This document explains Discovery's requirements for textless video delivery to Discovery's production partners.

Receiving the right textless elements is critical to Discovery's content chain as the company distributes programs around the world in dozens of different languages. Good textless elements allow Discovery to quickly and easily create high-quality versions of programs in local languages. Missing or improperly formatted textless elements cause production delays and hold up payments to Discovery's production partners.

HOW TO DELIVER TEXTLESS OR CLEAN ELEMENTS

Production partners deliver textless elements in one of two different ways: using textless clean cover shots or providing a complete textless master. In a textless clean cover shot delivery the production partner provides a texless copy of every shot in the program that included any text elements, including numbers. This includes lower thirds, program opening sequences, maps, and credit beds. The contract for each program will list which type of textless delivery Discovery requires for that program.

Production partners must deliver textless material through the Discovery Producer's Portal. Deals/Projects within the Producer's Portal may have one or more textless deliverbles (textless material, textless snap-ins, etc). Production partners must always deliver textless matieral as separate files, never attached to the program master file.

Discovery now uses machine-learning-based tools to evaluate textless clean cover shots. To help these tools work effectively and avoid QC failures, production partners must include two seconds of black between each clean cover shot included in the file.

Each textless clean cover shot must run from video cut to video cut. If another video transition type is used on either side of the texted shot the production partner must extend the clean cover shot to the closest cut on both sides.
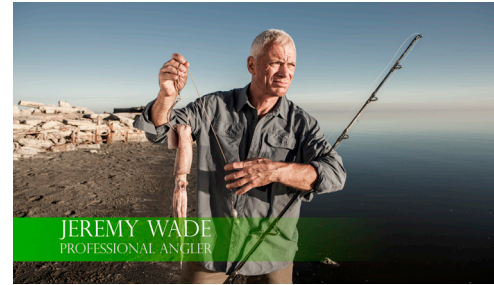
Textless clean cover shots and textless masters must be fully color graded to match the original texted program. Textless masters must also include the full program audio. Discovery does not require textless clean cover shots to include audio.

Discovery also requires production partners to deliver clean elements for shots that contain blurring or concealment, unless that blurring is needed to honor contracts or protect confidential information.

LOWER THIRDS

Discovery requires textless clean cover shots for all lower thirds and other identifiers in the program. Textless cover shots must not include any banners or other graphical treatment for lower thirds. Those empty banners or treatments must be provided on the program or series graphics master, a separate deliverable.

EXAMPLE OF A TEXTED LOWER THIRD

JEREMY WADE
PROFESSIONAL ANGLER

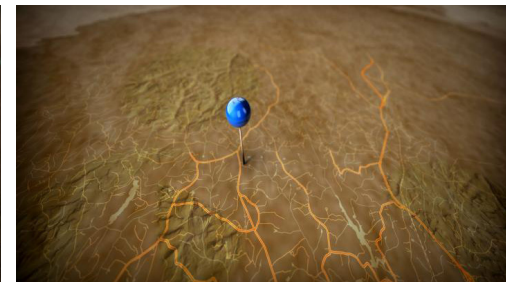### GOOD TEXTLESS LOWER THIRD

MAPS

Discovery requires textless clean cover shots for all maps. Textless maps must not include any place names or other text features.

EXAMPLE OF A TEXTED MAP GRAPHIC

GOOD TEXTLESS MAP GRAPHIC

PROGRAM OPENS AND BUMPERS

Discovery requires textless clean cover shots for all program opens. Cover shots for opens should provide as complete a backplate as possible when all text layers are removed.

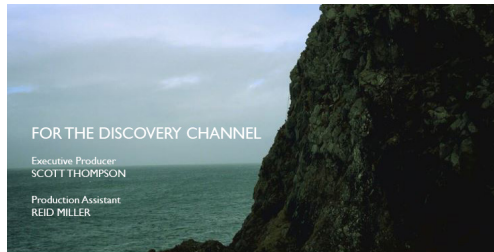### EXAMPLE OF A TEXTED OPEN

THE MIND OF A MURDERER

GOOD TEXTLESS OPEN

CREDIT BEDS

Discovery requires textless clean cover shots for all credit beds,including embedded credit beds (credits running over the last portion of the program video).

EXAMPLE OF A TEXTED CREDIT BED

FOR THE DISCOVERY CHANNEL

Executive Producer
SCOTT THOMPSON

Production Assistant
REID MILLER

GOOD TEXTLESS CREDIT BED