

Delivery requirements for ITV Studios Global Partnerships Limited (“ITV Studios”) Supplementary specifications



This document is a complete guide to the supplementary asset delivery requirements for producers submitting content to ITV Studios Global Partnerships for global distribution. Whether you are UK based or overseas, delivering a version for global distribution, a language version, or a home entertainment version, this document provides the technical delivery requirements for the supplementary spec, which you must fully comply with for each type of deliverable.

To successfully promote and sell your content, it's crucial that ITV Studios takes delivery of all required assets. The marketing assets create the opportunity to make a splash at global sales markets and enable our buyers to create a buzz with their audiences. The production paperwork enables clients to successfully dub and subtitle content, to reach new markets.

For further guidance please email ITV Studios gd-global-operations-group@itv.com or your ITV Studios Operations contact.

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1. Key Points

Assets

Your ITV Studios Global Operations contact is responsible for confirming the required after sales assets.

Upload

Your ITV Studios Global Operations contact will provide you with detailed instructions of where to upload all assets.

Timing

You will need to confirm the delivery schedule for the upload of all assets at both series and episodic level, at the latest two weeks after the main video delivery. If you subsequently realise it is no longer possible to achieve the agreed delivery dates you must inform your ITV Studios Global Operations contact to agree and arrange an alternative schedule. If the original delivery schedule is missed *without* prior warning, ITV Studios may commission any unsupplied asset and charge the cost back to the Producer.

Format

All assets must be delivered in one of the approved formats as outlined in this document. If assets are not delivered in the required formats, redelivery may be requested, or, ITV Studios may recommission the assets and charge the cost back to the Producer.

Naming

All assets delivered to ITV Studios must adhere to the Naming Convention in section 9.

2. Production paperwork

Please upload the production paperwork assets as guided by your ITV Studios Global Operations contact. The Programme name and ITV Production Number must be included within the documents and the ITV Studios file naming convention in Section 9 must be applied.

Synopses

Synopses must be provided at both series and episode level, as below:

1. Short synopsis: maximum 90 characters.
2. Medium synopsis: maximum 180 characters.
3. Long synopsis: maximum 1000 characters.

Running order

An outline of the order in which episodes should be transmitted to be submitted as a word document with corresponding international production numbers .

Time coded post production scripts

These must be fully timecoded and match the international version exactly, including any recaps and teasers if applicable. Scripts 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 messages, 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 sheets

A music cue sheet must be provided for each episode. Corresponding synchronisation licences must be available on request. Where the music cue sheet for the UK version has previously been submitted to ITV Studios, 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.

Credits

Approved beginning (if applicable), and end credit lists must be supplied to include all cast / crew.

Cast Dubbing Stipulations (scripted only)

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

Character descriptions (animation only)

Please provide a document giving a brief description of each character to support with casting for local language dubbing.

Billing blocks

Please provide a billing block for best arrangement of required credits. These may be used for promotional events and press releases.

Censorship, Expletives and Bad Language

Please provide a timecoded censorship list of all expletives within the main body of the video file.

3. Marketing Assets

Scripted content

Title treatment / Programme logo

These assets must be submitted as Encapsulated PostScript (EPS) or .AI files and must match the title treatment submitted on the master video file.

Photography - Episodic images

A minimum of 15 colour images are required *per episode*. Please ensure a varied selection is supplied to best represent the content. Each individual image must be uploaded to the specific episodic folder from which the image originates. For co-productions, a further 5 exclusive images are required.

Gallery images

At least 20 individual and group shots of key cast per series – headshots, three quarter and full length, against white and / or backgrounds captioned with series and actors. Metadata must be included for all images that include copyright and image captions.

Behind the scenes images

A minimum of 10 behind the scenes shots, featuring interesting shots of key cast or studio / set. 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.

Please upload all images in JPG or TIFF format as guided by your ITV Studios Global Operations contact, using the ITV Studios naming convention as explained in section 9. All assets must already be fully approved by all parties and cleared for worldwide use across all platforms. All images must be high resolution, minimum 300dpi.

Promo &/or Clips

A single programme promo or clip from the premiere episode which best showcases the programme. The clip must be no longer than 1 min 30 secs in duration. The music for the promo or clip must be already 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 standard (unless an alternative has been agreed, eg. UHD) specification for the promo or clip 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
- Please provide a script of all dialogue for localisation purposes

Please deliver all video content in **.mov** or **.mp4** format as guided by your ITV Studios Global Operations contact, using the ITV Studios naming convention as explained in Section 9. All assets must already be fully approved by all parties and cleared for worldwide use for promotional and marketing purposes across all platforms.

Electronic Press Kit (EPK) - video content

An Electronic Press Kit is a set of promotional materials packaged together 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 shown in the Promos &/Or Clips section.

Here is an example of the standard EPK package deliverables:

- **Interviews with cast and crew:** 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 duration. 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 duration, fun behind the scenes content with key cast.
- **Scripts & subtitles:** Scripts and subtitles to our specification details for all EPK material.

Please deliver all video content in **.mov** or **.mp4** format as guided by your ITV Studios Global Operations contact, using the naming convention as explained in section 9. All assets must be fully approved by all parties and cleared for worldwide use for promotional and marketing purposes across all platforms.

Non-Scripted content

Key Art

Key Art, also known as the iconic image, is the singular image that best represents your content. Imagine seeing your show on a streaming platform like Netflix or Amazon or a DVD cover, our customers need Key Art to attract your show to viewers. This asset must be delivered as a layered .psd and .png/.JPEG and in portrait and landscape layout with the Title treatment / programme logo included.

*A layered PSD file is where the image and text are on separate layers within Photoshop so that the text can be removed/moved if needed. This can also be broken down into more layers, such as text layer, subject, background, etc. as opposed to a flattened .psd, where you can't edit the image/text separately and it will all appear as one image.

Title treatment / Programme logo

These must be submitted as Encapsulated PostScript (EPS) or .AI files and must match the title treatment that is included on the master video files.

Photography - Episodic images

A minimum of 15 colour images are required per episode. Please ensure a varied selection is supplied to best represent the content.

Each individual image must be uploaded to the specific episodic folder from which the image originates. For co-productions, a further 5 exclusive images are required.

Gallery images

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

Metadata must be included for all images that include copyright and image captions.

Behind the scenes images

A minimum of 10 behind the scenes shots, featuring interesting shots of the studio/set for entertainment and reality, impressive 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.

Please upload all images in JPG or TIFF format as guided by your ITV Studios Global Operations contact, using the ITV Studios naming convention as explained in Section 9. All assets provided must already be fully approved by all parties and cleared for worldwide use across all platforms. All images must be high resolution, minimum 300dpi.

Promo & Clips

A single programme promo or clip from the premiere episode which best showcases the programme. The clip must be no longer than 1 min 30 secs in duration. The music for the promo or clip must be already 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 standard (unless an alternative has been agreed, eg. UHD) specification for the promo or clip 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
- Please provide a script of all dialogue for localisation purposes

Please deliver all video content in .mov or .mp4 format as guided by your ITV Studios Global Operations contact, using the ITV Studios naming convention as explained in Section 9. All assets must already be fully approved by all parties and cleared for worldwide use for promotional and marketing purposes across all platforms.

4. Press and Publicity

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

ITV Studios 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.

5. Localisation

Where the programme is due to be localised into another language ITV Studios require additional assets to be delivered during the post production process to avoid distribution delays.

Shooting scripts

The final version and any associated revisions of the shooting script must be provided as soon as available.

Picture locked scripts

A script created at the picture lock stage of production when all changes to the picture edits have been completed and approved. If any subsequence changes are made, we require a marked up v2 picture lock script.

Picture locked viewing files

Timecode locked picture file/s in QuickTime MOV. H.264 1920 x 1080, 20Mbps format supplied as instructed by your ITV Studios Global Operations contact. This version will be used along with the final shooting script to create a picture lock script, purely for localisation purposes. Any ADR to be included 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.

Cast dubbing stipulations

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

Dubbing guide (animation only)

The Dubbing Guide can be used as a localisation 'model' to guide the dubbing studio through the localisation process. It endeavours to preserve originality of the programme and the brand, to maintain

artistic meaning and integrity of its producers, whilst appreciating the aim of localisation to reach a global audience. The guide will list best practice guidelines for translating key elements of the brand, such as character names, locations, on screen text and episode titles. Following these guidelines will ensure that the brand maintains its essence and key elements across multiple markets.

6. Subtitle files

Please refer to the closed caption and subtitle file specifications listed on the website [linked here](#).

7. 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	Global Partnerships uses the first Silvermouse submission. No new submission required	Create new Silvermouse submission *Please send PDF's of the approved Silvermouse copyright forms to gplegaldeliverables@itv.com
ITV Studios / Off ITV		
3rd party / On ITV		
3rd Party / Off ITV	Create new Silvermouse submission *	

Please send PDF's of the approved Silvermouse copyright forms to gplegaldeliverables@itv.com. 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 the legal team to request a PasC form template. Please notify gplegaldeliverables@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 ITV Studios Global Partnerships Limited as an additional insured. This should be emailed to gplegaldeliverables@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).

The documentation contained in section 7 need to be delivered directly to the legal team via gplegaldeliverables@itv.com

8. 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-EndCredits.

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

Table A

Assets Required	Documents/asset naming convention
End credits	PN-Title-EndCredits
Music cue sheets	PN-Title-MCS
Short series synopsis	SN-Title-ShortSynopsis
Long series synopsis	SN-Title-LongSynopsis
Short episodic synopsis	PN-Title-ShortSynopsis
Long episodic synopsis	PN-Title-LongSynopsis
Episodic running order	SN-Title-RunningOrder
Shooting script	PN-Title-ShootingScript
Post-production script	PN-Title-Script
Subtitle File	PN-Language
Episodic cast list	PN-Title-CastList
Episodic images	PN-Title-Image-01 (etc)
Gallery images	SN-Title-Gallery-01 (etc)
Behind-the-scenes photography	SN-Title-BTS-01 (etc)
EPK	SN-Title-EPK
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-01

9. Document control

Version	Change Summary	Author	Date
2.0	Change to paperwork naming convention requirements.	Monique Richards	9/1/19
3.0	Updating name in all deliverables from ITVSGE to ITV. Studios cohering with the new rebrand. Updated non-scripted asset deliverables. Updated 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
3.2	Contact details updated throughout. Contents configured/updated. Section 8 - Character images added. Key Art added. Episodic images definition updated. Series number amended.	Emma Murphy	25/5/22
3.3	Global Distribution updated to Global Partnerships. Promo/clip added to Contents for Scripted Content (previously missing).	Emma Murphy	4/5/23
4.0	Added timing requirement for file delivery. Updated synopsis to match the metadata standardisation roll out. Added billing block and expletives list requirement. Added script request for all promotional material for localisation purposes. Removed subtitling guidance and replaced with hyperlink to Commissioning Guidance website. Updated legal deliverables contact to gplegaldeliverables@itv.com Updated formatting to match new GP specification formatting guide.	Laurie Snell	10/24