PHOTOGRAPHY DELIVERY GUIDELINES

FOR BBC PICTURES AND IPLAYER

WHAT IS THIS GUIDE FOR?

This guide will help you to prepare and deliver photography to the Pictures Asset Management (PAM) team for Marketing, Publicity and iPlayer purposes.

It covers general details around commissioning and delivery responsibilities, where images get used and the kind of imagery we need.

If you have any questions please contact BBCPictureDesk@bbc.co.uk

BBC

WHO ARE THE PICTURES ASSET MANAGEMENT (PAM) TEAM?

We are a team within BBC Creative – Photography who process the publicity images from your programmes and then distribute these images (mainly through the BBC Pictures website) to iPlayer, other BBC stakeholders and external press.

In addition to this guide, we can offer further advice on photography (including suggesting freelance photographers) but we cannot book photographers, arrange or pay for photoshoots. It is up to you to provide us with quality images with which to publicise your programme.

WHY DO IMAGES MATTER?

Images are a crucial part of the Audience's decision-making and mental shortlisting process.

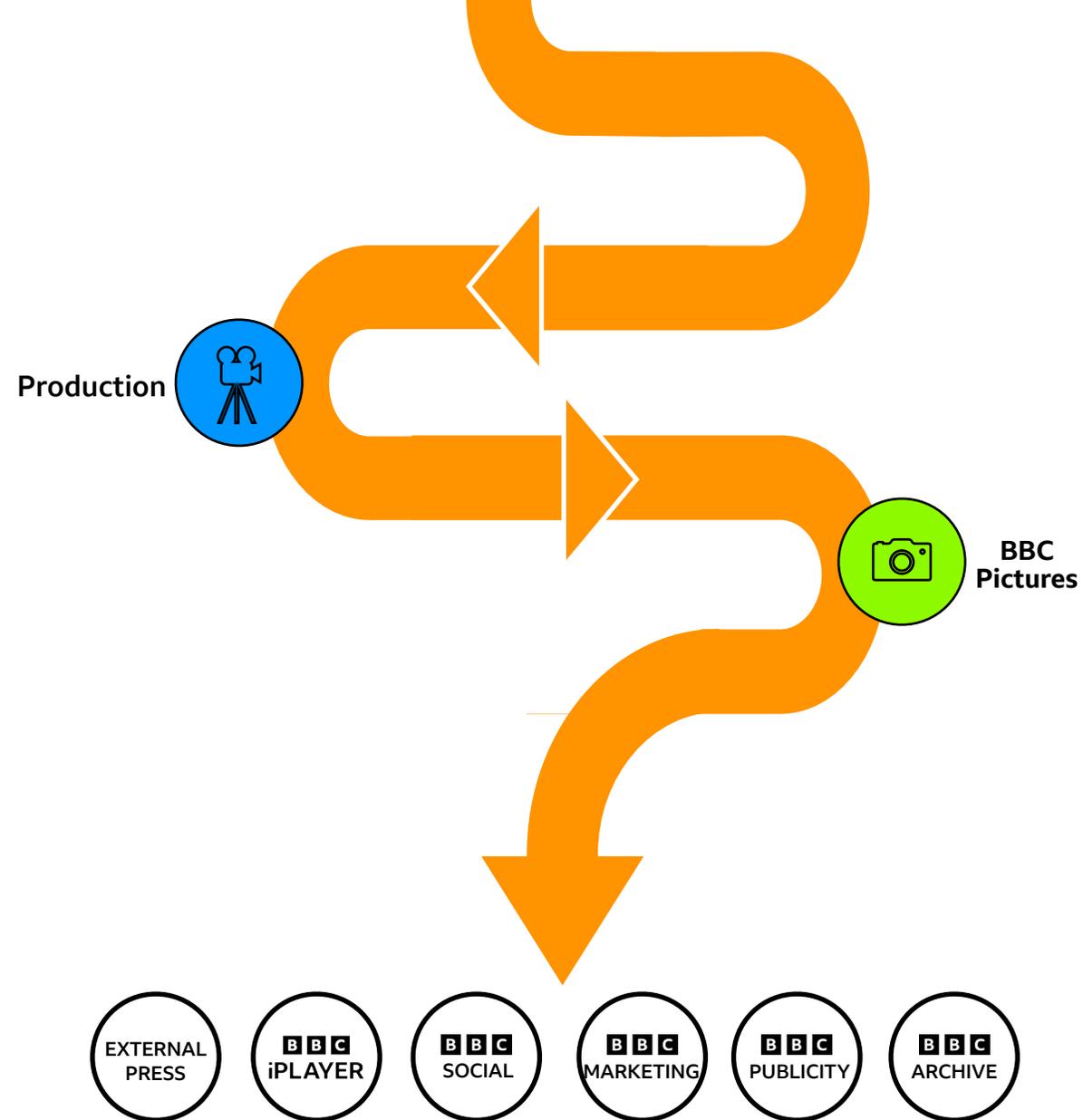The lead image in particular sells the primary qualities of your show in a very competitive marketplace.

Therefore, impactful images that tell a story and are of excellent technical quality are essential for driving an audience to your programme.

BBC

DELIVERY

This is the journey that Photography Assets should take through the BBC.

On the most parts all photography assets should be funnelled through the Pictures team, we then distribute to the rest of the business and press.

This ensures a focused edit of material is released that best represents the show. It also guarantees that the imagery has been approved and checked for editorial accuracy and against BBC Editorial Guidelines by the Commissioning Exec and BBC Pictures.

Production

BBC Pictures

EXTERNAL PRESS

BBC iPLAYER

BBC SOCIAL

BBC MARKETING

BBC PUBLICITY

BBC ARCHIVE

DELIVERY REQUIREMENTS

If you have any questions please contact

BBCPictureDesk@bbc.co.uk

WHAT WE NEED FROM YOU

★ Key Art - please include any layered files (PSD) - that represents the show.

★ A selection of high resolution JPEGS per episode, shot to a high standard by a professional photographer.

★ A selection of generic images to cover the series.

★ **NB** The number of images required varies depending on genre, please see **here** for specific numbers and speak to your BBC Pictures contact to confirm.

★ Programme Logo as a PSD, AI or a transparent PNG file.

★ A **caption document** detailing the image content, copyright, and photographer, for all images delivered .

WHEN + HOW TO DELIVER

★ Stills should be delivered at least four weeks before TX.

★ We'll make a dropbox for you to upload your stills to.

★ We'll make an edit from the delivery and obtain sign off from the BBC Commissioners.

★ Images should already have been through any other required approvals before being sent to us.

★ Once approved, we'll share the images with other BBC teams who need them.

B B C

COMMISSIONING, COPYRIGHT + CLEARANCE

Commissioning photography for your show should be thought about well ahead of filming commencing.

If you have any questions please contact BBCPictureDesk@bbc.co.uk

★ Production should commission and manage photographers directly.

★ Images should be cleared for use in all media, worldwide, in perpetuity.

★ Ideally copyright should be bought out as part of the photography contract. This ensures the Intellectual Property Rights of the images remain with the Production Company.

★ The BBC Pictures teams can give recommendations for photographers that would suit your production.

★ **Archive** and **stock** imagery should be cleared so that the BBC has the right to use and, importantly, **distribute** the images as part of the non-commercial publicity and promotional campaign.

B B C

DELIVERY SPECIFICATIONS

To make your programme stand out, the imagery you deliver must be of the best quality. For viewers, low quality image = low quality programme.

Low resolution, badly lit and out-of-focus images won't be used by the press or by iPlayer.

FILE SIZES & FORMATS - EPISODICS

- ★ 3:2 (landscape) and 2:3 (Portrait) Ratio (standard DSLR format)

- ★ Minimum 40 MB (long edge of 4600 pixels) at 300 dpi uncompressed, delivered as a JPEG file compressed at 8.

FILE SIZES & FORMATS - KEY ART

- ★ 3:2 (landscape), 2:3 (portrait) and 16:9 (landscape) ratio.

- ★ Minimum 60 MB (long edge of 5610 pixels) at 300 dpi uncompressed, delivered as a JPEG file compressed at 8.

- ★ If the Key Art image is a digital artwork then the layered Artwork must be delivered as a fully layered PSD delivered at 100 MB (long edge of 7242 pixels) at 300 dpi as minimum.

GRABS

- ★ Will only be accepted in exceptional circumstances and must be taken during the edit at the the highest possible resolution and file size. Please make sure you get permission from the Pictures team before submitting grabs .

AI

- ★ AI cannot be used to create or edit images for use in news, current affairs or certain factual programming. Use on other genres should not challenge the editorial meaning of the content, distort the meaning of events, alter the impact of genuine material or otherwise materially mislead audiences. Please flag any use of AI to your Pictures contact.

WHERE DO THE IMAGES GET USED?

01.
ON DEMAND
Clear, high-quality images, especially Key Art, are vital for promoting your BBC show across streaming platforms. Poor visuals reduce visibility and reach.

02.
PRESS
The press use images in print and online, where they're widely seen and often reused, making stills photography one of the most valuable and long-lasting promotional tools
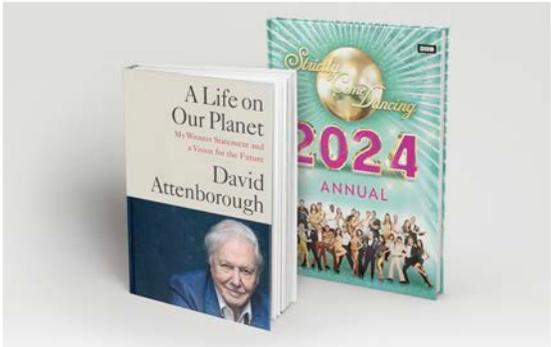
03.
MARKETING
Images are used by marketing on digital platforms, social media, third-party sites, and paid media.

04.
OTHER
Some campaigns include books, DVDs, or merchandise that use the Key Art. We may also share with co-producers and distributors for international use.

BBC

TYPES OF PHOTOGRAPHY

01.
KEY ART

An image that encapsulates the programme brand. Used as the lead image on iPlayer, in the press, across social media at the start of the series.

02.
PORTRAITS/ GENERICS

Portraits of key characters/ contributors. Generic images that aren't episode specific. Used across all media platforms.

03.
EPISODICS

Key action shot from an episode, used on iPlayer to identify the episode, in the press on a weekly basis and on social media.

04.
BTS

Candid shots from set, used by the press in editorial features and by social media throughout the series run.
* Only needed on scripted titles

The BBC requires a range of images to be delivered. However, these requirements can alter depending on the programme format and genre, so please speak to your BBC Pictures contact before filming commences - **BBC Pictures**.

BBC

KEY ART

Key Art is the primary visual representation of a show, capturing its brand essence without relying on logos or text. It holds strong promotional value, especially at series launch where it is used across multiple media platforms.

- Key Art can be purely photographic - captured on location, set, or in a studio. Conceptual images, created in post-production using photographic assets, can help convey the show's tone and context, particularly for new titles.

- **Please share your plans for Key Art before and after shooting and during any post-production with your BBC Pictures contact.**

- The composition must allow space for logos within iPlayer's safe areas (see right). Avoid placing key elements in dark red zones and use caution with transparent red areas.

- Portrait and Landscape versions of Key Art must be delivered.

- Conceptual images must include delivery of a layered file and the assets used to create the image as separate files.

- Please deliver the logo as a separate layered file.

  For a more in-depth guide to what makes impactful Key Art please see our guide here.

BBC

GENERICS, PORTRAITS + GROUP SHOTS

- Individual and small group portraits (if relevant) of each key character or contributor, ideally captured on set or location in the context of the show, are useful for the promotional campaign throughout TX. Aligning your portraits with the show's Key Art style will help create a cohesive campaign.

- For scripted content, portraits on plain white or coloured seamless backgrounds are valuable for magazine covers and marketing assets. These should include full-length, 3/4, and head-and-shoulders shots. Seamless portraits should complement, not replace, location-based portraits.

- When creating group images, limit to 2–3 faces unless the show's narrative requires more. If shooting a larger group shot ensure there is a clear focal point to capture attention, this is especially important for when the image is viewed on smaller screens like phones and tablets.

- Generic images that aren't portraits but are relevant to the whole series, are also useful e.g. landscapes, crowd shots etc.

BBC

EPISODICS + BTS

- Episodic, or unit photography reflects a compelling moment in an unfolding storyline. The composition should be unposed and taken during the action, reflecting the narrative of the show.

- Highlight the key moments of motion, action, and emotion.

- Each episode must have its own episodic so that the on-demand audience can clearly follow the series and the press can illustrate the programme on a week-by-week basis.

- Behind The Scenes (BTS) pictures should feature key cast and a unique filming story. Moments of humour and cast interaction are most captivating. BTS is only required for scripted content or where there is a compelling "making of" story.

- Whilst the press and our social teams use BTS, the bulk of your stills delivery should be portraits, generics and episodics.

For more information about commissioning episodic photography please see our guide here.

EDITORIAL GUIDANCE

- Some BBC programming contains challenging content that must be approached with sensitivity.

- All images supplied to the BBC must be factually representative of the content of the programme but they must also abide by the BBC Editorial Policy guidelines.

- Imagery that appears on screen may not be suitable to show in a still, and caution should be taken when choosing which areas of your content to illustrate.

- Further information on Editorial Guidelines for photography can be found **here**.

- You may need to get written permission from your subjects to use their image to promote your programme. If photographing children you must gain parental consent - more information on working with children can be found **here**.

- **No images can be released to publicise the programme without written consent from the BBC Commissioner and BBC Pictures.**

KEY POINTS

→

Speak to BBC Pictures before filming starts.

Hire a professional photographer.

Ensure you have cleared the images for publicity and marketing use on all platforms.

Think about how to represent your programme through a Key Art image – landscape and portrait .

Ensure you deliver images that represent each episode.

Be aware of BBC Editorial Policy.

Ensure your images are of the best quality.

Deliver your Logo as a layered file.

Please contact us regarding your stills deliverables before filming starts.

Email us at: **BBCPictureDesk@bbc.co.uk**

For further information regarding stills deliverables and to see specific deliverables for your programme genre please visit the BBC's Commissioning **webpages**.

BBC