ID Supertease/Next Ons

Updated 1/12/24

Deliverable Guidance: 60-second Super Tease

- Extended promotional trailer for the series as a whole. Features the best and most salacious bites/scenes/images from upcoming episodes (but no material from first episode to air).
- **All materials shall be cleared for press, promotional and social media use in all media, all markets worldwide, in perpetuity or as required in the contract.**
- Super Tease can deliver after the Premiere Episode Master delivers, as directed by EP Team once premiere episode is determined.
- Expect 2 cut reviews (RC and FC) with standard turn-around time for notes.
- Max TRT 1:00
- File shall follow Program Master File technical specifications.
- Deliver as a separate file to Producer's Portal to the episode designated as premiere. Premiere Episode # > Media > Teases/Promos/Trailers (see slide 5 for further guidance on where to deliver and confirm deliverable category with your EP/CP team).
- Discovery editor will add the Supertease to the end of the premiere episode for the broadcast (see slide 5 for examples of how these elements will air for the broadcast).

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Deliverable Guidance: 20-second Next Ons

- Teases for following week's episode, "seamed" to masters by ID after delivery. Next Ons are required for the third episode in the air order through the finale episode (see slide 4 for examples of how these elements will air for the broadcast).
- **All materials shall be cleared for press, promotional and social media use in all media, all markets worldwide, in perpetuity or as required in the contract.**
- Next On segments can deliver <u>after</u> the masters have delivered as directed by EP Team.
- Expect RC and FC approvals with standard turnaround time for notes as direct by the EP Team.
- Max TRT :20
- File shall follow Program Master File technical specifications.
- Deliver as a separate file to Producer's Portal. Upload to the episode promoted in that Next On > Media > Teases/Promos/Trailers (see slide 5 for further guidance on where to deliver and confirm deliverable category with your EP/CP team).

Key Takeaways from ID President:

- Need **escalation** in the last 20-30 secs of STs
- 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*)
- 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

Deliverable Guidance: 60-sec Super Tease & 20-sec Next Ons cont'd.

WHERE TO DELIVER

Supertease: deliver as a separate file to Producer's Portal, to the episode designated as premiere. Premiere Episode # > Media > Teases/Promos/Trailers (confirm deliverable category with your EP/CP team as category names may vary under your program).

Next Ons: deliver as a separate file to Producer's Portal. Upload to the episode promoted in that Next On > Media > Teases/Promos/Trailers (confirm deliverable category with your EP/CP team as category names may vary under your program).

HOW THESE WILL BROADCAST

Episode	+	Tease Element Added to Master for Broadcast (and where to deliver the tease)
Premiere	+	Supertease (supertease delivers to Premiere ep > Case Trailers > Program Master File)
Second in air order (and so on)	+	Next On for third episode in air order (this tease delivers to Third ep in air order > Case Trailers > Teases/Trailers)
Penultimate in air order	+	Next On for finale (finale tease delivers to Finale ep > Case Trailers > Teases/Trailers)
Finale	+	N/A, no tease airs after finale episode

Supertease (:60 second TRT) Layout

Episode Content
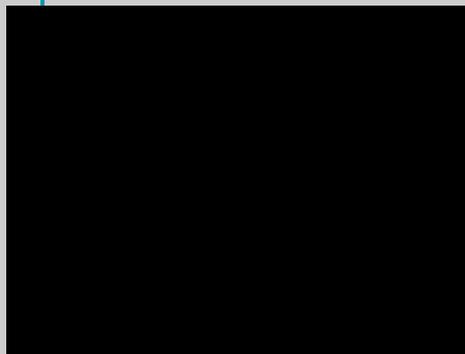- Compilation of scenes per previous instructions
- 56-57 seconds MAX

Series Title Treatment
- "*This Season On SERIES NAME*"
- Narrated or Unnarrated (depending on if you have a narrator)
- 3 seconds MAX

Next On (:20 seconds TRT) Layout

Episode Content
- Compilation of scenes per previous instructions
- 18 seconds MAX

Series Title Treatment
- "*Next Time On SERIES NAME*" or "*Next (DAY) On SERIES*"
- Narrated or Unnarrated (depending on if you have a narrator)
- 1-2 seconds MAX