

WARNER BROS. DISCOVERY - GUIDELINES FOR CREDITS

Program Credits

Must be a minimum of 20 seconds, maximum of 25 seconds in duration, inclusive of the end board

Music should be instrumental only with no voice over

Text should be clearly legible, and justified to the centre of the screen.

Must include a 3 second Warner Bros. Discovery + end board: https://drive.google.com/file/d/1mrbjfn6ftR4ucf5T0iD0Fz-o3T_5IH2/view?usp=sharing

25 frame fade to black following credits then one second of black.

1. Credits must adhere to the relevant NICAM & BLM guidelines - <https://nicam.nl/en/> <https://www.blm.de/en/structure/licensing.cfm>

2. Warner Bros. Discovery must approve all credits - please send to your Deliverables Coordinator - rebecca_joseph@discovery.com or olimpia_johnstone@discovery.com

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 Warner Bros. Discovery's prior written approval.

7. Warner Bros. Discovery does allow an end credit logo but it must be non-animated

Production Company Credits

IT IS ESSENTIAL THAT YOU REFER TO YOUR PRODUCTION CONTRACT FOR CONFIRMATION OF WARNER BROS. 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 on the end board: https://drive.google.com/file/d/1mrbjfn6ftR4ucf5T0iD0Fz-o3T_5IH2/view?usp=sharing

The copyright text should be the last line of the credits, at the bottom of the endboard.

Copyright Notice

The copyright format is as follows:

© [ROMAN NUMERAL YEAR] Warner Bros. Discovery, Inc. or its subsidiaries and affiliates.

Suggested Credit List

***FOR WARNER BROS. DISCOVERY: (on one card)**

Executive Producer

NARRATOR/PRESENTER
WRITER
COMPOSER
GRAPHICS
DUBBING MIXER
ONLINE EDITOR
EDITOR
SOUND RECORDIST
CAMERA
PA/CO-ORDINATOR
PRODUCTION MANAGER
RESEARCHER
ASSISTANT PRODUCER
PRODUCER
EXECUTIVE PRODUCER
DIRECTOR

*Please discuss required Warner Bros. Discovery credits with your Deals and Deliverables Coordinator, as they will vary depending on the production.