

(a) CREDIT POSITION

1. Position credits in the **left half** of the screen
2. The left edge for credits is 14x9 caption safe
3. The right hand edge is centre screen
4. Credits do not have to be on a roller, but crawls are not acceptable
5. Credits can be in any legible font
6. Credits must not overlap the centre
7. The background must be FULL SCREEN programme action. Full screen black may be acceptable if programme material is unusable [Note: *Dispatches* credits must not be on black]
8. All end credits should be free of Production Company promotions, programme sync, or footage that might interfere with a C4 panel
9. All voiceovers and dialogue should have finished by the start of the credits. Background audio will be dipped live on transmission
10. Any 'next time on' packages must be included within the programme running time and have finished before the credits roll. NB Avoid saying 'next week' as schedule changes and repeat patterns may invalidate this.



← Safe area →

Rectangle is 14x9 Caps Safe
Illustrations are not to scale



← Safe area →

(b) TRANSMISSION

1. Channel 4 will cover the right hand side of the screen with an opaque information panel
2. Contact Channel 4 Media Planning (0207 306 8576) if you have included a promotion, to avoid a 'next time' promotion being produced and/or scheduled by them.

(c) PRODUCTION COMPANY LOGO

1. The final production credit is 3 seconds
2. Your production company logo or wording should be keyed over the same background as the end credits, NOT over a separate production 'card'
3. The logo or wording can be animated (3 seconds max)
4. We do NOT require a '4' logo alongside your production logo
5. Both the copyright line and your logo MUST be in the **left half** of the frame
6. Co-produced programmes should credit Channel 4 as one of the co-producers
7. Where there are no co-producers, the company name should be followed by 'for Channel 4'. When distributed outside the UK this can be changed to 'in association with Channel 4'
8. Note © Channel 4 Television Corporation MMV if Channel Four owns copyright
9. The programme must have a copyright notice in the above format with the correct copyright holder



← Safe area →

