

Virgin Media

Deliverables

New Credit and Presentation
Guidelines 2018



Virgin Media Television

New Credit and Presentation Guidelines

The focus of these new guidelines are as follows:

A. To create standard recognition of home produced content across the Virgin Media Television channels.

B. To establish standard credit lengths, and uniformity while maximising available programme content in the slot/s.

C. To facilitate integration of closing credits with Promotion trailers and/or other Presentation announcements.

The Credit Rules and Presentation Guidelines should be read in conjunction with the End Credits Style Guidelines. This document may be subject to change therefore producers are advised to regularly check for an updated version at www.Virgin Media Television.ie/commissioning/producerguidelines

1. General Principles

1.1 All Credits should be cleared by Virgin Media Television prior to delivery.

1.2 An end credit may be given only to a person or company who has made a substantial contribution to the programme. In the instance where it is intended to credit a company, this needs to be cleared with Virgin Media Television in advance of offering this to the company, to insure all sponsorship guidelines have been adhered to.

1.3 Production Company Credits (PCCs) may not appear at the front of any programme. They should only be placed at the end of the end credits (see sections 4 and 6).

1.4 Overseas distributor credits are not permitted unless the said distributor is also a bona-fide co-producer.

1.5 Individuals should generally not receive more than one separate screen credit. In programmes where a contributor has specific separate roles then these should where possible be combined in one credit, e.g. "written and directed by..."

1.6 No programme content, promos, out takes, etc may appear in the credits.

2. Opening Title Sequences and Credits

Opening titles may include credits, in the case of Drama, at a reasonable duration, to be cleared with Virgin Media Television in advance. Opening titles in relation to all other genres should be a maximum of 20 seconds. Drama-specific opening credits 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 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 (but not the transmission hold on EOPs). EOPs should be 3" (three seconds) in duration, with a 10" (ten seconds) transmission hold. BOPs should be 3" (three seconds) in duration. EOPs and BOPs should be signposted clearly to viewers to indicate that there is a break or resumption of the action with a card or text overlay. For the purpose of clarity, the show logo or brand will suffice here.



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4. End Credits

4.1 Housestyle

The Housestyle for end credits is illustrated below. Producers should note that name credits must always be executed as described in these Rules; if they fail to do so, they may be instructed to re-edit in order to comply, at their own cost.

4.2 Durations

4.2.1 Programmes should have a minimum of 27" (twenty-seven seconds) and a maximum 33" (thirty-three seconds) credits sequence.

This is to comprise of a maximum 30" (thirty seconds) of 'namecredits' followed by a maximum 3" (three seconds) Production Company Credit (PCC). The Virgin Media Television logo will be delivered to the production companies in advance of delivery. This should be added to TX at the end of the show (after credits and production company end board). This Virgin Media Television end board is not included in the running time.

4.2.2 The end-credits for regular daytime programmes should have a minimum of 20" (twenty seconds) of name-credits followed by a maximum 3" (three seconds) PCC or a maximum 33" (thirtythree seconds) credits sequence. This is to comprise of a maximum 30" (thirty seconds) of 'name credits' followed by a maximum 3" (three seconds) Production Company Credit (PCC). Virgin Media Television logo as per clause 4.2.1.

4.3 Cropping & Squeezes

Producers should be aware that upon transmission, the endcredits sequence may be 'cropped' or 'Squeezed' to allow Presentation to facilitate the promotion of other programmes.

4.4 Colours and Fonts

All end credits should have a black background and should use the designated Virgin Media Television font (Arial) in white with the job description in upper and lower case and the name in bold caps.

4.5 Format

4.5.1 Name credits must follow a strict layout in terms of position and type of movement. The continuous name-credits will be depicted as 'page changes' or cut title cards. Rollers or crawlers are not permitted. The text must be centred. A template is provided below that clearly identifies the safe, useable area for name-credits. Animation of credits, or variance in credit font sizes or colour within the body of the credit cards are also not permitted.

4.5.2 The base line (within the 'safe' area) of name-credits will be used for website address. e.g. virginmediatelevision.ie

4.6 Music

4.6.1 The closing theme music must be instrumental rather than vocal, in order to avoid a verbal clash with any Presentation /Promotion activity being executed alongside the credit sequence. Any exceptions must be approved in advance by Virgin Media Television.

4.6.2 Music may continue throughout the entire credit sequence including the PCC.

4.7 "With thanks to"

All "With thanks to" credits require the prior approval of Virgin Media Television. Particular care must be taken over credits provided in respect of goods or services offered free or at a reduced charge to the production, and advice should always be taken from Virgin Media Television in this regard.

4.8 Creative Treatment

4.8.1 Virgin Media Television shall have the right of approval over creative treatment, editorial and functional aspects of the credits. The producer should seek prior approval for any deviation from these Rules in this regard in the first instance with the Commissioning Editor.

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5. Programme Related Material, Helplines and Appeals for Contestants

5.1 Any request for promotion of programme-related material or helpline information over end credits must be requested two weeks in advance of TX.

5.2 Appeals for contestants should be included within editorial time, not over end credits, and placed at the end or the start of an internal part.

6. Production Company Credit (PCC)

6.1 The Production Company Credit (PCC) should be depicted as a single full – frame caption, after the completion of the name-credits sequence and can reflect the production company’s corporate livery.

6.2 Co-production credits should be approved by the Virgin Media Television.

6.3 An ‘IN ASSOCIATION WITH’ credit is within the discretion of Virgin Media Television.

6.4 PCC’s can feature production company logos but they should be no more than 3 seconds long and mute. These can be non-animated. Logo resolves and subtle animations are permitted.

7. Virgin Media Television Presentation Guidelines

7.1 Presentation may wish to superimpose graphic text to include the station bug, or additional promotional content) in the top-left and/or top-right corner of the frame, upon transmission. Therefore, Producers must avoid using these areas of the screen for any graphics, icons or logos, etc.

7.2 Website references: When presenters or voice-over artists refer to website addresses, they should conform to standard broadcast practice. That is to say that Virgin Media Television does not refer to “www” and the symbol ‘ / ’ is referred to as “slash”.

7.3 Presenters of live programmes should, where possible, mention the programme that follows, in an attempt to hold the audience across the programme junction.

7.4 Presenters should not use “after the break” terminology. By doing so, it is an encouragement to the viewer to channelhop. Instead ‘teaser’ phrases such as “coming up...” or “in just a moment...” create more immediacy and do not give such a strong signal to the viewer that it is safe to look elsewhere. Presenters should not use ‘time’ references such as “see you in three”.

7.5 Next Episode Promotions for Peak-time Programmes:

7.5.1 Internal Promotions: The Producer may choose, where appropriate, to include a “teaser” promotion for the next episode of the series or a recap for the previous episode. These should be highlighted through script with terms such as ‘Previously’ or ‘Next time’. These internal promos should not allude to time (e.g. next week / last week), and are included in the overall running time of the show. These promotions should be no more than 20” (20 seconds).

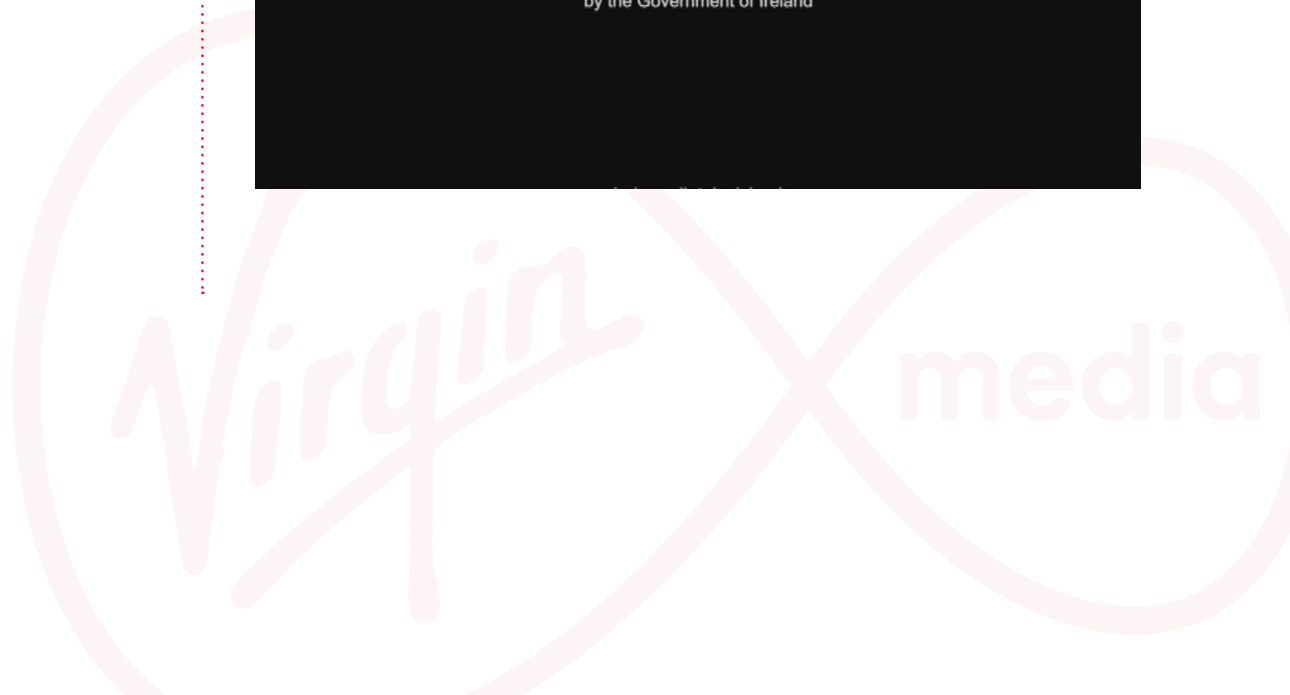
7.5.2 Recap Promotions: For drama series, a short recap (the duration of which is at the Producer’s discretion) should feature at the start of each episode (from episode two onwards) with the supplied caption “Previously....” This caption is to be held throughout the recap sequence. Soap-style drama serials will not generally be required to provide recaps.



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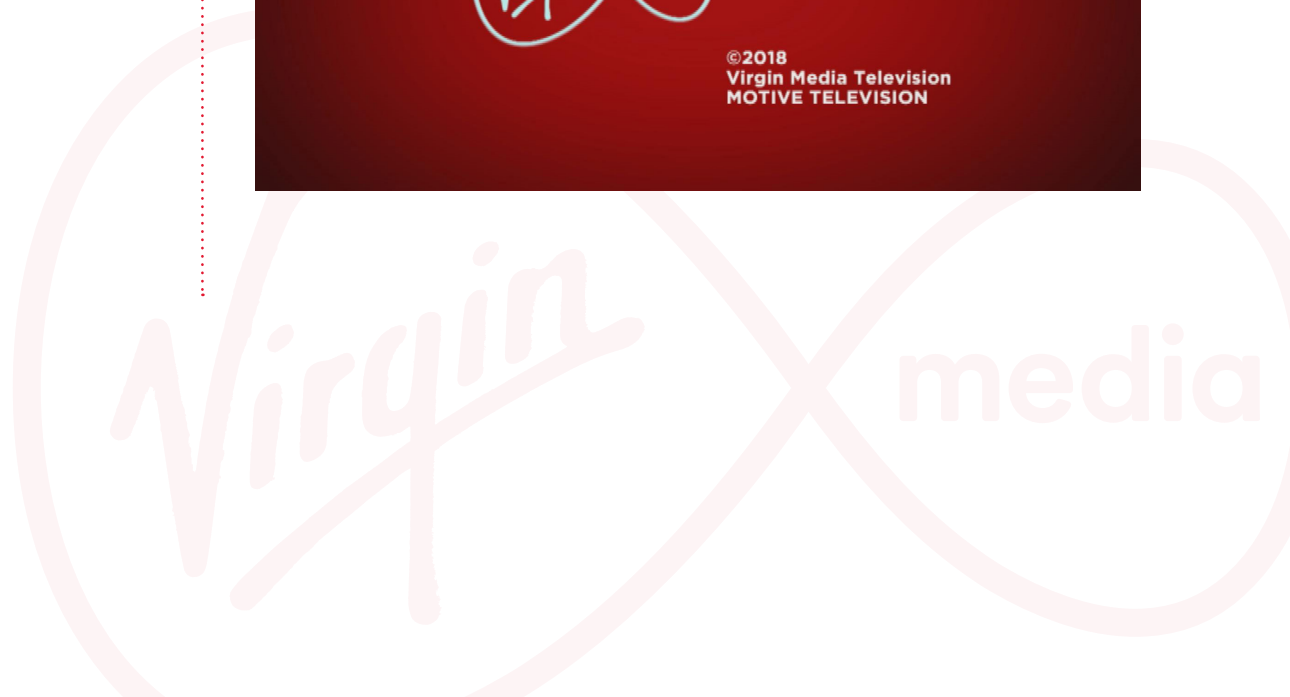
End Credit Style Guide - See sample below



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End Credit Style Guide - See sample below



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Safe areas and set up for end credits

