delivery + credits guidelines: long form + mid-form content

Please refer to the Discovery Production Guide and Global Technical Specifications in the Producer's Portal for all video, audio and graphic technical and delivery guidelines. Detailed Magnolia Network clocks can be found on the Producer's Portal, or in this guide.

- FADE OUT IN AND OUT OF ACTS: Add a 1 second/24 frames fade in and out of all acts.

- When a show has been delivered please email your Executive, PMD contact and Craig_Brackett@discovery.com to make them aware. Please also include a reference screener of your final delivered program with no burn-in timecode to PR specific tech specs and upload to the press screeners folder.

- If you have a technical question about delivery please email your Executive and production_ops@discovery.com so we can help.

long form

- One Program Master is required for delivery.

    ◦ One Program Master with credits over last :16 of content (over picture) delivers to GENERAL case.

- Content SNAP-INS, if required, are due for review and approval at the Fine Cut Stage. Deliver approved and final SNAP INs w/slates to the portal.

mid form

- One Program Master with credits over last :16 of content (over picture) delivers to GENERAL case.

magnolia workshop content

- One Program Master delivers to GENERAL case in the Producer's Portal. No credits on this content. This content has a logo card with copyright at the end of the content after a dip to black. See visual example on Page 35 . Your exec can share graphic element for logo resolve.

DIY legacy titles credit format

As of October 1, 2022, DIY Legacy titles should adopt the Magnolia Network Originals credit guidelines, including the PE credit and Magnolia copyright (see p.34 for example). Only ONE master with :16 of credits over content is required. Please follow the guidelines below for the linear master credits.

credit guidelines

credit font and placement
- Job Title – Recoleta medium, point size 20, sentence case, tracking 40, hard return between sections
- Person's name - GT-Walsheim bold, point size 20, all caps, tracking 280pt, first-line leading 30pt & body 26pt
- Both lines will have a 2 point black shadow when over content. Fonts will be 100% white. • We keep the credits on the left two-thirds of the screen to avoid network bugs.

copyright, last card
- Font: GT-Walsheim medium (size 20)
- Both lines will have a 2 pt shadow. Fonts are 100% white.
- Flush left similar to credits

PRODUCED BY [Production Company] FOR MAGNOLIA NETWORK
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long form credits

- Program Master

    - :16 embedded credits over content. Copyright included.
    - 8 cards total. Each card must stay on screen for :02

mid form

- Program Master

    - :16 embedded credits over content. Copyright included.
    - 8 cards total. Each card must stay on screen for :02

sample credits over content (position reference)

Executive Producers
JARRETT SAMBO
ARIC SAFERSTEIN

Executive In Charge of Production
CARLY DUNCAN

Credit details/notes:

- If any special full-screen credits are required (with pre-approval), they will be part of the delivered program and fit within the program clock.
    ◦ This special credit must fall within the credit time OR may add :02 to the embedded credits if needed and if approved.

- Special Thanks credits are not allowed unless approved **during production period** by network Executive.

- Contact information and/or websites may not be included in the final credits.

- No company logos of any type are allowed in Magnolia credits. This includes the Magnolia Network logo, production company logos and/or any other 3rd party company associated with the program.

- No more than two category headings per card and no more than three names per category.

- The programming Executives for Magnolia should be credited as:
    - For Magnolia Discovery Ventures, LLC
    - First and Last Name
- This credit should appear before the Copyright card but on a different card than the copyright.

- Email your draft credit list to your Magnolia production team for approval (cc: PMD). Once the credit list is approved, upload to the Producer's Portal. Please include the credits to spec in your Picture Lock of shows for EP review.

- If the project is a Commission, and the Joint Venture retains International rights and/or delivers in anamorphic format, the producer still needs to deliver an end credit snap-in separately.

- LONG FORM LINEAR VERSION ONLY: In the event that the final :16 seconds of program time is sensitive or inappropriate for embedded credits, the production company can request network permission for the final credits to commence up to 1:00 minute prior to the end of program time in order to accommodate the embedded credit guidelines.

Social content and "magnolia workshops" logo and copyright end card
Social and Workshops content does not deliver with credits. Add a Magnolia Logo end card after a dip to black at end of content. Ask your Executive for the graphic with a moving resolve. Copyright should be on lower third of screen and with these details:

- Font: GT-Walsheim medium
- Color: 100% white
- Placement: Centered, bottom of frame (within our title safe guidelines as stated below. • Must fall within TSV6 Text Protected Area (Pg7 for 16x9s, Pg14 for 1x1s and 9x16s) to avoid TE failures.
- TSV6=Tech specs version 6 – All vendors with active projects in portal have access
- Size: 22px