

# **Super Tease & Next On Teases**

Editorial Guidance + Deliverable Requirements



## Key content steers from ID President:

- Need **escalation** in the last 20-30 secs of Super Teases
- Don't always have to be so literal to series
- Take artistic liberties: *for ex. strobe the footage to make it choppy*
- Make it clippy & hyperbolic
- OK to keep the viewer guessing and be mysterious about the story and what's actually going on
- If the viewer is disappointed with a future ep after seeing the tease, that's OK!
- Don't necessarily have to tell the full story, **focus on what will get the viewer to come back**
- Sometimes it's better to convey the organizing principle/conceit of the show rather than trying to cover all of the individual stories (see *Death by Fame ST*: <https://app.frame.io/presentations/2d7328a2-41e5-4e99-8847-288719263bf7>)
- What are we selling in a given season? New series will need to sell something more/different than an established one, which might be focused on emotional breadth over show's conceit

# Super Tease: General Guidance & Requirements

- **All materials must be cleared for press, promotional and social media use in all media, all markets worldwide, in perpetuity, or as required in the contract.**

- TRT - 1:00

- **\*Important distinction:**

**A Super Tease for a Limited Series “doc-buster” = a series with one single overarching story (premiering over 2-3 consecutive days/nights) has different requirements from a Super Tease for a series with stand-alone episodes covering separate cases throughout.** Continue onto additional slides for further guidance.

- Expect RC/FC/PL reviews, with standard turnaround time for notes.
- Final version upload to the portal shall follow Program Master File technical specifications.
- **Final version to deliver:**
  - 1) to the portal under the premiere episode → Teases/Promos category, and
  - 2) additionally, to the show frame.io folder → **super tease subfolder**
- Can deliver after the masters have delivered, and up to 1 week in advance of premiere (but earlier is ideal).

*[ID internal editor will attach the Super Tease to the end of the premiere ep / last Night 1 ep after final master & ST deliveries.]*

# Super Tease Guidance **specific to series with stand-alone eps**

covering separate cases throughout the season run (ex: 6x60s, 8x60s, 10x60s)

- Extended promotional content for the series as a whole.
- Features the best and most salacious bites/scenes/images from upcoming episodes, but no material from the premiere episode.

## LAYOUT

### Series Title Treatment

- “THIS SEASON ON” text above the title graphic / series title
- + a narrator stating the words shown (if series has a narrator)
- 3 seconds max

### Series Content

- Compilation of scenes per previous instructions
- 57 seconds max
  
- No title end card needed / end on content



# Super Tease Guidance **specific to Limited Series “doc-busters”** = a series with one single overarching story (ex: 3x60s, 4x60s and 5x60s) premiering over 2-3 days/nights

- Extended promotional content for what the audience can expect to see in the day/night 2 episode(s).
- Features the best and most salacious bites/scenes/images from upcoming episode(s) in night 2, but no material from the night 1 episode(s) (or night 3 episode(s), if applicable).
- If there are 2 episodes premiering on day/night 1, the final/approved version portal upload should go under episode 2.

## LAYOUT



### Limited Series (“doc-buster”) Title Treatment

- “NEXT TIME ON” text above the title graphic / series title
- + a narrator stating the words shown (if doc-buster has a narrator)
- 3 seconds max

### Night 2 content only

- Compilation of scenes per previous instructions
- 57 seconds max
  
- No title end card needed / end on content

# Next on tease(s): General Guidance & Requirements

- **All materials must be cleared for press, promotional and social media use in all media, all markets worldwide, in perpetuity or as required in the contract.**
- TRT - :20
- **\*Important distinction:**  
**Most required next on teases will be for series with stand-alone episodes covering separate cases throughout the run. However, a next on tease for a Limited Series “doc-buster” will be required in the instance of a premiere drop over 3 consecutive days/nights (ex: a 5x60).** Continue onto additional slides for further guidance.
- Expect RC and FC approvals with standard turnaround time for notes.
- Final version uploads to the portal shall follow Program Master File technical specifications.
- Final versions to be delivered to the portal to the **Teases/Promos category**.
- Can deliver after the masters have delivered, and up to 1 week in advance of premiere (but earlier is ideal).

*[ID internal editor will attach tease(s) to episodes based on air order/premiere plan, after master and tease deliveries.]*

# Next on teases Guidance **specific to series with stand-alone eps**

- Next on teases are required for the third episode in the air order through the finale episode.
- **Upload each tease under the episode featured in that next on tease.**  
For additional clarity: don't think about air order when uploading the teases.  
Example: a tease of content from episode **2** should be uploaded under episode **2**.

## LAYOUT

### Series Title Treatment

- “ON THE NEXT” text above the title graphic / series name
- + a narrator stating the words shown (if series has a narrator)
- 1-2 seconds max

### Episode Content

- Compilation of scenes per previous instructions
- 18 seconds max
  
- No title end card needed / end on content



## **Next on tease Guidance specific to Limited Series “doc-busters”:** ***needed only in the instance of a 3 day/night consecutive premiere (ex: a 5x60)***

- Extended promotional content for what the audience can expect to see in the day/night 3 episode(s).
- Features the best and most salacious bites/scenes/images from upcoming episode(s) in night 3, but no material from the nights 1&2 episode(s).
- If there are 2 episodes premiering on day/night 1, and 2 episodes premiering on day/night 2, then final/approved version portal upload should go under episode 4.

Graphic example – same “NEXT TIME ON” messaging as Super Tease:



### **LAYOUT**

#### **Limited Series (“doc-buster”) Title Treatment**

- “NEXT TIME ON” text above the title graphic / series title
- + a narrator stating the words shown (if doc-buster has a narrator)
- 1-2 seconds max

#### **Night 3 content only**

- Compilation of scenes per previous instructions
- 18 seconds max
  
- No title end card needed / end on content



**Thank you!**

**ID Production**

