

BBC Programme delivery items – September 2025

Find your [BBC programme delivery contact](#).

During production

Asset	Delivery details and destinations
Facilities House Letter (not required for Children's)	Email to BBC business affairs contact. On BBC approved template: Download template (Word) Scan of signed BBC approved template via email required at approval of rough cut stage (or fine cut for drama, comedy and entertainment).
Publicity stills caption list	To be delivered to BBC Pictures two months prior to the programme delivery date with stills. Email with the accompanying publicity stills to BBC Picture Desk . Or For Children's, please send to your BBC Asset Delivery Co-ordinator via the Children's Asset Library Media Shuttle . Required no later than 10 working days prior to the programme delivery date. On BBC approved template (Excel)
Publicity stills	The final, full edit of programme stills must be delivered to BBC Pictures two months prior to the programme delivery date. Delivery can be via www.dropbox.com , email, post or Media Shuttle. Or For Children's, please send to your BBC Asset Delivery Co-ordinator via the Children's Asset Library Media Shuttle . Please contact BBC Picture Desk or the press office of the Nation concerned for delivery details. If the nature of the programme means delivery requirements unrealistic please agree an alternative with the BBC. Please see the Stills page of the Production and delivery website for further details about delivery methods. See requirements for specific genres below:
Publicity stills: Factual (when relevant to the commissioning genre) Unless otherwise agreed with a BBC Pictures representative you are required to deliver:	

Iconic/key art photography

- A least 1 iconic image that best represents the whole series. The iconic image/key art should work in both landscape and portrait format. If this image is a Digital Artwork then a layered file must be provided.
- Gallery or special shots that are generic in nature of all major contributors/presenters. 5 per contributor/presenter ideally.
- Minimum digital file size 60MB uncompressed – images should be supplied as JPGs.
- RAW versions may be required.

Unit photography

A selection of between 10 and 20 varied stills to include:

- a selection of key moments/action points, characters, presenters and key relationships – in a mix of portrait and landscape format. These should capture key contributors/presenters in moments that are ideally intriguing, informative, and engaging.
- Action shots should clearly display the face(s) of all main characters.
- Stills should include main contributors and presenters, individually and collectively, within settings that are relevant to the show/series.
- A selection of behind-the-scenes shots (5 or so ideally depending on series)
- In order to select preferred stills, the BBC shall have access to all of the original digital files.
- Minimum digital file size 45MB uncompressed.

Artwork

- Title treatment/programme logo as a transparent layered file.
- The Primary Font • based on logo or subheading (NB Font must be cleared for all marketing and publicity use without additional payment by the BBC).

[View additional general picture requirements, style-guides and tools.](#)**Publicity stills: Entertainment (when relevant to the commissioning genre)**

Unless otherwise agreed with a BBC Pictures representative you are required to deliver:

Iconic/key art photography

- An iconic image that best represents the whole series for a BBC Audience.
- The iconic image/key art should be delivered in both landscape and portrait format. If this image is a digital artwork then a layered file must be provided. Creative concepts with briefs will be provided to and agreed with Production by BBC Pictures.
- Gallery or special shots that are generic in nature of all key Presenters/Contributors on their relevant sets/locations - a minimum of 5 frames per person.
- A range of set-up shots of all of the key Presenters/Contributors (*single portraits and full length shots in costume and make up*) against a plain background to allow later art-working - a minimum of 5 frames per person.
- Minimum digital file size 60MB uncompressed.
- RAW and high res JPEG versions of all images are required.
- An adequate amount of time (agreed with BBC Pictures) should be set aside within the shooting schedule for shooting the BBC Pictures Iconic, with key cast (*with key cast being agreed between BBC Pictures and production*).

Unit stills per episode

- A minimum of 20 varied stills per episode
- Comprised of a selection of key moments/action points of the presenters and key contributors/contestants.
- If the programme is a contest format then episode specific images of presenters (not featuring contestants) as well as images featuring contributors/contestants should be provided for each episode.
- To be delivered in a mix of landscape and portrait formats.

- The minimum digital file size of each image should be 45MB uncompressed.
- In order to select preferred stills, the BBC shall have access to all of the original digital files.
- Delivery of both RAW and high res JPEG files of all images is required.

Additional photography

- A minimum of 20 behind-the-scenes images showing key cast and production crew across all episodes.
- Artists in hair and make-up (especially for anything particularly ambitious eg prosthetics).
- Clean (ie not featuring cast) back-plates of key locations/sets for later art-working.
- The minimum digital file size of each image should be 45MB uncompressed.

Artwork

- Title treatment/programme logo as a transparent layered file.
- The Primary Font • based on logo or subheading (NB Font must be cleared for all marketing and publicity use without additional payment by the BBC).

[View additional general picture requirements, style-guides and tools.](#)

Publicity stills: Drama (when relevant to the commissioning genre)

Unless otherwise agreed with a BBC Pictures representative you are required to deliver:

Iconic/key art photography

- An iconic image that best represents the whole series for a BBC Audience.
- The iconic image/key art should be delivered in both landscape and portrait format. If this image is a digital artwork then a layered file must be provided. Creative concepts with briefs will be provided to and agreed with Production by BBC Pictures.
- Gallery or special shots that are generic in nature of each character on their relevant sets/locations – a minimum of 5 frames per character.
- A range of set-up shots of all of the major characters (single portraits and full length shots in costume and make up) against a plain background to allow later art-working - a minimum of 5 frames per character.
- Minimum digital file size 60MB uncompressed.
- RAW and high res JPEG versions of all images are required.
- An adequate amount of time (agreed with BBC Pictures) should be set aside within the shooting schedule for shooting the BBC Pictures Iconic, with key cast (with key cast being agreed between BBC Pictures and production).

Unit stills per episode

- A minimum of 20 varied stills per episode:
- Comprised of a selection of key moments/action points, characters and key relationships. Images to capture key cast in moments that are drama-filled, intriguing and engaging.
- Action shots should clearly display the face(s) of all main characters.
- Main characters, individually and collectively, within settings which are significant to the storyline.
- To be delivered in a mix of landscape and portrait formats.
- The minimum digital file size of each image should be 45MB uncompressed.
- Delivery of both RAW and high res JPEG files of all images is required.
- In order to select preferred stills, the BBC shall have access to all of the original digital files.

Additional photography

- A minimum of 20 behind-the-scenes images showing key cast and production crew across all episodes.
- Artists in hair and make-up (especially for anything particularly ambitious eg prosthetics).

- Clean (ie not featuring cast) back-plates of key locations/sets for later art-working.
- The minimum digital file size of each image should be 45MB uncompressed.

Artwork

- Title treatment/programme logo as a transparent layered file.
- The Primary Font • based on logo or subheading (NB Font must be cleared for all marketing and publicity use without additional payment by the BBC).

[**View additional general picture requirements, style-guides and tools.**](#)

Publicity stills: Daytime (when relevant to the commissioning genre)

Unless otherwise agreed with a BBC Pictures representative you are required to deliver: For series

Iconic/key art photography

- One image that best represents the whole series for a BBC Audience.
- *The iconic image/key art should be delivered in both landscape and portrait format. If this image is a Digital Artwork then a layered file must be provided.*
- Gallery or special shots that are generic in nature of all major characters/presenters/contributors on their relevant sets/locations – a minimum of 3 frames per character.
- Minimum digital file size 35MB uncompressed.

Unit photography

- Between 8 - 15 varied stills that include main characters/presenters/contributors within settings significant to the programme content.
- Minimum digital file size 35MB uncompressed.

For one off programmes

- Between 8 - 15 varied stills that include main characters/presenters/contributors within settings significant to the programme content including a group shot if relevant.
- Minimum digital file size 35MB uncompressed.

Artwork

- Title treatment/programme logo as a transparent layered file.
- The Primary Font • based on logo or subheading (NB Font must be cleared for all marketing and publicity use without additional payment by the BBC).

[**View additional general picture requirements, style-guides and tools.**](#)

Publicity stills: Comedy (when relevant to the commissioning genre)

Unless otherwise agreed with a BBC Pictures representative you are required to deliver:

Iconic/key art photography

- An iconic image that best represents the whole series for a BBC Audience.
- The iconic image/key art should be delivered in both landscape and portrait format. If this image is a digital artwork then a layered file must be provided. Creative concepts with briefs will be provided to and agreed with Production by BBC Pictures.
- Gallery or special shots that are generic in nature of each character on their relevant sets/locations – a minimum of 5 frames per character.
- A range of set-up shots of all of the major characters (single portraits and full length shots in costume and make up) against a plain background to allow later art-working - a minimum of 5 frames per character.
- Minimum digital file size 60MB uncompressed.
- RAW and high res JPEG versions of all images are required.

- An adequate amount of time (agreed with BBC Pictures) should be set aside within the shooting schedule for shooting the BBC Pictures Iconic, with key cast (with key cast being agreed between BBC Pictures and production).

Unit stills per episode

- A minimum of 20 varied stills per episode:
- Comprised of a selection of key moments/action points, characters and key relationships. Images to capture key cast in moments that are drama-filled, intriguing and engaging.
- Action shots should clearly display the face(s) of all main characters.
- Main characters, individually and collectively, within settings which are significant to the storyline.
- To be delivered in a mix of landscape and portrait formats.
- The minimum digital file size of each image should be 45MB uncompressed.
- Delivery of both RAW and high res JPEG files of all images is required.
- In order to select preferred stills, the BBC shall have access to all of the original digital files.

Additional photography

- A minimum of 20 behind-the-scenes images showing key cast and production crew across all episodes.
- Artists in hair and make-up (especially for anything particularly ambitious eg prosthetics).
- Clean (ie not featuring cast) back-plates of key locations/sets for later art-working.
- The minimum digital file size of each image should be 45MB uncompressed.

Artwork

- Title treatment/programme logo as a transparent layered file.
- The Primary Font
- based on logo or subheading (NB Font must be cleared for all marketing and publicity use without additional payment by the BBC).

[View additional general picture requirements, style-guides and tools.](#)

Publicity stills: Children's

Unless otherwise agreed with a BBC Pictures representative you are required to deliver:

All images must be delivered as both RAW digital files and as high-resolution JPEG files. To select preferred stills, the BBC shall have access (on request) to all of the original digital files.

Stills per series

- BBC Children's will agree with and provide the production with creative concept.
- Five 'iconic' images that best represents the whole series.
- Delivered in both landscape and portrait format.
- A layered file must be provided if image is a digital artwork.
- Minimum digital file size 60MB uncompressed per image.

Key talent photography

- Gallery or special shots of each character in their relevant sets/locations that are generic in nature. Minimum 5 frames per character.
- A range of set-up shots of all of the major characters (single portraits and full-length shots in costume and make up) against a plain background to allow later art-working. Minimum 5 frames per character.
- A layered file must be provided if image is a digital artwork.
- Minimum digital file size 60MB uncompressed per image.

Unit stills per episode to include

- Editorial guidance will be provided by BBC Children's
- A minimum of 5 varied stills per episode.
- Comprised of a selection of key moments/action points, characters and key relationships.
- Main characters, individually and collectively, within settings which are significant to the storyline. If the programme is a contest format, then episode specific images of presenters (not featuring contestants) and all featured contributors/contestants should be provided for each episode.
- To be delivered in a mix of landscape and portrait formats.
- Minimum digital file size 45MB uncompressed per image.

Additional photography for live action

- Behind-the-scenes images showing key cast and production crew across all episodes.
- Artists in hair and make-up (especially for anything particularly ambitious e.g. prosthetics).
- Minimum digital file size 45MB uncompressed per image.

Additional graphic content for animation

- Clean (i.e. not featuring any characters) back-plates of key locations/sets for later art-working.
- Minimum digital file size 45MB uncompressed per image.

Artwork

- Title treatment/programme logo as a transparent layered file.
- The primary font based on logo or subheading (note font must be cleared for all marketing and publicity use without additional payment by the BBC).

[View additional general picture requirements, style-guides and tools.](#)

Additional publicity material	Please refer to the Publicity page on the Production and delivery website for a list of additional publicity material you <u>may</u> be requested to deliver to support the programme, including additional material for televised marketing trails.
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Prior to delivery date

Asset	Delivery details and destinations
Billing form	<p>Send to BBC programme delivery contact via Silvermouse.</p> <p>Required as soon as possible and prior to the published billing due dates.</p> <p>Billings should be pre-approved with your BBC Commissioning Executive in advance of delivery via Silvermouse.</p> <p>Information and how to submit via Silvermouse can be found on the BBC Production and delivery website.</p>
Preview copy	<p>One copy of the full programme on digital video file (MPEG4) should be uploaded directly to the BBC Previews website using the BBC Previews Media Shuttle.</p>

Asset	Delivery details and destinations
	<p>For more information, Media Shuttle set up and any other Compression/Codec:</p> <p>H.264</p> <p>Data rate: Minimum 800kbps - Maximum 1.5 Mbps.</p> <p>Sound: MPEG-4 AAC, Stereo, Auto, maximum 160kbps (or other compatible MPEG-4 audio)</p> <p>Frame size: always 16/9 – 640 x 360</p> <p>Enable 'Fast streaming'/'fast start'/'quick streaming'</p> <p>When ready to upload:</p> <p>Uploaded files named as follows: ProgrammeName_ep# (eg EastEnders_ep1) NOT FD38429389/01</p> <p>Titles should also include the series number ie S4 (series four)</p> <p>Titles should not be too long and can be abbreviated where necessary</p> <p>queries regarding delivery please email the BBC Previews team. Using an encoding program called MPEG Streamclip is recommended.</p> <p>File type: MP4 only</p>
Additional publicity material	<p>Please refer to the Publicity page on the Production and delivery website for a list of additional publicity material you <u>may</u> be requested to deliver to support the programme, including additional material for televised marketing trials.</p>

On delivery date

Asset	Delivery details and destinations
<p>Clips</p> <p>You are required to deliver: One extract clip per episode and One extract clip to represent the whole series (series clip is not required for Children's)</p> <p>(clips are not usually required for BBC Three or CBeebies. However, this may be discussed as part of the commissioning process.)</p> <p>Apple ProRes 422 (HQ) 1920x1080 25i, stereo audio with timecode</p> <p>For Children's MXF or .mov with timecode</p>	<p>Please contact the Short-form video team for a 'TMO Short-form Media Shuttle' account.</p> <p>Or For Children's, please send to your BBC Asset Delivery Co-ordinator via the Children's Asset Library Media Shuttle.</p> <p>Or As otherwise directed by your BBC business affairs contact.</p> <p>Clips must be fully cleared and pre-approved with your BBC Commissioning Executive/BBC editorial representative and should be delivered as close to 10 days prior to broadcast or earlier if possible.</p> <p>Information on clip editorial and technical specification can be found on the Production and delivery website.</p>
<p>Clip supporting information: (one per clip and only required for clips delivered from the broadcast programme)</p>	<p>Email to the short-form video team</p> <p>The following information must be provided for each programme clip delivered as close to 10 days prior to broadcast or earlier if possible:</p>

Asset	Delivery details and destinations
	<ul style="list-style-type: none"> • Programme clip name (per delivery requirements) • Programme title/series no • Episode number/UID • A 90 character clip description <p>Senior production sign off (at producer level or above) Name of commissioning editor</p> <p>Please confirm that the content has been watched in full and is signed off as compliant with the BBC's Editorial Guidelines and Online Guidelines.</p>
Clip compliance form (one per clip and only required for clips delivered not from the broadcast programme)	<p>Email the Short-form video team</p> <p>On BBC approved template: Download template (Excel)</p> <p>Clip compliance forms should be delivered as close to 10 days prior to broadcast or earlier if possible.</p> <p>Information on clip compliance can be found on the Production and delivery website.</p>
Viewing copies 1 x time coded (BITC) online viewing copy 1 x clean online viewing copy	<p>Send link of final programme to the BBC editorial representative on or before your delivery date.</p> <p>As online viewing copies contain sensitive contents, please ensure you password protect them before emailing to recipient. Please then email the password separately. Online viewing links must remain available until broadcast.</p> <p>Or For Children's, please send to your BBC Asset Delivery Co-ordinator via the Children's Asset Library Media Shuttle.</p>
Promotional assets (for Children's only)	<p>Please send to your BBC Asset Delivery Co-ordinator via the Children's Asset Library Media Shuttle.</p> <p>All assets should be delivered 2 months prior to transmission</p> <p>Assets must be fully cleared and pre-approved with your BBC Commissioning Executive/BBC editorial representative</p> <p>Character assets and branding – images as high resolution as possible (ideally from Photoshop and illustrator files (psds and .ai) for line art). Branding materials should include:</p> <ul style="list-style-type: none"> Series logo without BBC blocks lock up Series logo with BBC blocks lock up Series title sequence Title sequence graphic elements Style guide Fonts Profiles for key characters/presenters for use on audience facing platforms For Animation: Key phrases/sound effects as audio files For Live Action: Bloopers or Outtakes if appropriate <p>If the theme tune of the programme includes lyrics you must provide the written lyrics and an instrumental version of the music in addition to the complete theme tune.</p>

Asset	Delivery details and destinations
Media (format as confirmed in the Commissioning specification)	ALL BBC PROGRAMMES ARE TO BE DELIVERED BY FILE Information on all technical requirements (including for live and close to transmission programmes) can be found on the Production and delivery website . And programmes must be delivered in accordance with the technical delivery standards . Together with: <ul style="list-style-type: none"> Automated QC (AQC) report PSE report (some QC test systems include PSE testing in which case the PSE report will be included in the AQC report) Eyeball QC report carried out and completed by the producer
Live programmes:	If a programme is live please liaise with the relevant BBC programme delivery contact regarding transmission. All programmes must carry out PSE testing. Please note a file of the programme must be delivered to the BBC within 48 hours of transmission in accordance with the file delivery requirements stated above. Information on live programmes can be found on the Production and delivery website .
Close to transmission programmes:	Technical standards for live programmes including PSE testing can be found on Dropbox . If delivery/re-delivery is likely to be less than 24 hours before transmission, liaise with the relevant BBC programme delivery contact as file delivery may still be possible. Programmes delivering less than 9 hours before transmission will be required to deliver via 'lines recording' or 'lines to air'. They will also be required to deliver a file of the programme within 24 hours of transmission in accordance with the standard file delivery requirements stated above. Information on close to transmission programmes can be found on the Production and delivery website . Technical standards for close to transmission can be found on Dropbox .
Copy for retention (programme copy):	The Producer shall retain a copy of the Programme in accordance with General Term 11.
TV compliance form	Send to BBC programme delivery contact via BBC Comply . Duly signed by Executive Producer named in the Commissioning Specification. Information and how to submit via BBC Comply can be found on the Production and delivery website .

Asset	Delivery details and destinations
Audio stems/split tracks (for BBC Three or as requested)	<p>Contact the BBC programme delivery contact to discuss delivery.</p> <p>Please also contact Content Delivery Operation for Media Shuttle setup.</p> <p>Alternative (Split-track) audio mixes delivered as BWF (sometimes called 'B-WAV') files.</p> <p>Information on how to deliver and technical requirements can be found on the Production and delivery website.</p>

Within four weeks of delivery of each episode

Asset	Delivery details and destinations
Music cue form	<p>Send to BBC programme delivery contact via either Silvermouse or the Soundmouse auto recognition system.</p> <p>Information about the form and how to submit via both systems can be found on the Production and delivery website.</p>

Within four weeks of delivery of the final episode

Asset	Delivery details and destinations
Diamond Diversity Monitoring (includes Contributors form, Diversity Actual form and the Diversity perceived form)	<p>Send to BBC programme delivery contact via Silvermouse.</p> <p>Information and how to submit via Silvermouse can be found on the Production and delivery website.</p>
End of Production Report (includes Diversity Commitment and Respect at Work Guidance Implementation)	<p>Send to BBC programme delivery contact via online questionnaire.</p> <p>Information and how to submit the report can be found on the Production and delivery website.</p>
Key agreements (applicable if the agreement column for a Key Approval is ticked on the Commissioning Specification)	Signed copies sent via email to BBC business affairs contact.
On-screen sustainability form	<p>Send to BBC programme delivery contact via Silvermouse.</p> <p>Information about the form and how to submit it can be found on the Production and delivery website.</p>
Regional Ofcom form (Independent and Regional Production Ofcom Compliance Form)	<p>Send to BBC programme delivery contact via PTK Regions.</p> <p>The form must be signed by the most senior business person on the production who is responsible for the spend.</p> <p>Information and how to submit via PTK Regions can be found on the Production and delivery website.</p>

Asset	Delivery details and destinations
Programme as completed form (PasC - includes Copyright form, Contributor form and Front Page form)	Send to BBC programme delivery contact via Silvermouse . Information and how to submit a via Silvermouse can be found on the Production and delivery website
Schedule of Residuals	Email to BBC programme delivery contact. On approved BBC template: Download template (Excel) . As this form may contain sensitive personal data, please ensure you password protect it before emailing to recipient. Please then email the password separately. Information and how to submit a via Silvermouse can be found on the Production and delivery website

Within six weeks of delivery of the final episode

Asset	Delivery details and destinations
Albert Carbon Action Plan Approved Email	Email to BBC programme delivery contact. Information on sustainability can be found on the Production and delivery website .
Albert Final Carbon Footprint Approved Email	Email to BBC programme delivery contact. Information on sustainability can be found on the Production and delivery website .

A step by step guide to delivering a programme to the BBC including all forms, documents, specifications, publicity assets and contacts can be found on the [Production and delivery website](#).