

## BBC Branding Guidelines for Third Party Broadcasters and Platforms

With BBC content available on multiple platforms & broadcasters in the UK and across the world, it is vital that audiences can always attribute that content back to the BBC. Wherever and whenever the audience watch a programme, they need to see that it was commissioned & created by the BBC. This requires the BBC to be consistent with the way branding is applied to all BBC content. We recognise that independent producers play a key role in securing this attribution through their distribution and co-production deals and other licensing arrangements. These branding guidelines recognise that co-producers' branding on a BBC Commissioned Co-Production will form part of a bespoke negotiation and allow for the Producer/Distributor to exercise some discretion but seek to provide clarity for all producers, co-producers and distributors of BBC content with third party platforms and broadcasters and set out the BBC branding requirements the BBC expects the producer to secure.

BRANDED ITEM	PRE-SALES, ACQUISITIONS & TAPE SALES		
Territory	UK (BBC PS)	UK (excluding BBC)	ROW
Pre-selection thumbnail and/or Programme page	N/A	BBC blocks logo	BBC blocks logo required if any other pre-selection thumbnails carry third party logos
	N/A	BBC blocks logo	BBC blocks logo required if any other programme pages carry third party logos
Opening BBC sting	N/A	BBC animated sting	BBC animated sting
			and/or <i>'BBC Presents'</i> or <i>'In association with BBC'</i> text credit on standalone card in no less than second position
Production End Card Credit	"For BBC [logo]"	"For BBC [logo]"	"For BBC [logo]"
	As per Commissioning Specification	As per Commissioning Specification	As per Commissioning Specification
CO-PRODUCTIONS			
Territory	UK (BBC PS)	UK (excluding BBC)	Co-Producer Territories (excluding UK)
Pre-selection thumbnail	N/A	BBC blocks logo	N/A
Programme page	N/A	BBC blocks logo	N/A
Opening BBC sting	N/A	BBC Animated Sting	BBC Animated Sting
Opening Presentation Credit	N/A	<i>'BBC Presents'</i> in association with [Co-Producer] in standalone card	And/or <i>'In association with BBC'</i> text credit on standalone card in no less than second position
			<i>'BBC Presents'</i> or <i>'In association with BBC'</i> text credit on standalone card in no less than second position
Production End Card Credit	"For BBC [logo]" Or as per Commissioning Specification	"For BBC [logo]" Or as per Commissioning Specification	"For BBC [logo] & Co-Producer [logo]" Unless otherwise agreed
			"For BBC [logo]" Unless otherwise agreed

The size, type and duration of the BBC credit shall be in all ways identical to and no less prominent than that used for any other company accorded a text presentation credit.

Please note for the "and/or options" above the BBC's preference would always be to secure, in order of preference, both the BBC animated sting and the BBC presentation credit branding wherever possible to ensure maximum attribution to the BBC. For the further avoidance of doubt, where any other companies receive a presentation credit the BBC should also always receive one (again preferably in addition to the BBC animated sting).

## Further guidance

### Pre-sales

If a pre-sale is agreed with a third-party co-producer following signature of the Programme Production Agreement, and the BBC recognises that a significant co-producer third party (as defined below) will have an expectation of branding, the BBC Business Affairs Manager will discuss with you and it may be appropriate for the branding guidance applicable for co-productions above to apply.

### Co-producers

For the purposes of these guidelines, a “co-producer” is defined as a suitable party who is granted broadcast rights in the Programme in exchange for funding under a binding agreement and is:

- Contributing a significant proportion to the budget (all production funding should be discussed at the outset with the BBC Business Affairs Manager, it being acknowledged that the BBC considers contributions of at least 15% of the budget to be significant enough to warrant co-producer status for these purposes)
- Investing prior to approval of the fine cut and taking on editorial risk; and
- Taking on demonstrable financial or business risk by cash flowing its contribution to the budget

All prospective production funding should be declared and discussed at the outset of production (or, in the case of later funding, at the earliest opportunity) with the BBC Business Affairs Manager.

### Acquisitions, Tape Sales and Pre-sales

The BBC will consider all third parties who do not meet the definition above of “co-producer” to be licensees.

### Use of the term “Original”

Third party platforms and broadcasters have used the word “Original” to mean original in their territory rather than necessarily as an original commission. **It is imperative that BBC programming is not called Original by any other party in the UK** as it is confusing to the audience and weakens the BBC brand association with the programme.

Further risk of confusion occurs when third party platforms and broadcasters then seek to promote programming on social media as “Original” and this is not geo-locked to their territory.

Producers and distributors should consider how the use of “Original” branding on any acquired BBC programmes ex-UK (and their subsequent promotion) may risk undermining proper attribution to the BBC as the original commissioner of the programme and the value of the BBC investment. Such use of “Original” by licensees should therefore be determined at the Producer’s discretion balancing the value of the sale against the importance of fair attribution to the BBC as the originating broadcaster.

The overarching principle of the guidelines around use of the term “original” is to ensure the role of the BBC as the primary commissioner is undiluted to the audience in the UK.

	Licensee – UK	Licensee – ROW	Co-Producer - UK	Co-Producer Territory (ex UK)
Use of “Original” branding <b>on</b> the Programme	Not permitted	Exceptional use only (e.g significant pre-sales)	Not permitted	Permitted
Use of “Original” in <b>promotion</b> of Programme	Not permitted	Not permitted, unless agreed by the BBC and, then must be geo-locked from UK and BBC may require agreed attribution	Not permitted	<b>Permitted but must be geo-locked from UK unless otherwise agreed with Producer/BBC in PPA</b>

For more guidance on social media promotional activity see the [Social Media Guidelines](#) page.

For access to the BBC branding assets please email [BBC brand support](#) with the following information:-

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Production Company:

Name of Production:

Asset required (**Choose one or both of following options**): Static BBC Logo and/or Animated BBC Sting

BBC Business Affairs contact: