

DNI END CREDIT GUIDELINES

Programme Credits

- **20 SECONDS IN DURATION.**
 - **CREDITS TO BE EMBEDDED AS SEPARATE CARDS OVER CONTENT, GRAPHICS OR BLACK, WITH NO DIALOGUE/NARRATION. FORMAT MUST BE APPROVED BY NETWORK EP & PMD.**
 - **TEXT SHOULD BE CLEARLY LEGIBLE, AND JUSTIFIED TO THE CENTRE OF THE SCREEN.**
 - **25 FRAME FADE TO BLACK FOLLOWING CREDITS THEN ONE SECOND OF BLACK.**
1. Credits must adhere to Ofcom guidelines (www.ofcom.org.uk).
 2. Discovery must approve all credits.
 3. Any person/location/service who have been paid or given a visual/verbal credit during the programme should not appear in the "With thanks" credit.
 4. No-one should be credited twice on screen. In certain cases several functions can be credited (e.g.. Written and directed by....) in a single caption, but the name should not appear more than once.
 5. In general, OBs, studios and post-production facilities, suppliers of single-camera units or VTRs should not be credited.
 6. Sponsor credits require Discovery's prior written approval.
 7. Discovery **no longer allow an end credit logo** unless agreed in your contract.

If you have any further queries please call the network Executive Producer or Programming Associate.

Production Company Credits

IT IS ESSENTIAL THAT YOU REFER TO YOUR PRODUCTION CONTRACT FOR CONFIRMATION OF DISCOVERY ENTITY FOR CREDIT AND COPYRIGHT NOTICE.

The production company name should not appear at the beginning of a programme but only in agreed format in the end credits.

Copyright Notice

The copyright format is as follows:

@[Date to be in Roman Numerals] [Name of Copyright Holder]

The copyright text should be the last line of the credits.

Suggested Credit List

PROGRAMME TITLE

With Thanks To

NARRATOR/PRESENTER

WRITER

COMPOSER

GRAPHICS

DUBBING MIXER

ON LINE EDITOR

EDITOR

SOUND RECORDIST

CAMERA

PA/CO-ORDINATOR

PRODUCTION MANAGER

RESEARCHER

ASSISTANT PRODUCER

PRODUCER

*FOR DISCOVERY: (on one card)

Commissioning Editor

Executive Producer

Director of Production Management

Programming Associate

EXECUTIVE PRODUCER

DIRECTOR

**Please discuss required Discovery credits with your Programming Associate, as they will vary depending on the production.*