferred stills, ITV shall have access to all of the original digital files throughout the production to make sure the high standards are being met. Images should be delivered to both ITV Picture Publicity and Production throughout filming by the photographer either by wetransfer or a similar delivery system. <u>Additional photography:</u> • A minimum of 30 behind-the-scenes images showing key cast and production crew across all episodes. • Artists in hair and make-up (especially for anything particularly ambitious eg prosthetics). • Clean (ie not featuring cast) back-plates of key locations/sets for later art-working. • The minimum digital file size of each image should be 45MB uncompressed.		
4.3	PUBLICITY STILLS - FACTUAL & CURRENT AFFAIRS <u>Iconic/key art photography:</u>	Please consult with itvpicturepublicity@itv.com upon commission.	Delivery Location: ITV Studios Portal <i>unless otherwise advised by a picture publicity representative</i>

	- At least 1 iconic image that best represents the whole series for an ITV audience. - The iconic image/key art should work in both landscape and portrait format. - If this image is digital artwork, then a PSD layered file must be provided. - Gallery or special shots that are generic in nature of all major contributors/presenters. A minimum 8 frames per contributor/presenter. - A range of set-up shots of all of the key Presenters/Contributors (single portraits and full length shots (in costume and make up where relevant)) against a plain background to allow later art-working - a minimum of 10 frames per person. - Minimum digital file size 60MB uncompressed – images should be supplied as JPGs. - TIFF or PSD versions may be required. Unit stills: - The choice of photographer commissioned to be approved by ITV Picture Publicity. - A minimum of 30 varied stills per episode. - A selection of key moments/action points, characters, presenters and key relationships – in a mix of portrait and landscape format. Unit shots should clearly display the face(s) of all main characters and tell the story of the programme and match the billing. - Stills should include main contributors and presenters, individually and collectively, within settings that are relevant to the show/series. - A selection of behind-the-scenes shots - a minimum of 5. - In order to select preferred stills, ITV shall have access to all of the original digital files. - Minimum digital file size 45MB uncompressed.		Studios.itv.com Delivery Date: Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver two months prior to the programme contractual contractual delivery date
4.4	PUBLICITY STILLs: DAYTIME (excluding daily/live shows) Iconic/key art photography: - At least 1 iconic image that best represents the whole series for an ITV Audience. - The iconic/key art image should be delivered in both landscape and portrait format. - Gallery or special shots that are generic in nature of all major characters/presenters/contributors on their relevant sets/locations – a minimum of 3 frames per character. - Minimum digital file size 35MB uncompressed. Unit stills per episode:	Please consult with itvpicturepublicity@itv.com upon commission.	Delivery Location: ITV Studios Portal <i>unless otherwise advised by a picture publicity representative</i> Studios.itv.com Delivery Date: Unless otherwise agreed with an ITV Picture Publicity representative you are required to deliver two months prior to the programme contractual contractual delivery date

	- A minimum of 10 varied stills per episode that include main characters/presenters/contributors within settings significant to the programme content. - Minimum digital file size 35MB uncompressed. <u>Where unit stills are absolutely not possible for every episode, please supply:</u> - A minimum of 5 screengrabs per episode: - Please ensure grabs relate to relevant billing for the episode - Always capture at the highest possible resolution and capture frame with minimal blur - Ensure image is clear of all bugs, captions, graphics		
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No	Delivery Item	Key Contact (for queries)	Delivery Location & Delivery Date
[5] PROGRAMME INFORMATION AND METADATA DELIVERABLES			
5.1	Clip timecodes - Timecode for 1x 15s14fr, 16s14fr or 17s14fr extract representing the series (must not include music) - Timecode for 1 x 20 or 30 seconds extract from each episode - Timecode for 1 x extract representing the series - Timecode for 1 x series pre-title sequence (where applicable) Extracts must be fully cleared for UK Press media promotional use and pre-approved with your ITV Commissioning Editor or Press and Publicity contact.	Timecode 1: Marketing Clip Guidance & Specification Queries itvmarketing-asset-delivery-group@itv.com	Delivery Location: ITV Studios Portal studios.itv.com Delivery Date: To be provided 14 days prior to and no later than the contractual delivery date.
5.2	Billings Description of what the programme is, at lengths detailed below. Synopses will be repurposed by ITV teams across print listings, EPG and on demand as required. Please double check accuracy before submitting (ie spelling, typos, punctuation) Programme name of max 30 characters (note: character count includes spaces and punctuation) Episode title(s) These episode titles must be clearly distinguishable from each other and not simply be 'series name X, episode number X' for example. Synopsis - 1) For the series - 1 x 90 max characters 1 x 180 max characters	contentcoordinators@itv.com	Delivery Location: ITV Studios Portal studios.itv.com Delivery Date: Billing form required 2 months ahead of contractual delivery date and no later than published billing due dates.

	2) Per Episode - Episode titles and 1 x 90 max characters per episode 1 x 180 max characters per episode Synopsis - for series and per episode (max 1000 characters to be delivered during production) Billings should be pre-approved by your ITV commissioning editor (and for factual, factual drama and current affairs programmes your Compliance lawyer or advisor) prior to submission.		
5.3	Materials for Access Services 1. Post-production scripts – Must be delivered via the ITV Studios Portal in .doc format and fully comply with the ITV Access Services Script Specification. Each filename must include the ITV Production ID, with all slashes and hashes replaced by dashes (e.g. 10-0001-0001-001). 2. Closed Caption (CC) / Subtitles for Deaf and Hard-of-Hearing viewers (SDH) and Audio Description (AD) files should also be supplied via email if available, including where they have been created for another version of the media. Each filename must include either the ITV Production ID, with slashes and hashes replaced by dashes (e.g. 10-0001-0001-001), or the programme title, series number, and episode number. Any materials not delivered via the Studios Portal should be emailed to access-services@itv.com by the agreed delivery deadline. Late delivering media - including Fast Track, Line Feed and Live The Producer must confirm arrangements with the Access Services team prior to delivery at the earliest opportunity. To enable preparation work to begin in advance of final media delivery, the Producer must supply any available supporting materials to assist the Access Services team in preparing subtitles and, where applicable, audio description. This may include, but is not limited to,	ITV Access Services • Standard Delivery Materials - access-services@itv.com • Late Delivery - accessservicesco-ords@itv.com / 0207 156 2620	Delivery Location: ITV Studios Portal for post-production scripts (Everything else should be emailed to access-services@itv.com by the agreed delivery deadline.) Delivery Date: For delivery timelines, please see the ITV Access Services - Deliverables Timetable.

	autocue scripts, song lyrics, VT inserts, cast or contributor lists with headshots, and/or rough cut scripts or edits. - Low-resolution proxies (under 1 GB) with burnt-in timecode of picture-locked or audio-locked versions should be sent via a download link to accessservicesco-ords@itv.com. This also applies to VT inserts. - Non-video files (e.g. scripts, song lyrics etc) can be emailed to accessservicesco-ords@itv.com as an attachment or a download link, clearly stating the production name and the ITV Production ID and where possible, the TX date and time.		
5.4	The Producer should confirm by specific requirements with the Compliance Licensee lawyer or advisor allocated to the programme/series. Draft scripts and rough cuts will be requested during production.	compliancedepartment@itv.com	Delivery Location: compliancedepartment@itv.com Delivery Date:
5.5	Archive source list of third party copyright material (for current affairs and factual programmes) to be supplied to Compliance prior to final delivery of programme. Compliance Guidelines Commissioning	compliancedepartment@itv.com	Delivery Location: compliancedepartment@itv.com Delivery Date:
5.6	Use of AI in ITV Commissioned Content This Guide is intended to outline how producers may use AI in accordance with ITV's AI Principles, and it provides advice on where, when and how editorial approval should be obtained for any proposed use of AI in the production of commissioned content for ITV.	Contact your relevant Compliance Advisor and your Commissioning Editor Further Information: Use of AI in ITV Commissioned Content	

No	Delivery Item	Key Contact (for queries)	Delivery Location & Delivery Date
[6] LEGAL AND REGULATORY DELIVERABLES			
6.1	Health & Safety including Duty of Care	Lindsey Taylor (lindsey.taylor@itv.com)	Delivery Location: Risk Questionnaire to be completed in studios.itv.com

			Delivery Date: Pre Commission
6.2	Sustainability & Albert Certification All ITV commissions must complete an Albert carbon footprint and obtain Albert certification. For all shoots requiring temporary power, ITV commissions must proactively seek to prioritise clean alternatives in order to avoid traditional generators. The overarching goal is to achieve a fuel-free production where clean options are viable.	climateaction@itv.com Key information and guidance: Climate action section of ITV Social Purpose Sustainable production guidance on ITV Compass	Delivery Location: studios.itv.com Delivery Date: On commission, please complete all sustainability questions at studios.itv.com, which includes registration with the Albert system, expected travel and energy use, and expected on-screen climate content. Note: please ensure Commissioner is marked as ITV Broadcaster and any programme title changes are kept updated in Albert. On the contractual delivery date, please ensure all responses to sustainability questions are up to date at studios.itv.com and Albert certification is finalised.
6.3	Regional Production Compliance Form	contractsandrights@itv.com	Delivery Location: studios.itv.com Delivery Date: Pre Commission
6.4	Third Party Residuals and Clearance Costs Any Third Party Residuals and Clearance Costs must comply with ITV's Policy on Underlying Rights and ITV's General Terms and Conditions.	contractsandrights@itv.com	Delivery Location: Google form to be completed (sent by Rights/Legal & Business Affairs) Delivery Date: Producers must inform ITV of all potential Third Party Residuals and Clearance Costs at the earliest opportunity and no later than delivery of the Programme.
6.5	Programme as completed documents (PasC) - all forms, accurate and completed in full. PasC includes: Music Cue Sheet Diamond Diversity Monitoring* Copyright form	Access to Silvermouse can be granted by contacting Silvermouse.access@ITV.com with a line manager's approval.	Delivery Location: Silvermouse Delivery Date: To be submitted on contractual delivery date of the programme delivered via Silvermouse (as may be updated or

	Contributor form All information entered into the Silvermouse system shall be: (a) in accordance with ITV's specification (b) in compliance with all relevant ITV and/or Silvermouse data protection and data management policies (c) complete, accurate and contain all required metadata * Following extensive industry consultation, Creative Diversity Network's new and improved Diamond data collection and reporting system operated for them by 'The Everyone Project' will now launch on 30th September 2026. In the meantime please pause completing your Diamond Diversity Monitoring information via Silvermouse. More information will be made available nearer the time.		replaced from time to time) All ITV acquired businesses access requests should be sent to silvermousehelpdesk@silvermouse.com All support issues should be sent to silvermousequeries@itv.com.
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No	Delivery Item	Key Contact (for queries)	Delivery Location & Delivery Date
[7] ADDITIONAL TECHNICAL INFORMATION FOR LIVE PROGRAMMES (Note: Deliverables outlined in parts [1]-[6] are also required for Live programmes) For all live programmes, contact should be made with ITV Connectivity well in advance of transmission Production companies providing live programming to ITV need to ensure their production has received technical sign-off by ITV at the start of the planning process for such programme. This is to ensure the technical design and route of delivery from source to destination is technically achievable and meets ITV's expectations.Documentation for sign-off should be submitted to ITV Connectivity for processing at the production planning stage. Formal technical signoff should be received from ITV prior to entering into any contractual arrangements with third party providers and well in advance of circuits being booked. All live programmes should meet the technical requirements outlined in the document ITV Live Programme Delivery Specification			
7.1	<u>Recording of Live Programmes</u> Production companies producing live programming for ITV are contractually obligated to deliver a recording of the live programme as broadcast on file to ITV after the live transmission.	connectivity@itv.com	Delivery Location: ITV and the Producer must agree in advance whether the Producer shall retain, rather than deliver to Content Delivery, a master recording of the Programme. This agreement should be expressly noted in the contractual paperwork. Delivery Date: The Producer should agree the contractual delivery date of this master

			recording with ITV Connectivity at the live programme planning stage.
7.2	<u>Deliverables for Live Programmes</u> 1 x AS-11 UK DPP File	connectivity@itv.com	Delivery Location: Delivered to Content Delivery Delivery Date: Delivered within 7 days post-TX

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