



GLOBAL CREATIVE & METADATA SPECIFICATIONS

August 2022

PHOTOGRAPHY OVERVIEW

Photographs must be high resolution and at least 300dpi, professionally photographed and processed, with original color. **Screen grabs are NOT acceptable, as they do not reproduce at high enough resolution.**

Stills are due on a rolling basis throughout production, with first stills to be delivered no later than two months prior to delivery of the first program master. All photographs must be accompanied by a photo credit and caption, in a Word or Excel document.

All promotional rights must be cleared as set forth in the executed agreement.

DRAMAS

PBS Distribution requires a wide variety of unique images that cover key plotlines, characters, environments, and any other unique aspects of the program. Photographs must be distinctly different from one another, captured both on-set and in additional photoshoots. PBS Distribution reserves the right to select the photographer (at a reasonable cost).

Key Art and Gallery Stills

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, characters, logos, and other information, if available.
- Provide PBS Distribution with access to the program/series library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).
- One key image that best represents the whole series for the audience.
- If this image is digital artwork, then a layered file must be provided at the specs below (PSD).
 - Print Vertical: 13.5 x 20 inches at 300 dpi

- Digital Vertical: 2000 x 3000 px at 300 dpi
- Digital Horizontal 1920 x 720 px at 300 dpi
- Generic gallery or special shots of all major characters on their relevant sets/locations. Minimum of 10 per character.
- A range of set-up shots of all the major characters in single portrait and full body shots in costume and make up against a plain background (to allow later artwork). Minimum of 10 per character.
- Clean (not featuring cast) back-plates of key locations/sets for later art-working.

Unit Stills per Episode

- A minimum of 20 varied stills per episode.
- Unit stills must be comprised of a selection of key moments/action points, characters, and key relationships.
- Images should capture key cast in moments that are drama-filled, intriguing and engaging.
- Action shots should clearly display the face(s) of all main characters.
- Stills should include main characters, individually and collectively, within settings that are significant to the storyline.
- Please refrain from imagery that implies injury or death/ drug or alcohol usage.

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, e.g. prosthetics).

Artwork

- Logos delivered as an EPS, AI, PSD file; transparent background TIF/ PNG or other graphics files are acceptable.
- The primary font based on logo or subheading (note font must be cleared for all marketing and publicity use without additional payment).
- Please include all creative elements included within the final logo. Fonts and all weight variations to be provided.

FACTUAL & LIFESTYLE

PBS Distribution requires a wide variety of unique images that cover key concepts and plotlines, narrators/ hosts, environments, food, and any other unique aspects of the program. Photographs must be distinctly different from one another, captured both on-set and in additional photoshoots.

Key Art and Gallery Stills

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, characters, logos, and other information, if available.
- Provide PBS Distribution with access to the program/series' library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).
- One key image that best represents the whole series for the audience.
- If this image is digital artwork, then a layered file must be provided at the specs below (PSD).
 - Print Vertical: 13.5 x 20 inches at 300 dpi
 - Digital Vertical: 2000 x 3000 px at 300 dpi
 - Digital Horizontal 1920 x 720 px at 300 dpi
- Generic gallery or special shots of all major contributors/presenters. Ideally 10 per contributor/presenter.
- Artwork title treatment logo as a transparent layered file (PSD/ PNG).
- The primary font -based on logo or subheading (note font must be cleared for all marketing and publicity use without additional payment).

Stills per Episode

- A selection of between 10 and 20 varied stills to include:
 - A selection of key moments/concepts/action points, characters, presenters, and key relationships. 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 contributors.
 - Stills should include main contributors and presenters, individually and collectively, within settings that are relevant to the show/series.

KIDS

PBS Distribution requires a variety of unique character poses and title specific background illustrations updated quarterly per each season on a rolling delivery as new artwork is produced.

Character Artwork and Background Illustrations

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, characters, logos and other information, if available.
- Provide PBS Distribution with access to the program/series library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).
- One key image that best represents the whole series for the audience.
- If this image is digital artwork, then a layered file must be provided at the specs below (PSD).
 - Print Vertical: 13.5 x 20 inches at 300 dpi
 - Digital Vertical: 2000 x 3000 px at 300 dpi
 - Digital Horizontal 1920 x 720 px at 300 dpi

- Key poses from each character within the series as a transparent background layered file (PSD/ PNG). Minimum of 10 per character.
- Artwork title treatment logo as a transparent layered file (PSD/ PNG).
- The primary font -based on logo or subheading (note font must be cleared for all marketing and publicity use without additional payment).
- Clean background illustrations/ images to be delivered per season as fully layered files (PSD). Minimum of 5 backgrounds per season.

Stills per Episode

- A selection of between 10 and 20 varied stills to include:
- A selection of key moments/action points, characters, and key relationships. These should capture key characters in moments that are ideally intriguing, informative, and engaging.

Character Photography

Assets	Specs	File Format	Requirements
Key art & Gallery Photography	Largest Derivative 5000 (h) x 5000 RGB (8-bits/channel)	Original RAW files & corresponding high-resolution JPGs or TIFF (300dpi)	Photographer credit, color transparencies, color negatives and contact sheets are to be included with delivery. All images MUST be full body with subject completely in frame including single character and cast groupings pertaining to story arch.

Plates

Assets	Specs	File Format	Requirements
Environmentals & Backgrounds/ plates	Largest Derivative 5000 (h) x 5000 RGB (8-bits/channel)	Layered PSD or High-Resolution JPG (300dpi)	Plates or background images shall be devoid of any characters. No title treatment, text, logos, or copyright lines.

Episode Stills

Assets	Specs	File Format	Requirements
Episode Stills	Largest Derivative 1920 x1080 px and 2650 x 1920 px RGB (8-bits/channel)	High-Resolution JPG (300dpi)	Episodic images shall be devoid of any title treatments, text, logos, or copyright lines.

METADATA

- Descriptions for the Program/Series, season and episodes must be provided in the following versions. All character counts include spaces. PBSd reserves the right to edit submitted descriptions to meet character count restrictions.
 - 500 words – upon request only.
 - 250 words.
 - 400 characters.
 - 240 characters.
 - 90 characters.
- Production credits must be provided in full, and submitted in Word format.
 - If a series, submit production credits at the episode level if they differ between programs.
 - If a children's series where each episode consists of multiple stories, submit production credits at the story level.
- Select program credits for digital partners must be submitted in the spreadsheet provided.

SOCIAL MEDIA

- Can be duplicate images, key art and video lifts as requested in previous sections, however, a portion of these photo and video assets should include applicable links and copy.
- Assets to be sized at 1080x1080px when possible
- Video content should be provided in MP4 format and include applicable watermarks and :03 max end cards with URL and hashtag