

WARNER BROS. DISCOVERY - GUIDELINES FOR CREDITS

Program Credits

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

Must be on cards over black

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/1mvbjfn6ftR4ucf5T0iD0Ffz-o3T_5IH2/view?usp=sharing

25 frame fade to black following credits then one second of black. **IMPORTANT NOTE:** Do not include one second of black in metadata when uploading to the Portal.

1. For the UK credits must adhere to Ofcom guidelines - www.ofcom.org.uk

2. Warner Bros. 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 Warner Bros. Discovery's prior written approval.

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

Albert Logo Guidelines (UK only)

If certification has been confirmed by Albert for your production, please apply Albert Certification logo (still image only) in the bottom left hand corner of the Warner Bros. Discovery endboard.

Trademark Guidelines

If applicable: If using a trademark notice in conjunction with the discovery + end card, it should read:

discovery + is a trademark of Warner Bros. Discovery, Inc. or its subsidiaries and affiliates. All rights reserved

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.

Copyright Notice

The copyright format is as follows:

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

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
ONLINE EDITOR
EDITOR
SOUND RECORDIST
CAMERA
PA/CO-ORDINATOR
PRODUCTION MANAGER
RESEARCHER
ASSISTANT PRODUCER
PRODUCER

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

Commissioning Editor
Executive 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.