



# NDNC Overview & Guidance Notes

## Guidance Notes

ViacomCBS (External Use)

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### INTRODUCTION

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The purpose of this document is to provide an overview and explanation of the ViacomCBS ‘No Diversity, No Commission’ (NDNC) directive.

ViacomCBS (“we”, “us”, “our” or “ViacomCBS”) has a responsibility to ensure it reflects the UK’s diverse national population, both off-screen (people making programmes) and on-screen.

Diverse talent produces new perspectives, new ideas and unique stories which are our industry’s lifeblood. We must seek, encourage and secure talent from different backgrounds to keep our industry relevant and exciting. Moreover, we must ensure we represent all people within our nation’s communities in our programming.

To help ViacomCBS make meaningful change within our industry, we want to identify Diversity, Equity and Inclusion (DEI) statistics, patterns and gaps across our UK commissions. This will be achieved, in part, through our NDNC directive through which ViacomCBS will work collaboratively with its production companies to improve the media industry.

Our NDNC directive is not a tool to penalise production companies with, but rather it is a way to work together and improve our industry.

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## NDNC PRODUCER PROCESS GUIDANCE

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All producers (“you”, “producer” or “Production Company”) creating content for ViacomCBS are required to participate in our NDNC directive. This is based on the agreement of an ‘On-Screen’ and ‘Off-screen’ DEI strategy, circulating the ViacomCBS DEI questionnaire for each of your channel commissions, and the end of production DEI strategy review.

The below is guidance on the key requirements surrounding the NDNC process.

### 1. Commissioning Specification Form – DEI Section

Each Production Company will need to complete a Commissioning Specification (appendix C) Form for each production they produce for ViacomCBS. The DEI section of that Commissioning Specification Form will need to detail the full DEI strategy for that specific production.

You will need to agree a strategy for both on-screen (talent/contributor) and off-screen (staff/freelancer) DEI with your commissioning editor and detail your plans in the DEI section of the commissioning specification before the title can be presented at BBAM (Business Board Approval Meeting) for formal approval.

The form will also require the Production Company to select a single individual at the Production Company to be identified as the main DEI / NDNC contact for that production.

Please note you will be required to submit an End of Production Report (appendix D). In this report you will be required to summarise your performance in relation to the DEI strategy set out at the start of production on the Commissioning Specification Form.

The Commissioning Specification Form Template and information on National DEI Benchmark Statistics can be found on the ViacomCBS Production Hub:

<https://productionhub.paramount.uk.vimn.com/>

### 2. NDNC Email from Ben Frow – Production Identification Code and Questionnaire Link

At the start of each production, the Production Company will be sent an email from Ben Frow with a message about the NDNC directive, a link to the questionnaire, and instructions on what they need to do next.

This email will also contain the unique NDNC code for the production.

This email will go to the single individual at the Production Company identified on the Commissioning Specification form as the main NDNC contact. That person will be

responsible for ensuring that the questionnaire is sent to all production company personnel in accordance with ViacomCBS instructions per the Commissioning Specification Form.

### 3. **DEI Questionnaire - Production Personnel Complete DEI Questionnaire**

Upon receiving the DEI Questionnaire Form, personnel will be asked to answer a set of DEI questions. It is essential that personnel use the correct NDNC Identification Code for the production they are working on when they complete the survey.

It is important to note that all DEI information will be collected on a de-identified basis and ViacomCBS will not seek to identify the responding personnel, that all questions have a prefer not to say option, and that participation in the questionnaire is strictly voluntary.

**Individuals shall not and will not be pressured by the producer or the broadcaster to participate.**

**It is unlawful to demand or force an individual to supply information related to their protected characteristics.**

Please note, ViacomCBS will seek to ensure the DEI data remains de-identified and will be managed in accordance with ViacomCBS strict privacy and security procedures.

### 4. **'End of Production Report'**

On completion of the production, Production Companies will be required to submit an End of Production Report. This report is required to capture information on several elements of the production including This report is required to capture information on several elements of the production including finance, DEI, regionality and post-production paperwork.

The Production Company will be required to report on the success of their final on-screen and off-screen DEI strategies for that production (appendix D) and, where possible, their targets referencing Office of National Statistics (ONS) data.

Completion of this End of Production report forms part of your post-production paperwork requirement ahead of final payment.

The End of Production Report Template and information on National DEI Benchmark statistics can be found on the ViacomCBS Production Hub.

### 5. **What will ViacomCBS do with the data collected?**

During the initial phase of NDNC, no report generated from the raw data will be shared with anyone outside the Nominated Persons, including not to the Production

Company. The data will only be used in aggregate for an industry wide view. This will enable ViacomCBS to identify gaps and trends across the industry

In a later phase, ViacomCBS will be able to view the DEI data captured using the form, benchmark such data against national and regional diversity statistics, and then consider the captured data and benchmark results against the DEI strategy proposed by the production company. ViacomCBS will then work with Production Companies to develop and improve relevant areas of their DEI strategies that will encourage the creation of diverse workforces and content that will ultimately benefit the Production Company's working culture and programming, while also facilitating positive change in the wider broadcast industry.

<https://productionhub.paramount.uk.vimn.com/>

## DIAMOND DIVERSITY REPORTING

It is important to stress that our own DEI data monitoring is not replacing CDN's Diamond but rather complements it. Please continue to encourage all production personnel to participate in Diamond when contacted by Silvermouse. ViacomCBS are committed to Diamond's goal to provide detailed, consistent, and comprehensive monitoring and reporting of diversity in our industry.

In addition to encouraging production personnel to participate in Diamond, ViacomCBS would like to remind producers that NDNC does not alter the terms or requirements of ViacomCBS's commissioning entities, which remain as contracted, with Producers still required, as a condition of commission, to use best endeavours to produce and deliver the Programme using diverse and inclusive contributors on and off screen in line with the 'Diamond Diversity Guidelines Notes' referenced in the applicable ViacomCBS commissioning agreement.

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*APPENDIX A: ADDITIONAL INFORMATION*

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## 1. DIVERSITY, EQUITY AND INCLUSION (DEI) ON THE VIACOMCBS PRODUCTION HUB

The ViacomCBS Production Hub is an external facing one-stop resource for Production Companies commissioned to produce for UK. Our resources on the Hub's home page include information and guidance on all aspects of production, compliance and delivery, as well as a section on DEI.

The DEI section of the Hub contains information about our NDNC directive – including Diamond Diversity guidelines, National DEI statistics & benchmarking sources, existing published ViacomCBS DEI statements.

ViacomCBS Production Hub: <https://productionhub.paramount.uk.vimn.com/>

## 2. SECURITY AND PRIVACY PROTOCOLS

ViacomCBS has implemented protocols and procedures to ensure the integrity, confidentiality and security of the information collected by the form, and to ensure the information is collected and used on an anonymous basis only. ViacomCBS respects the importance and sensitivity of the information requested and continually monitors the effectiveness of the protocols and procedures implemented to safeguard the integrity, confidentiality and security of the information.

## 3. WHY WE ENCOURAGE PRODUCTION COMPANIES TO CREATE A DEI STRATEGY

By establishing tailored DEI strategies for each production, Production Companies are better enabled and empowered to deliver improved DEI standards, which not only benefits their own business and enhances the content they produce, but also drives the required changes for greater DEI that have long been overdue in the media industry.

The NDNC directive represents ViacomCBS's desire and commitment to ensuring that the individuals producing ViacomCBS programming are recruited from, and accurately represent, the diverse nature of the UK's population. NDNC is not a tool to penalise producers but rather a cooperative strategy aimed at collaborating with production companies who understand and appreciate that the need to promote and improve DEI in the UK media industry is a shared responsibility and therefore accept that compliance with NDNC is fundamental and necessary.

One of the central ideals of NDNC is that it encourages a meaningful dialogue and collaborative problem-solving, with an objective to ensure that underrepresentation and inequality of opportunity within the media industry is actively addressed and improved upon. ViacomCBS acknowledges that this requires a collective effort with



its production partners and therefore has developed NDNC as a way of working towards these goals.



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*APPENDIX B: RESOURCES*

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Listed below are links to various websites and organisations where Production Companies can be directed to find further information.

**VIACOMCBS**

- ViacomCBS Diversity & Inclusion ([link](#))
- ViacomCBS Privacy Policy ([link](#))
- ViacomCBS NDNC Privacy Policy ([link](#))

**CDN PROJECT DIAMOND**

- Creative Diversity Network - Diamond Notes & Guidelines ([link](#))
- Creative Diversity Network - Diamond FAQs ([link](#))



APPENDIX C: COMMISSIONING SPECIFICATION FORM – DEI SECTION

<b>DIVERSITY, EQUITY &amp; INCLUSION</b>	
<b>'NO DIVERSITY, NO COMMISSION'</b>	
<p><i>In accordance with our ViacomCBS directive, producers must confirm their Diversity, Equity &amp; Inclusion strategy for each commission has been agreed with their channel representative before BBAM approval can be issued.</i></p> <p><i>Please ensure you do not make reference to any individual by name or job title in the narrative provided (outside of the nominated DEI contact for this commission). Any personal information you provide on this form will be processed in accordance with the ViacomCBS Privacy Policy: <a href="https://www.viacomcbsprivacy.com/en/policy">https://www.viacomcbsprivacy.com/en/policy</a></i></p> <p><i>For guidance please refer to the NDNC DEI Guidance Document found on the ViacomCBS Production Hub: <a href="https://productionhub.paramount.uk.vimn.com/">https://productionhub.paramount.uk.vimn.com/</a></i></p>	
<b>Diversity, Equity &amp; Inclusion Information</b>	
<p>Please state the full name and email address of your DEI contact for this production</p> <p><i>The person responsible for circulating the NDNC questionnaire to everyone working on this C5 production.</i></p> <p><i>Please ensure that you inform the channel if this delegate changes after approval has been given.</i></p> <p>Contact: <a href="mailto:ProductionManagement@vimn.com">ProductionManagement@vimn.com</a></p>	
<p>Predicted Production Team headcount (off-screen)</p> <p><i>Please provide an estimate of the total number of production personnel working on this project – staff and freelance.</i></p> <p><i>Please ensure that you inform the channel if there are any significant changes to this number (more than 5).</i></p>	
<p>Have you agreed your DEI strategy (both on- and off-screen) for this commission with your Commissioning Editor?</p>	<p>Y <input type="checkbox"/>                      N <input type="checkbox"/></p>
<b>On-Screen DEI Strategy</b>	
<p>Please provide a detailed overview of your on-screen DEI strategy</p> <ul style="list-style-type: none"> <li>· <i>Please identify the steps you will be taking to achieve your strategy. Include any companies/organisations that you may be working with to achieve your strategy.</i></li> <li>· <i>What is the measurement that you will use to determine if your strategy is successful</i></li> </ul>	





<p>Do you anticipate challenges with your on-screen strategy? <i>If so, how will you overcome these?</i></p>	
<p><b>Off-Screen DEI Strategy</b></p>	
<p>Please provide a detailed overview of your off-screen DEI strategy  <i>. Please identify the steps you will be taking to achieve your strategy. Include any companies/organisations that you may be working with to achieve your strategy.</i>  <i>. What is the measurement that you will use to determine if your strategy is successful</i></p> <p><b>Please attach any supporting documents as required.</b></p>	
<p>Do you anticipate challenges with your off-screen strategy? <i>If so, how will you overcome these?</i></p> <p><i>Please see ONS benchmarking statistics for reference:</i></p> <p><a href="https://productionhub.paramount.uk.vimn.com/">https://productionhub.paramount.uk.vimn.com/</a></p>	
<p><b>DEI Strategy Approval</b></p>	
<p>Do you have approval from your Commissioning Editor and any other Production Representatives? <i>Please provide names and dates of approval</i></p>	
<p><b>PLEASE BE AWARE THAT YOU WILL BE REQUIRED TO REPORT ON THE MEASUREMENTS AND SUCCESS OF YOUR STRATEGY IN THE END OF PRODUCTION REPORT</b></p>	

APPENDIX D: END OF SERIES REPORT – DEI SECTION

<b>DIVERSITY, EQUITY &amp; INCLUSION</b>	
<p><b>'NO DIVERSITY, NO COMMISSION'</b></p> <p>Diversity, Equity &amp; Inclusion Reporting</p> <p>Please ensure you do not make reference to any individual by name or job title in the narrative provided (outside of the nominated DEI contact for this commission, which will be processed in accordance with the ViacomCBS Privacy Policy: <a href="https://www.viacomcbsprivacy.com/en/policy">https://www.viacomcbsprivacy.com/en/policy</a>)</p>	
<p>Please state the name and email address of your DEI contact for this production</p> <p><i>The person responsible for circulating the NDNC questionnaire to everyone working on this production</i></p>	
<p>Actual Production head count – off-screen</p> <p><i>Please provide the total number of production personnel employed by you that worked on this project off-screen (including all staff and freelancers based on your staffing schedule – no minimum contract length)</i></p>	
<b>On-Screen DEI Strategy Outcome</b>	
<p>On-Screen Diversity Strategy</p> <p><i>Please provide details of the on-screen DEI strategy agreed when the production was commissioned</i></p>	
<p>Please detail aspects of your on-screen strategy that you found to be successful.</p> <p><i>Please refer to any resources utilised on this production with regard to DEI.</i></p>	
<p>Please identify challenges faced in relation to your on-screen strategy and what measures did you take to resolve them?</p>	
<p>How will you implement learnings from this project on any new commissions?</p>	
<p>What support or training would have been useful for you?</p>	
<b>Off-Screen DEI Strategy Outcome</b>	
<p>Off-Screen Diversity Strategy</p> <p><i>Please provide details of the off-screen DEI Strategy agreed when the production was commissioned per the agreed Commissioning Specification Form.</i></p>	
<p>Please detail aspects of your off-screen strategy that you found to be successful.</p> <p><i>Please refer to any resources utilised on this production with regard to DEI.</i></p>	
<p>Please identify challenges faced in relation to your on-screen strategy and what measures did you take to resolve them?</p>	



How will you implement learnings from this project on any new commissions?	
What support or training would have been useful for you?	
DEI Additional Notes	
Please supply further information if relevant	



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## FAQ

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### **What is my unique production code?**

Your production code is located on your NDNC questionnaire email, sent by your production company's NDNC contact.

### **Where is the link to the questionnaire, I haven't received it?**

Please check in with the NDNC contact at your production company for the questionnaire email to be sent/resent

ViacomCBS have not sent the NDNC questionnaire link or it has been lost/deleted  
Please contact your Production Manager at ViacomCBS for a new link to be sent

### **The link is not working on my computer/phone?**

This form is accessible across multiple browser and smartphones. If you are having issues accessing, please try using a different browser.

For any additional queries that have not been covered, please contact:  
[NDNCProducerSupport@vimn.com](mailto:NDNCProducerSupport@vimn.com)