



**CREDIT RULES**

**March 2024**

# **ITV CREDIT RULES**

## **Introduction**

The aims of the ITV Credit Rules are:

- A. To give recognition on-screen to those who have made a substantial contribution to the making of the programme;
- B. To maximise the available airtime for editorial content;
- C. To facilitate the integration of end credits with ITV Continuity promotions and/or other ITV announcements.

The ITV Credit Rules should be read in conjunction with ITV's End Credit Guidelines (available at [brand.itv.com](http://brand.itv.com)), which refer to the on-screen style required for productions for ITV. Producers are advised to check the Brand site for the latest version.

## **1. End Credits**

1.1 End credits should be cleared prior to delivery with Compliance (or STV Compliance if the programme is an STV production).

1.2 An end credit should generally only be given to a person or company who has made a substantial contribution to the programme.

1.3 A Production Company Credit (PCC) should only appear at the end of the programme, after the end credits.

1.4 Individuals should generally not receive more than one screen end credit. In programmes where a contributor has more than one role, these should where possible be combined into one credit, eg "*written and directed by...*"

1.5 Overseas distributor credits should generally not be included on the PCC, unless the distributor is also a co-producer.

## **2. Opening Title Sequences and Credits**

Opening title sequences and credits may be any reasonable duration, with the approval of the programme's ITV commissioner, and may include the following contributors (by way of example):

- Leading Cast / Featured Stars
- Writer (or episode writer)
- Series or Programme Creator/Deviser (if different from the writer)
- Director of Photography
- Editor
- Executive Producer
- Producer
- Director

## **3. End-of-Parts (EOPs) and Beginning-of-Parts (BOPs)**

EOPs and BOPs are included in the overall programme running time (this does not include the

transmission hold on EOPs). EOPs should be three seconds in duration, with a 10 second transmission hold. BOPs should be three seconds in duration. EOPs and BOPs should signpost clearly to viewers that there is a break in the programme or a resumption of the programme, eg with a title card or title text overlay.

#### **4. End Credits style**

##### **4.1 ITV House style**

For the ITV house style, see the End Credit Guidelines. Compliance with these ITV Guidelines forms part of ITV's General Terms and Conditions for all suppliers of its commissioned programmes.

The producer should seek prior approval for any deviation from the house style of end credits from their ITV Commissioner, Compliance and Marketing/Media Planning/Continuity.

ITV Business Affairs will require written confirmation of any agreed variation, particularly where a contractual term has thereby been varied (eg duration of credits, titles, running time etc).

##### **4.2 Duration**

End credit sequences should be a minimum of 20 seconds, and a maximum of 27 seconds. The Production Company Credit (PCC) should be a maximum of three seconds. Therefore the maximum combined length of end credits and PCC together should be 30 seconds.

##### **4.3 Frame Squeeze**

Producers should be aware that during transmission the end credits sequence may be reduced in size on-screen, to allow Continuity to promote other programmes, channels or other programme related material in the rest of the frame.

##### **4.4 Copyright Notice**

The copyright notice should be placed at the bottom of the last 'page' of name credits (ie the 'page' before the PCC). It should use numbers not Roman numerals, eg 2019. Independent productions can choose to place their copyright notice on the bottom of the PCC slate. The copyright notice should be attributed to the company that originated the programme. Consult your production business affairs advisor in this regard.

##### **4.5 Music**

Music over end credits should be instrumental rather than vocal, in order to avoid a clash with any on air Continuity activity being executed over the end credit sequence. Again, producers should discuss any deviation from this rule in advance with the ITV Commissioner, Compliance and Marketing/Media Planning/Continuity.

##### **4.6 "With thanks to"**

All "With thanks to" credits require the prior approval of Compliance. Where credits are provided in relation to suppliers of goods or services who are supplying at a reduced charge or free to the production, this should be notified to Compliance and advice taken.

#### **5. Programme Related Material (PRM), Helplines and Appeals for Participants**

5.1 The promotion of PRM in continuity over the end credits, should be approved in advance by

Compliance and Continuity. Producers must provide full details of the information and/or visuals required.

5.2 Helplines information, where required, is posted on ITV's advice webpage. A continuity announcement directing viewers to the page over end credits must be approved by Compliance and Continuity in advance.

5.3 Appeals for participants for future programmes or series should generally be included within programme editorial running time, rather than over end credits in continuity.

## **6. Production Company Credit (PCC)**

6.1 The Production Company Credit (PCC) should be depicted as a single full-frame caption, after the credits sequence, following the graphic format in the End Credit Guidelines.

6.2 Any co-production credits must be approved in advance by Compliance.

6.3 An 'IN ASSOCIATION WITH' credit may be acceptable, with approval of Compliance.

6.4 PCCs can feature production company logos.

## **7. Product Placement**

Programmes containing any product placement must signal that placement with the standard "P" logo at the start and end of the programme, and at the start of each part. Two versions of the logo, for use on dark or light backgrounds, are available on Ofcom's website.

The logo must be placed within the 4:3 safe area, static on screen for no less than three seconds, and must follow Ofcom's technical specifications for line height, definition and transparency.

The placement of P logos must be cleared in advance with Compliance. The logo can be placed in any corner of the screen, but must not conflict with other on-screen graphics, logos or text. The lower right-hand corner is the most common placement.

The logo can be included in the programme's name end credit sequence or on the PCC, but Producers should take into account that it must be visible for at least three seconds, and should not appear at a point where the credits could be reduced in size during an end credit promotion.

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