Marketing and Press Deliverables

Please contact Paramount+ UK Marcomms Teams for any enquiries: ParamountPlusUKMarketing@viacomcbs.com & ParamountPlusUKPress@vimn.com

Marketing Assets	Specifications	Comments	Delivery Date
Tone Meeting Deck	Concept, episode premise, structure and style, choice of location premises, episode story lines. SET: Set designs, Lighting designs, graphic design, Logos, decorations, visual "Look and Feel" (including the camera angles, filming, and editing style)	MKTG, PR & Social teams would like to be invited to this meeting.	Presented during Prep weeks and prior to filming. This will be required at the same time as scripts to help inform development of any promotional campaigns
Series Bible – Stage 1	• Logline • Series Outline • Episode Synopses (if available) • Character Descriptions • Talent Bios	This will be the first stage series bible – which should evolve throughout production. ***Final Series Bible is listed further in the deliverables below.**	Presented during Prep weeks and prior to filming to accompany the Tone Meeting/Show&Tell. This will be required at the same time as scripts to help inform development of any promotional campaigns
Scripts	PDF		Available prior to filming. Drafts to be shared as soon as they're available during pre-production, with updates circulated throughout the shoot.
Logo	JPG / PSD / AI	MKTG has the option to re-visit for marketing purposes.	To develop artwork, marketing would love to see at least 3 months prior to delivery.
Title Treatment	PSD		3 months prior to delivery date of Ep 1.
Title Treatment – Font	PSD		3 months prior to delivery date of Ep 1.

PHOTOS			
a) Gallery Photos (Actors)	JPEG / PSD	Individuals, 10 per lead talent. Ensemble talent to be discussed with P+ PR Teams. NB. Include any restrictions on usage e.g. can images be cut out and put on different backgrounds	8 weeks prior to delivery of Episode 1 **or** 3 months prior to launch date, whichever is sooner.
b) Gallery Photos (On Character)	JPEG /PSD	Individual, 10 per lead talent. Ensemble talent to be discussed with P+ PR Teams. Group if possible (5 Group Photos) NB. Include any restrictions on usage e.g. can images be cut out and put on different backgrounds	8 weeks prior to delivery of Episode 1 **or** 3 months prior to launch date, whichever is sooner.
c) Stills	min 300DPI as JPG / PSD *NB. Images captured on mobile phones will not be accepted*	20 Images from each Episode	8 weeks prior to delivery of Episode 1 **or** 3 months prior to launch date, whichever is sooner.
d) Behind the Scenes	min 300DPI as JPG/ PSD NB. Images captured on mobile phones will not be accepted	10 behind the scenes photos per episode.	8 weeks prior to delivery of Episode 1 **or** 3 months prior to launch date, whichever is sooner.
FINAL SERIES BIBLE			
a) Cast List and Crew List	WORD	Cast grid & unit list updates to be supplied pre filming.	No later than 3 months prior to the launch date of Ep 1.
b) Logline	WORD	Ep Description (Super short) 100 characters inc spaces	6 weeks prior to delivery of Episode 1 **or** 3 months prior to launch date, whichever is sooner.
c) Synopsis Per Season	WORD	Series Description (long) 1040 characters inc spaces Series description (short) approx. 250 characters inc spaces Must be spoiler free.	6 weeks prior to the delivery date for Ep1 **or** 3 months prior to Launch, whichever is sooner.
d) Synopsis Per Episode	WORD	Ep Description (Long) 1040 characters inc spaces Ep Description (Medium) 250 characters inc spaces PR team would recommend that synopses are delivered 'spoiler free', avoiding any plot points that production do not want press to reveal ahead of launch. PR can also collaborate with production on a	6 weeks prior to the delivery date for Ep1 **or** 3 months prior to Launch, whichever is sooner.

		spoiler guide for media ahead of launch too.	
e) Character Descriptions	WORD		6 weeks prior to delivery date of Ep1 **or** 3 months prior to Launch, whichever is sooner.
f) Talent Biography	WORD		6 weeks prior to delivery date of Ep1 **or** 3 months prior to Launch, whichever is sooner.
VIDEO FILES – PRESS, SCREENERS & PROMOS			
<u>Press Elements - Picture Locked Episodes</u> **1. HD, H.264 MP4, PAL 25fps Locked Cut Screener File.** **2. HD, H.264 MP4 PAL 25fps Locked Cut PR Watermarked File.**	*As outlined in the Series Delivery Schedule* **1. HD, H.264 MP4, PAL 25fps Locked Cut Screener File.** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps screener file. Rec. 709 colour space; head range; VBR. Audio Interleaved, AAC, 24-bit, 48khz. No slate, visible watermarks, bars, tone or textless materials. Files must start at hour 1 with :02 second handle at tail of file. Audio Configuration: Ch1: Eng Comp Lt/Rt interleaved. **2. HD, H.264 MP4 PAL 25fps Locked Cut PR Watermarked File.** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps screener file. Rec. 709 colour space; head range; VBR. Audio Interleaved, AAC, 24-bit, 48khz. No slate, bars, tone or textless materials. Files must start at hour 1 with :02 second handle at tail of file. Audio Configuration: Ch1: Eng Comp Lt/Rt interleaved.	Marketing & PR teams to be included on Cut Review Distribution via chosen file sharing platform. Watermarking text to be confirmed with P+ Post team. Text: Property of Paramount Font: Arial Size: 72pt Space:140 Opacity: 10% Duration 5 seconds Frequency: Every 10 minutes Placement: Centred, bottom of lower thirds	When requested, files should be sent **at Picture Lock.** Ideally 3 months out from Marketing's 'Campaign Live' date. Production to keep in close communication with P+ Marketing team to deliver in a timely manner.
<u>Press Elements – Early Online Episodes</u> **1. HD, H.264 MP4, PAL 25fps Early Online Screener File.**	*As outlined in the Series Delivery Schedule* **1. HD, H.264 MP4, PAL 25fps Early Online Screener File.** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps screener file. Rec. 709 colour space; head range; VBR.		When requested, files should be sent **after Online.**

2. HD, H.264 MP4 PAL 25fps Early Online PR Watermarked File.	Audio Interleaved, AAC, 24-bit, 48khz. No slate, visible watermarks, bars, tone or textless materials. Files must start at hour 1 with :02 second handle at tail of file. Audio Configuration: Ch1: Eng Comp Lt/Rt interleaved. **2. HD, H.264 MP4 PAL 25fps Early Online PR Watermarked File.** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps screener file. Rec. 709 colour space; head range; VBR. Audio Interleaved, AAC, 24-bit, 48khz. No slate, bars, tone or textless materials. Files must start at hour 1 with :02 second handle at tail of file. Audio Configuration: Ch1: Eng Comp Lt/Rt interleaved.	Watermarking text to be confirmed with P+ Post team. Text: Property of Paramount Font: Arial Size: 72pt Space:140 Opacity: 10% Duration 5 seconds Frequency: Every 10 minutes Placement: Centred, bottom of lower thirds	
<u>Working Promotional Elements</u> **1. HD, ProRes 422 (Non HQ) PAL 25fps Early Online Promotional File.** **2. HD, H.264 MP4 PAL 25fps Early Online Promotional File.**	*As outlined in the Series Delivery Schedule* **1. HD, ProRes 422 (Non HQ) PAL 25fps Early Online Promotional File** HD 1920 x 1080 PAL 25fps ProRes 422(Non HQ) 48 KHz 24 bit file. Split Track Audio CH 1&2: Lt/Rt DIA CH 3&4: Lt/Rt MUS CH 5&6: Lt/Rt EFX CH 7&8: English Lt/ Rt *Marketing Social Media Export* **2. HD H.264 MP4, PAL 25fps Early Online Promotional File** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps Split Track Audio CH 1&2: Lt/Rt DIA CH 3&4: Lt/Rt MUS CH 5&6: Lt/Rt EFX CH 7&8: English Lt/ Rt	Include Slate, textless not necessary.	Delivered to Creative Services team immediately following Online and Grade / Colour correction. Ideally at least 10 weeks prior to Marketing's 'Campaign Live' date. Production to keep in close communication with P+ Marketing team to deliver in a timely manner.
VIDEO FILES – EPK			

EPK (Interview with talent) **1. English - Texted** **2. English – Textless (for localisation)**	 **1. HD, H.264 MP4, PAL 25fps EPK Talent File.** HD, 1920 x 1080 16x9 OAR 1080p PAL 25fps. Audio: Stereo **2. HD, H.264 MP4, PAL 25fps EPK Talent Textless File.** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps Audio: Split Track CH 1&2: Lt/Rt DIA CH 3&4: Lt/Rt MUS CH 5&6: Lt/Rt EFX CH 7&8: English Lt/Rt	Need to include MKTG and PR in the development process for approvals.	2 months prior to launch of the show on Paramount+.
EPK (Behind the Scenes / The Making Of / Featurettes) **a. English - Texted** **b. English – Textless (for localisation)**	 **1. HD, H.264 MP4, PAL 25fps EPK Talent File.** HD, 1920 x 1080 16x9 OAR 1080p PAL 25fps. Audio: Stereo **2. HD, H.264 MP4, PAL 25fps EPK Talent Textless File.** HD 1920 x 1080 16x9 OAR 1080p PAL 25fps. Audio: Split Track CH 1&2: Lt/Rt DIA CH 3&4: Lt/Rt MUS CH 5&6: Lt/Rt EFX CH 7&8: English Lt/Rt	Need to include MKTG and PR in the development process for approvals.	2 months prior to launch of the show on Paramount+.
MUSIC			
Original Music Score (if applicable)	Original music cleared for use in world wide promotion.		6 weeks prior to delivery.
ACCESS TO TALENT			
a. Restrictions & Obligations Chart	WORD	In partnership with P+ Business Affairs.	No later than 3 months prior to the delivery date of Ep 1

b. <u>1 to 2 Day Access</u> to Key On and Off-Screen Talent		Video and Photography materials captured for the creation of marketing materials.	
c. <u>5 day access</u> for Publicity Events	e.g 1-on-1 interviews for selected press; press conferences; a minimum of 2 premieres and press junkets.	**THIS IS A KEY REQUIREMENT FOR PR TEAM**. Please reach out to the P+ UK and Int'l Comms team if we need to scale back on this.	
d. Talent Support to Post on Social Media	Talent to support as appropriate and where possible.		