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**S4C Guidelines on Credits**

1 May 2015

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## 1. Introduction

- 1.1 S4C recognises that it is fair and appropriate to acknowledge, through appropriate credits, the main creative contributions made by individuals to programmes which are broadcast on S4C. Additionally, some contributors, such as authors and producers, have a legal right to such acknowledgement. Credits are intended, however, to be for the benefit of, and to provide information to, viewers. Research suggests that viewers become bored with, or ignore, a very lengthy series of credits. As a result, S4C can lose viewers to other broadcasters or to other types of entertainment. Also, lengthy credits can use valuable broadcasting time which could be used more beneficially to promote S4C's programmes or other services, or to earn advertising revenue for S4C which can in turn be used to finance further programmes.
- 1.2 Therefore S4C requires that credits should be used only when they can be fully justified, and that the total sequences of credits should be brief. In general, it is for the individual to decide which contributors should be acknowledged, and the size, format, and presentation of such credits as long as, of course, the general principles in these Guidelines are respected. In this context, it should be noted that these Guidelines are not intended to be comprehensive, and in any case of doubt or uncertainty suppliers should consult with the relevant Content Editor.
- 1.3 Within the industry there is more than one name in the Welsh language for 'closing credits' for cast and crew at the end of a programme – Closing credits, Production credits, End of programme credits, etc. The Welsh language term used in the Welsh version of this document is 'cydnabyddiaethau i gloi' (closing credits).

## 2. Programmes or films commissioned or financed entirely or mainly by S4C

- 2.1 Every programme, with the exception of programmes commissioned for transmission during the 'Cyw' and 'Stwnsh' slots, should include closing credits. Any variation of the guidelines should be approved by the Director of Commissioning or her deputy.
- 2.2 All the closing credits should run over the screen at an appropriate speed; the timing of the credits will start from the second that the first relevant credit appears on the screen
- 2.3 Unless otherwise agreed with the Director of Commissioning or her deputy the minimum allowed for closing credits in all programme categories (apart from those referred to specifically in paragraph 2.4 below) is 15". The table 'Actual Programme Length' on S4C's production website shows the longest period in the total allowed for closing credits (unless it differs in the commissioning agreement). Programmes which are commissioned to be broadcast during a branded programme slot (such as Cyw or Stwnsh) may choose not to offer full credits for the programmes but rather to display the credit for the production and the copyright notice only.
- 2.4 The following are exceptions to the above:

Category	Length of slot	Maximum length of credits
Drama	1 hour	60 seconds
Television drama	1 hour	60 seconds
Soap operas	30 minutes	30 seconds
Feature films	According to the agreement	90 seconds



- 2.5 Unless otherwise noted in these Guidelines, or unless S4C provides otherwise in the commissioning agreement with the programme suppliers, it will be the responsibility of the producer to decide who receives a credit within the maximum period permitted for the closing credits, to ensure that the credits are appropriate, and to ensure that all of the credits are consistent with the requirements of these Guidelines.
- 2.6 We urge that closing credits are kept to less than the maximum time permitted whenever that is reasonably possible.
- 2.7 When S4C has commissioned a film with the intention or the possibility of arranging distribution through theatres or DVD, or making other use of the film (in addition to broadcasting it on the S4C television service) and where the closing credits for such a film will be longer for theatre, DVD, or other use, S4C may insist on having a television version of the film with credits which conform to these Guidelines, and with closing credits no longer than 90 seconds.
- 2.8 Closing credits may not be incorporated in the end of the programme or run over the content, unless (and to the extent that) the Director of Programmes and Head of Content have agreed specifically to that.
- 2.9 After the closing credits in each programme, closing Production and Copyright Credits should be included that complies with the following Guidelines:  
[http://www.s4c.cymru/media/media\\_assets/English\\_S4C\\_BrandGuidelines\\_end\\_credits\\_only\\_2\\_015V2.pdf](http://www.s4c.cymru/media/media_assets/English_S4C_BrandGuidelines_end_credits_only_2_015V2.pdf)
- 2.10 No credit, whether static or animated or in any other form specifically approved by the Content Editor, may remain on the screen for more than 10% of the total length of the closing credits.

### Opening credits

- 2.11 Opening credits are permitted in specific cases only as follows:-

Type of programme	Opening credits permitted
Factual programmes and outside broadcasts	Programme title (or series and episode title) only
Entertainment programmes	Programme title (or series and episode title), and the author, and any cast members as agreed by S4C
Drama programmes and S4C films	Programme/film title (or series and episode title), and the author, and any cast members as agreed by S4C, and the producer and director

- 2.12 S4C reserves the right to move opening or closing credits, or to produce its own credits, if these Guidelines are breached, or if there is a need to do so for operational reasons.
- 2.13 Opening credits are not permitted unless specifically approved by the Content Editor.
- 2.14 Films which are commissioned by S4C as the only funder should always show an introductory opening credit, as the first credit on the screen and on a single card which does not include any other credits or names, in the format, 'S4C presents'. The format, presentation, size, and prominence of credits such as 'Presentation' and 'In cooperation with' shall be in the format agreed by S4C in the commissioning agreement.

- 2.15 S4C reserves the right to include an introductory credit and/or the S4C logo at the start of every programme/film.

#### **Further notes and guidelines**

- 2.16 These Credits Guidelines (including but not limited to the maximum permitted length for closing credits in every category of programme or film) will be incorporated, by being referenced, in every commissioning agreement for programmes or films which are funded entirely or mainly by S4C. The commissioning agreement will make it mandatory to conform with the provisions of these Credits Guidelines, excluding where, and to the extent that, the commissioning agreement provides otherwise or permits variations to them.
- 2.17 Failure to comply with the provisions of these Guidelines and/or the provisions of the commissioning agreement may lead to delay in accepting the programme concerned, leading to costs for the producer, who will have to pay or repay the cost of redoing or editing any unacceptable set of credits. S4C itself will omit and/or change such credits if the broadcast date is close at hand.
- 2.18 S4C will not be responsible to its programme suppliers (or to any third party to whom the producer has contractually committed to give a credit) if the credit is omitted from the programme before broadcast by S4C because of a failure to conform to the provisions of these Guidelines (or the commissioning agreement if different).
- 2.19 S4C will try to broadcast every credit which conforms to the provisions of these Guidelines and with the provisions of the commissioning agreement, but it reserves the right to cut or change credits if the Guidelines are breached, or because of operational needs of the broadcasting service.
- 2.20 S4C may at its discretion edit or adapt programmes (and the credits) in order to:
- (i) enable the inclusion of advertisements, public service announcements, programme promotion material, and other similar material associated with the programmes;
  - (ii) meet the requirements of the S4C broadcasting schedule;
  - (iii) meet the reasonable requirements of S4C's policies and broadcasting standards;
  - (iv) conform to the relevant regulatory and/or statutory provisions which may be in force from time to time.
- 2.21 No one may have more than one credit on the screen, and programme producers should use combined credits ('written and directed by ...') where an individual has more than one function or contribution. If such a combined credit is difficult to achieve, (for example, because another party shares one of the functions in the credit), then the matter shall be referred to the Content Editor.
- 2.22 In general (and unless otherwise requested by the Content Editor), S4C commissioning staff must not be credited in programmes, and it is not permitted to 'thank' any other staff on screen.
- 2.23 Before agreeing to give 'thank you' credits or agreeing to use them in place of an appropriate payment for services (such as to car hire companies, owners of stately homes or other locations), the producer of the programme should contact S4C to obtain approval and guidance.
- 2.24 The Outside Broadcast Unit, studio, postproduction facilities, individual camera unit producers, and VTR facilities should not be credited unless agreed otherwise by the Content Editor.

**3. Programmes or films jointly financed or produced** (including programmes or films which have been bought in advance where S4C is the sole or main financier)

- 3.1 The credits to be incorporated in any film or programme which is jointly produced or jointly financed by S4C will be for discussion and agreement between the co-producers or the co-financers in every individual case, and this should be noted in detail in the relevant co-production agreement.
- 3.2 If S4C and the co-financers or co-producers cannot agree on a standard list of credits (including the number, length, size, and prominence of such credits) to be incorporated in every version of the programme or film, S4C may insist that the Producer provides a different version for S4C. The Producer should anticipate such issues when setting his budget.

**4. Bought-in programmes**

- 4.1 The credits to be broadcast on S4C in relation to any bought-in programme shall be a matter for individual negotiation between S4C and the seller of the programme.
- 4.2 Specific details will be identified in the brief, but in general:
- No opening credits will be permitted in the Welsh language version, with the sole exception of the programme title (or series and episode title).
  - Any closing credits for the Welsh language version should be noted after the credits for the original version
  - The wording of the production credits and copyright should follow that identified in the brief.

**5. Programme clips within other programmes for S4C**

- 5.1 The producer should identify credits for any programme clips which appear within programmes for S4C.

**6. Merchandise based on S4C programmes**

- 6.1 S4C will have the right to be credited in any merchandise based on S4C programmes.
- 6.2 S4C will have the right to approve any merchandise such as the cover of a DVD, the logo etc and adequate time will be allowed for obtaining such approval.
- 6.3 S4C should be contacted in order to sign a licence if a choice is made to use the S4C logo.

**7. Sponsorship**

**Sponsoring programmes for broadcast on S4C**

- 7.1 Applications for sponsoring programmes to be broadcast on S4C must be approved by S4C in each individual case. Any proposed arrangements to sponsor a programme or film, and any proposals for credits or names on screen or any other benefits for sponsors of programmes, must be referred to S4C for guidance and obtain approval.

**Sponsored Events**

- 7.2 A television broadcast from a sponsored event is covered by the requirements of the Ofcom Broadcasting Code and in force from time to time. S4C will give advice about screen titles, banners, and similar means of giving onscreen prominence to the sponsor of an event, and

about the commentary and other means of marketing and merchandising which may benefit the sponsor of an event and the extent to which these may be included in the programme. S4C insists that producers conform to all its requirements for credits, and other requirements, in this context. In addition, it is a requirement that suppliers contact the Content Editor at S4C early, before starting the production.

### **Product Placement / Reciprocal Contracts**

- 7.3 Producers will already be aware that 'product placement' is forbidden by the Ofcom Broadcasting Code. "Product placement" is defined as including goods or services, or referring to them, within a programme in exchange for payment or other consideration to those making the programme or to S4C (or any representative of the one or the other).
- 7.4 However, when goods or services are an essential element in the programme, the producer of the programme may, as an exception, receive those goods or services at no cost, or for less than full cost. That is not product placement, and it is acceptable as long as inappropriate prominence is not given to the goods or services concerned. No promotional reference must be made within the programme itself to the sponsor or to any of the sponsor's goods or services.
- 7.5 The difference between product placement, which is forbidden, and provision of goods or services as an essential element of a programme (rights, services, facilities, soundtrack, etc), and sponsorship of a programme in its widest meaning may not always be clear to the producer. In any such case (for example, where a record company or a music publisher permits the recording or the rights to be used for less than a full commercial fee, but in expectation of receiving a credit and/or promotional coverage within and around the broadcast of the programme), written consent from S4C will be required in advance for the commercial arrangement and any proposed arrangements for credits.

#### **For further information, please contact:**

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