# Presentation Specification

## April 2026

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## 1. Introduction

1.1
Failure to comply with any of the provisions of this Presentation Specification may cause delay in acceptance of programmes whilst changes are made or may lead to rejection of the delivery of the programme. For further details including cost implications please refer to Rights and Responsibilities (8.3).

1.2
End credits must comply with the Ofcom code and are always subject to the prior approval of the relevant 5 Programming representative.

1.3
Any contractual obligations with third parties are to be made subject to the Presentation Specification and 5's Production agreement.

1.4
**"With Thanks" credits.**

A brief, basic text acknowledgement of the provider of products or services referred to, or included in the programme may be included within the end credits only where:
(a) the inclusion of the product or service in the programme is justified editorially, and
(b) the identity of the product is not otherwise apparent from the programme itself, and
(c) the programme's Commissioning Editor has approved the inclusion of the credit (there must be editorial justification).
This guidance applies to products or a service acquired at no, or less than full cost, and is an exception under the Ofcom Broadcasting Code rule on product placement.

1.5
5 frequently uses end credits for promotional purposes to point to other programmes in the same series, a programme immediately following or later in the schedule. This can either be done using continuity voice over or with additional visual material DVE'd at the transmission stage.

## 2 On Screen Graphics

2.1
5 may use branded graphics material on screen at the transmission stage. Therefore, the areas detailed below **must not** have captions or graphics continually present for the duration of the programme, for example; clocks or scoreboards. Presentation will schedule any on screen graphics to avoid captions or Astons.

2.2
The **5 bug** sits at the top left of the screen, example below. The bug may or may not include extra text underneath it.

2.3
**5 presentation graphics** may also appear on the bottom third of the screen, example below

2.4
There may be exceptions to this rule, for example during live programmes. Please contact 5 Presentation (Appendix C) with any queries.

## 3 In programme promotional material

3.1
'Next time on [Programme Title]' in-programme promotions may be included in the programme
BUT must be agreed with the 5 Programming representative and referred to 5 Presentation prior to post production. In any case it must not contain any day or time specific information

3.2
5 web addresses which refer to content which is both directly derived from and specifically intended to allow viewers to benefit fully from the programme, e.g.www.channel5.com/programmetitle, may be included in the programme content only where editorially justified and must be agreed with the Channel 5 Programming representative prior to post production. They should not appear on programme end credits.

## 4 End Credits

4.1
All end credits should run on screen at an appropriate speed.

4.2
Commissioned Programmes

**End Credit Specification**

- If end credits do not comply with the specifications detailed here the programme will fail 5's Technical Standards for Delivery (Appendix A). For implications see section 8.3.

- End credits should run **25 seconds** in duration plus **3 secs for the end card production logo.**

- Credits should consist of captions plus music (optional) - no voice-over should be present.

- Credits can be in the form of a centred vertical crawler bottom to top of screen or static cards.

- Credits should be over a **still black background.** Any credits which are derived from the programme content, or colour in keeping with the programme must be agreed by 5 Presentation prior to post production.

- Crawlers from across the screen **may** be considered especially if over live action. This must be agreed by Presentation prior to post production.

- Credits should occupy no more than 50% of the screen width, with left and right hand margins clear 25% each (see example).

- Production company logos can be static or animated but must be mute.

- If a programme has a 5 website then Producers may like to consider placing the majority of credit details on this rather than on the end of the programme.

- Web addresses must **not** appear on end credits.

Example:

Please note that Presentation are likely to shrink the credits and in the process will lose some of the side margins. There must be no credits in these margins.

4.3
**Co-Producer/Financier Credits**

The execution and placement of all Co-Producer/Financier credits must be agreed with 5 Presentation prior to post production.

Where the co-producer has contributed a substantial amount to the cost of a programme and there is an editorial justification, an 'in association with' credit may be included on the final page if appropriate. This must be with the prior approval of 5 which is usually agreed as a contractual provision within the production agreement.

Co-producer/financier logos or credits may also be included in the credits prior to the end caption where applicable. Please see section 5.6 on Re-versioned Programmes for further detail.

## 5. End Captions

5.1.
The end caption should be in the 5 house design with the 5 logo to the left and the Production company logo and copyright details (using our preferred font) to the right. Preferred font can be downloaded from https://app.mediasilo.com/review/67d1a5f18325e52feb65631e/f/1a775025-d3bd-4b9c-b146-039273890998 along with our Production End Card and Strand Titles. Please email Broadcast Operations (broadcast.operations@channel5.com) if there are any difficulties with this.

5.2
5 will return programmes delivered incorrect or missing end credit logos in the 5 format.
5 reserves the right to correct such logos if delivery is close to transmission. The cost will be £250 per programme.

5.3
**Production Credit**
The production credit should only mention 5 and the Production Company in the style set out below. Full template details available from the Programme Delivery Manager (Appendix C).

5.3.1
5 Example:

5.3.2
5 STAR example:

5.4
**Copyright Notice**
The copyright notice should be in small type with the year in standard numerals, not Roman numerals (see sample above). The year should reflect the year of production.

5.4.1
Please use our preferred font for the text on the end caption, details available with end card from our Media Shuttle site.

5.5
**Producer Logo**
The Production Company may include its logo as part of the end caption in the new production caption format (as supplied by 5)

5.5.1
Programmes in which 5 obtains copyright:

An ABC (Static logo) Production
For 5
© Channel 5 Broadcasting Limited 2019

5.5.2
Programmes in which the Producer retains copyright:

An ABC (static logo) Production
For 5
© ABC Productions Limited 2019

5.5.5
**'With thanks' credits**
See 1.4 above.

**5.6**
**Re-versioned Programmes – ONLY AS AGREED**

In those circumstances where programmes are re-versioned and there are contractual undertakings to retain either some or all existing production or co-production company logos, please note the following:

- Additional company logos should appear on a single page on the screen prior to the final 5 credit

- They can be in either a single, double, treble of quadruple format as shown below. Full template details are available from 5 Creative Services (Appendix C).

PLEASE NOTE: The use of these formats must be agreed by the 5 Production representative **PRIOR** to any post production.

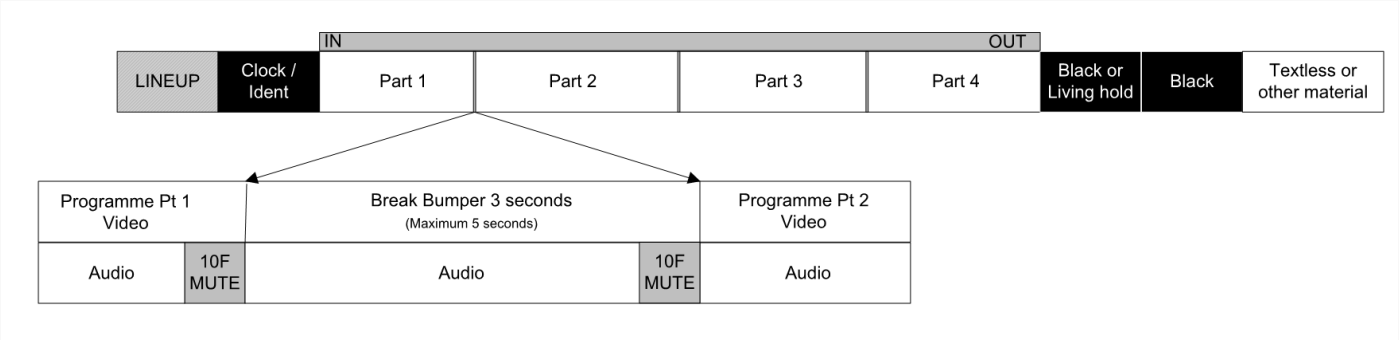
The reversion company name/logo should appear in the following format with the agreed copyright line

ABC (static logo)
For 5
© ……2026

## 6. Editing Your Programme

6.1

Commissioned programmes should be delivered in a continuous format. We still require the programme to be parted (using the runtime document as a guide - see Appendix B) but these parts should be separated by a sting as part of one continuous element, i.e. there should be no programme clock or black between the programme parts. Below is a diagram to help illustrate this



We are requesting this to reduce the number of edits required if programmes transmit off the hour and therefore need to play with different part lengths and for possible continuous playout on our VOD platforms.

An example clip can be found on our website.
Please go to https://productionhub.uk.paramount.com/ and click on 'Continuous Commissioned Programme Clip.'

Please note that this supersedes the Technical Delivery specification.

6.2
Commissioned programmes should be produced with a sting separating the parts. The sting should last no more than 5 seconds and any audio should be self-contained within the sting. It will be shown twice, firstly coming out of a part and secondly when returning to the next part after a break. Please note, the programme title will suffice, there should be no reference to the parts for example "end of part one", "part two" etc. should not be included.

6.3
There must be no audio or vision mixing from the programme into the sting as the same sting will be shown at the end of one part and the beginning of the next programme part. To ensure this we require that there are a clear 10 frames before and after the bumper with no audio present.

6.4
Please ensure that if there are teases at the end of one part for the next part of the programme, there is no reference to "parts" or "breaks". For example: "Coming up Nick falls over..." is fine but "Coming up in Part 2 Nick falls over" or "Coming up after the break Nick falls over" will have to be removed for international and VOD versions. Please do NOT refence breaks or parts in any way. Likewise, please do not welcome people back from the break as again, this will need to be edited out if the programme is required to play continuously.

Further questions should be referred to the Channel Operations Managers, contact details are available in Appendix C.

## 7. Competitions

7.1
Competitions within commissioned shows are inserted by the presentation team. They are typically inserted before the end of part sting of parts 2 and 3.

We are requesting this to reduce the number of edits required when shows are repeated and delivered through to our VOD platforms.

7.2
To enable this we require that there are a clear 10 frames before and after the sting with no audio present. Any audio on the sting must be self-contained within the sting itself (see 6.2 above).

7.3
The duration of the competitions are included in the run time of the programme. For example should the competition be delivered as 60" with a 30" update the show should run for 43' 30" making a total of 45' once the competitions have been added by Presentation.

7.4
Please note that all phone numbers and competition details must be cleared by 5's commercial partnerships and legal and compliance team **PRIOR** to post production.

Further questions should be referred to the Channel Operations Managers, contact details are available in Appendix C.

## 8. Front Credits or Title Sequences

8.1
**News and Current Affairs/ Sports/ outside broadcast programmes** - programme title (or series plus episode title) only.

8.2
**Entertainment/ Features and Arts/ Special Events/ Religion and Children's programmes** - programme title (or series plus episode title) plus exceptionally the author and such principal cast or participants as the relevant 5 Production Representative /Controller may agree.

8.3
**Drama/Comedy programmes** - programme (or film) title (or series plus episode title) plus the author, such principal cast as the relevant Channel 5 Production Representatives/Commissioners may agree, and producer and director.

8.4
**Title sequences** – There are no specific guidelines or duration relating to title sequences other than those listed previously. Producers are encouraged to keep them as short as possible, as creatively agreed with the 5 programming representative.

8.5
**Strands** - 5 may wish to create a strand or season encompassing a number of different programmes. In these instances 5 will provide one or more on-air elements which should be incorporated into the programme where appropriate. Please note that the strand opening

will not replace the title sequence. The strand opening sequence or any other elements should be incorporated into the total running time of the programme.

The 5 programming representative or controller will advise the production company if their programme is part of a strand or season. Please contact the Broadcast Operations Manager (Appendix C) if you require strand elements.

## 9. In Programme Graphics (web addresses and social media hashtags)

Website address (www.channel5.com/nightmareneighbour for example) or any social media hashtags should not be included in the body of the programme unless given special dispensation by Presentation. Presentation will normally suggest that a graphic with the website address is added during playout and that it is NOT superimposed into the body of your show. This gives us additional flexibility and reduces costs should changes be required further down the line. Should you have any queries regarding this, please speak the Channel Operations Managers (Appendix C).

## 10. Guidance Notes and Further Specifications

### 10.1 Programme part durations

Please use Appendix B for guidance on the number of parts and overall duration of your show. Break restrictions should also be adhered to, as per Appendix B, if your programme is more than 4 parts. If further details are required or if you have any questions regarding break restrictions or slot lengths, please contact the Channel Operations Managers (Appendix C). Ad funded programming alludes to programmes that are paid for (in part of in full) by a particular brand and therefore include sponsorship in their delivery.

### 10.2 Credits

The Production Company will be required to submit a credits list to their 5 Commissioning Editor for approval during post production and before the credits are made. The Production Agreement between the Production Company and 5 will require the Production Company to comply with the provisions of these Credit Specifications, and will contain any variations expressly agreed by 5. Any doubts or problems about credits must be resolved to 5's satisfaction during negotiation of the Production Agreement.

### 10.3 Rights and Responsibilities

10.3.1

Failure to comply with the provisions of this Presentation Specification and with the Production Agreement may cause delay in acceptance of programmes whilst changes are made, or may lead to rejection of delivery of the programmes **with resulting cost and expense to the Production Company, who will have to meet or reimburse the cost of remaking or editing any unacceptable credit sequences**. 5 may itself have to omit and/or change such occurrences

if the imminence of transmission so requires, and the Production Company will be required to reimburse 5 in full for its costs in correcting the programmes.

10.3.2
The Producer must ensure that all its credit obligations with third parties (including but not limited to all production talent, personnel and co-funders) are made subject to these Presentation Specifications. 5 will not in any event be responsible to Production Companies, or to third parties to whom a Production Company had a contractual commitment to give credit, if any credit is omitted from the programme delivered to and transmitted by 5 because of the Production Company's failure to comply with the provisions of this Presentation Specification (or the Production Agreement if different).

10.4 **Specific Prohibitions**
No one shall receive more than one credit on screen, and producers should use a combined credit (e.g. "written and directed by")

10.4.1
5 shall be entitled to request a 'Commissioning Editor for 5' credit on commissioned programmes. Where such credit is requested, then it shall be of equal size and prominence to other similar credits, all subject to Commissioning Editor discretion and approval.

10.4.2
OBs, studios and post-production facilities, suppliers of single-camera units, or VTRs should not be credited, unless otherwise agreed in the Production Agreement.

10.4.3
Unless agreed in advance by the 5 Programming Representative the individual who provides the relevant services to the production should be credited and not the company they work for.

10.5 **Presentation Credits/Logos**
10.5.1
Presentation credits for production companies or personnel (such as "presented by X for 5" or "X Productions present …" or "an X Ltd presentation") will not be permitted on programmes as part of front or end credits.

10.5.2
5 reserves the right to superimpose its own 5 presentation credit and/or logo at the commencement of each programme/film.

**10.6 Credits for Co-Financiers/Co-Producers**
Any credit which may be proposed for a co-financier or a co-producer of a programme must be specifically approved in the first instance by the 5 Programming Representative.

**10.7 Sponsorship of Programmes**

Proposals for sponsorship of programmes to be transmitted on 5 are always a matter to be regulated by 5 on a case by case basis. This will be in accordance with the principles set out in the Ofcom Code of Programme Sponsorship. All enquiries regarding Sponsorship Credits should be made to the UK Business Development Director (Appendix C)

## 11. Third Party VOD Platforms

Without prejudice to GT Clause 7.6 under the Programme Production Agreement where the Producer distributes and/or license others to distribute the Programme on any third party Video-on-Demand platforms including FAST platforms ("Third Party VOD Platforms") for exploitation in the United Kingdom and Republic of Ireland (pursuant to and in accordance with the terms of the Programme Production Agreement) the Producer shall ensure Channel 5 logo placement on any such Third Party VOD Platforms for the duration of the Third Party VOD Licence Period and shall comply with the below requirements or as otherwise directed by 5 in writing:

**11.1** The Producer shall ensure that the 5 logo is placed on all programme image tiles ("Image Tiles") displayed on the content feed/interface/series show page on Third Party VOD Platforms and the Producer shall ensure that the 5 logo is placed at the top left-hand corner of any Image Tiles but where this is not possible the Producer may move the 5 logo to one of two below positions and as directed by 5:

Positioned at the centre-left of the Image Tile; or
Positioned at the top-centre of the Image Tile.

**11.2** The Producer shall ensure that an animated 5 logo and/or 5 Pre-Roll Ident and/or 5 Sting is present at the commencement of any such 5 Programme on Third Party VOD Platforms and as further directed by 5.

**11.3** The Producer shall ensure that the 5 logo is placed on all key artwork appearing on Third Party VOD Platforms and as further directed by 5.

**11.4** The Producer shall ensure prominent 5 logo placement in order that the 5 logo is present and legible on any such Third Party VOD Platforms including complying with any 5 guidance around use of the appropriate 5 logo, color, scale and positioning as may be further directed by 5 in writing.

**11.5** The Producer agrees that 5 shall have the right of approval in respect of the 5 logo and animated 5 logo and/or 5 Pre-Roll Ident and/or 5 Sting and in relation to any other party requesting a logo on the Programme(s).

**11.6** The Producer shall not grant to any third party a right to receive any credit on any exploitation of the Programme(s) which suggests or implies that the Producer and/or any third party is the originator or commissioner of the Programme(s).

**11.7** The Producer shall contact AllinCreative@channel5.com to discuss 5's requirements and/or guidance in connection with any 5 logo placement on any such Third Party VOD Platforms and/or to discuss any exceptions to the above requirements.

**11.8** The Producer shall use all reasonable endeavours to apply the above requirements to any exploitation of any previous series of the Programme(s) commissioned under the Programme Production Agreement.

Presentation Specifications APPENDIX A

## Programme Delivery

Please consult the Programme Delivery Manager for delivery details (Appendix C)

Programmes should arrive at least 3 weeks before transmission. If programmes are to be delivered in less than this timescale then you **MUST** contact the Programme Delivery Manager on:

- Adam Hassan – Adam.Hassan@paramount.com – 07890 065 220

**5's Technical Standards for Delivery** must be adhered to for all programme deliveries. This can be found on https://productionhub.uk.paramount.com/ and click the link for TECHNICAL SPECIFICATION FOR FILE DELIVERIES

**Programmes failing the Technical Standards for Delivery will incur a reassessment charge.**

Presentation Specifications APPENDIX B

## *5 Programme Running Times*

- These are **final running times** and include end credits, and beginning/end of part repeated stings. The duration of any competition is also to be included in the run time of the programme despite being delivered separately.
- Programmes which are either a) not sponsored or b) supplied clean of sponsorship credits should adhere to the original Running Time specified below.
- Ad-funded programmes which will be supplied with sponsorship credits attached by the production company should work to the amended durations on the right hand side of the below grid.
- If the slot length of your programme has not been specified, please contact Channel 5 (details below) for clarification of both programme running time and number of parts.

| Slot Length | Running Time | Number of Parts | Example Part Durations (please see notes) | Ad-funded |
|---|---|---|---|---|
| **30'** | 22'30" | 2 | evenly split | 23'00" |
| **45'** | 37'00" | 3 | evenly split | 38'00" |
| **60'** | 45'00" | 4 | 7' + 15' + 15' + 8' | 46'00" |
| **75'** | 56'00" | 5 | 7' + 15' + 15' + 12' + 7' | 57'20" |
| **90'** | 67'00" | 6 | 7' + 15' + 15' + 12' + 9' + 9' | 68'20" |
| **120'** | 94'00" | 7 | 7' + 15' + 15' + 15' + 15'+ 15' + 12' | 94'30" |
| **150'** | 115'00" | 9 | 7' + 15' + 15' + 15' + 15' +15' + 16' + 10' + 7' | 117'00" |
| **180'** | 139'00" | 10 | 7' + 15' +15' + 15' + 15' + 15' + 16'+ 15'+ 15' + 11' | 141'00" |

*Notes on programme part durations and/or number*

The above part durations should be used as a guide, please note the below and if you have any issues then contact Presentation:

Programmes under 22'30" should be delivered in one part.

Programmes for slots of 60 minutes or shorter – we can be flexible with part durations if it works better editorially and no part is shorter than 5 minutes. If you deviate drastically from the above then please get confirmation from your Commissioning Editor.

Programmes for slots over 60 minutes – we can be flexible with part durations so long as not part is shorter than 5 minutes and the below restrictions are covered. These are to ensure that commercial breaks fall within the correct hours and do not breach Ofcom regulations;

| | |
|---|---|
| For programme slots of 75 minutes and above; | Parts 1-3 must total a maximum duration of 47'<br>Parts 1-4 must total a minimum duration of 49' |
| For Programme slots of 150 minutes and above; | Parts 1-6 must total a maximum duration of 93'<br>Parts 1-7 must total a minimum duration of 97' |

The leeway on the total running time for any length of show is a maximum of 15" under or 15" over the above specified duration. For special dispensation please contact Presentation (details below).

If you are making a show for a slot longer than 3hours, please contact Presentation for part length guidance and overall run time

| | |
|---|---|
| **Presentation Contact 1**<br>Sini Hart<br>Channel Operations Manager<br>Tel: 07823 447 468<br>Email: sini.hart@paramount.com | **Presentation Contact 2**<br>Peter Barcock<br>Channel Operations Manager<br>Tel: 07823 447 467<br>Email: peter.barcock@paramount.com |

## Presentation Specifications Appendix C

## 5 Contact Details

**All email addresses:**
first.surname@paramount.com

**Credit Compliance Contact:**

- Any queries should be referred to the Programming Representative who may refer you to Channel5's legal and compliance team

**Presentation contacts:**

- Sini Hart – Channel Operations Manager – 07823 447 468
- Peter Barcock – Channel Operations Manager – 07823 447 467

**Programme Planning contact:**

- Louise King – Programme Planning Manager – 07833 200 008

**Sponsorship Contact:**

- Alex McEwan – Account Director, Client Services – 07824 506 637

**Technical Delivery contacts:**

- Adam Hassan – Programme Delivery Manager – 07890 065 220
- Alfie Sanderson – Senior Broadcast Operations Manager – 07977 328 377
- Dominic Selby – Senior Director Broadcast Services – 020 3580 3750