



Production Credit Policy – October 2018

INTRODUCTION

Screen Australia invests in Australian screen stories and talent on behalf of Australian taxpayers. As such, it is a requirement to credit this contribution appropriately to give Australians an awareness of how their taxes have been invested, which in turn encourages further support of the local production sector.

This document outlines all Screen Australia credit requirements across advertising, communications and on-screen for productions.

If a producer is unsure of their obligations, they should contact their Investment Manager at Screen Australia or the Screen Australia Communications Department.

TERMS

- **Equity:** Cash investment in a production. For the purposes of this document:
 - **Screen Australia and state screen agency production investment and grants (including assigned grants) are both considered equity.**
 - Screen Australia's documentary Producer Equity Program (PEP) is considered equity only if Screen Australia also supplied production investment or a grant to the production.
 - In some instances, the Producer Offset will be included in the calculation of total Screen Australia equity for the purposes of determining credit tiers - refer 'Determining Funding Tiers'.
- **Funder:** Any party that has equity in a production, by the above definition of equity.
- **Production credits:** The listing of funders in Tier order. Production credits may be text-based, logos or both. Ordering of credits on advertising and media materials is sometimes referred to as the 'billing block.'
- **Credits:** Refers to the on-screen acknowledgment of funders and partners in the finished production, incorporating pre-presentation, presentation (opening) and closing credits. The order of appearance of credits is determined by funding Tier.
- **Television:** Free-to-air or terrestrial/satellite subscription television.
- **Television catch-up:** Free-to-air or subscription television services that allow television programming to be streamed via the internet at any time e.g. Foxtel Now, ABC iview, 9Now.
- **SVOD:** Acronym for 'subscription video on demand'. In practice, refers to subscription services which require payment to view content, delivered via the internet e.g. Stan, Netflix, Amazon Prime.
- **Online:** Refers to any production where the **first release** is viewed via the internet excluding SVOD. Includes YouTube, Vimeo, Facebook and content premiered on television catch-up services e.g. ABC iview.
- **Drama:** Industry term referring to scripted content of any genre e.g. comedy, action.

FUNDING TIERS

- **Tier 1:** The largest funder
- **Tier 2:** The second largest funder
- **Tier 3:** The third largest funder
- **Tier 4:** The fourth largest funder and beyond e.g. fifth, sixth etc

Note:

- In instances where one funder's contribution is only 1-10% less than another funder's contribution, they are awarded the same Tier. For instance, if Screen Australia invested \$100K and Create NSW invested \$95K, they would be recognised in the same Tier despite the monetary discrepancy.
- When funders share a Tier, the largest contributor is named first. For instance, in the above example Screen Australia would appear first. If the contribution is identical, the contributors appear in alphabetical order.
- In instances where a Tier 2, 3 or 4 investor has over AUD \$1m in equity, they may be afforded some credit rights for the Tier one level above. This will be considered and negotiated in good faith on a case by case basis.

NON EQUITY FUNDERS

- The funding Tier of gap lenders will be considered and negotiated in good faith on a case by case basis, with due regard for the amount of gap compared to other funders.
- This does not include licence-fee only funders which are accounted for below.
- Producer Offset or other cash flow lenders do not qualify for any funding Tier, but may be acknowledged in the credit roll at the producer's discretion.

CASH-IN-KIND

- Cash-in-kind contributions are recognised as equity for the purposes of funding Tiers if the in-kind contribution is at market rates and included in the finance plan. This provision is most common in television production.

DETERMINING FUNDING TIERS

Term reminder: Production investment and grants (including assigned grants) are both considered 'equity' for the purposes of this document.

- **Feature Film and Theatrical Documentary:** Screen Australia's equity includes any Producer Offset amount in the finance plan.
- **Documentary and Drama - Television and SVOD:** Two calculation methods are available and are **applied to all titles**, with the chosen method to be mutually agreed between Screen Australia and the commissioning platform. **Option 1 is the default** unless it is mutually agreed Option 2 should apply.
 1. Screen Australia's equity includes any Producer Offset amount in finance plan. The commissioning platform's equity includes any licence fees in the finance plan.
 2. **OR** Screen Australia's equity excludes the Producer Offset. The commissioning platform's investment excludes licences fees.

- **Documentary and Drama - Online:** Screen Australia's equity includes any Producer Offset amount in the finance plan. The commissioning platform's equity includes any licence fees in the finance plan.

Note:

- For documentaries where Screen Australia supplies a grant or production investment in addition to Producer Equity Program (PEP) funds, the PEP amount is also considered as Screen Australia equity.
- For documentaries where Screen Australia only supplies PEP funding, this is not considered equity for the purposes of credits. Refer 'Approved Closing Credit Wording for PEP - All formats' later in this document.

DEVELOPMENT

- In instances where Screen Australia funded both development and production of a production, the development credit is incorporated into the production credit based on the funding Tier e.g. "Principal production and development funding from Screen Australia."
- In instances where Screen Australia funded the development of a project only, the development credit can be included with all other development-only funders based on the size of their development (cash) investment - biggest development funder named first.

CREDITS - Finished work

This section applies to credits **on-screen within the finished work.**

- **Feature Film and Theatrical Documentary:** There are three required acknowledgements of Screen Australia.
 1. **Pre-presentation:** When Screen Australia is a Tier 1, 2 or 3 funder, the animated credit (ident) with sound must appear in the order determined by the level of investment of other parties, with the highest Tier funder to the front (beginning of the pre-presentation). The distributor's and sales agent's (i.e ANZ and ROW) animated credit can appear in this sequence, including in the first position, even if they are not a funder.
 2. **Presentation (opening) credits:** Text-based acknowledgement of Screen Australia support in Tier order, with the highest Tier to the front (beginning) e.g. if Screen Australia is the Tier 1 funder, the credit must appear on the first card. Screen Australia will not share a card unless negotiated separately.
 3. **Closing credits:** Logo and text-based acknowledgement of Screen Australia support in Tier order (highest Tier to the end) e.g. if Screen Australia is the Tier 1 funder, the credit must appear on the last card alongside or immediately before the copyright notice.
- **Documentary & Drama - Television, SVOD, television catch-up and Online:** Screen Australia permits the commissioning platform to have a branded ident prior to the presentation irrespective of investment Tier. An example of a branded ident would be 'Stan Original' or 'ABC iview Original'.

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There are two required acknowledgements of Screen Australia:

1. **Presentation (opening) credits:** Text-based acknowledgement of Screen Australia support in Tier order, with the highest Tier to the front (beginning) e.g. if Screen Australia is the Tier 1 funder, the credit must appear on the first card. **Note:**
 - A. **Drama:** The commissioning platform's credit can share the first card, regardless of their Tier level, with the largest funder to be named first e.g. 'Screen Australia and Nine Network present'.
 - B. **Documentary:** The commissioning platform's credit appears in Tier order.
2. **Closing credits:** Logo and text-based acknowledgement of Screen Australia support. There are two options at the commissioning platform's discretion, with option 1 being the default:
 - I. Screen Australia's credit appears on the first static card immediately after the credit roll, regardless of Screen Australia's Tier. Broadcaster credit appears on the last card.
 - II. **OR** Screen Australia's credit appears in Tier order (highest Tier to the end) e.g. if Screen Australia is the Tier 1 funder, the credit must appear on the last card alongside or immediately before the copyright notice. No other funder or production company logo can appear on the copyright notice card or after the copyright notice card.

The commissioning platform can choose to share their closing credit card with the producer if desired.

Note:

- During the pre-presentation, Screen Australia's logo must appear in isolation i.e not with other logos or content.
- The Screen Australia ident must appear unaltered, in colour. Producers can make a special request of Screen Australia to use the Screen Australia ident without sound if all other idents also have no audio.
- Presentation (opening) credits can appear overlaid across footage.
- Closing credits in rolling (rather than card) format are acceptable, but each credit must be on the screen for 80% of rolling duration before the next credit starts to appear on screen.
- In rare instances, it may be agreed that there are no presentation (opening) credits, in which case there will only be the closing credits at the end of the program. For special programming such as titles part of a shared initiative (e.g. ABC Fresh Blood), virtual reality or titles of less than television half-hour in duration, Screen Australia will negotiate on-screen credits on a case by case basis. The same premise of acknowledging funders based on a Tier system will remain, but the style, method and/or duration of the credit will be negotiated.
- The duration on-screen of any Screen Australia logo or text based credit should be in line with other funders of a similar Tier.

CREDITS - Teasers and trailers, including packaged EPK footage for media

This section applies to credits **outside of the finished work in teasers and trailers**. It applies to teasers and trailers regardless of where they appear e.g. television, online, cinema.

- **Feature Film and Theatrical Documentary**
 - Pre-presentation static or ident logo if Screen Australia is a Tier 1 or 2 funder. Pre-presentation is not required at all in instances where no other funders are in the pre-presentation (distributor and production house credits are exempt).
 - Inclusion of final card in production credit (Tier) order including text and logo is mandatory.
- **Documentary & Drama - Television including SVOD and Online:**
 - Pre-presentation static or ident logo if Screen Australia is a Tier 1 or 2 funder. Pre-presentation is not required at all in instances where no other funders are in the pre-presentation (commissioning platform credits are exempt).
 - Inclusion of final card in production credit (Tier) order including text and logo mention. Final card is not required in instances where no other funders are acknowledged (commissioning platforms exempt).

Note:

- The duration on-screen of any Screen Australia logo or text based credit should be in line with other funders of a similar Tier.
- Screen Australia may choose to waive credit requirements on teasers or trailers of less than 30 seconds duration on a case-by-case basis.

CREDITS - Media material

Terms for this section:

- ‘Other parties’ include funders, producers, production companies, distributors, sales agents etc.
- ‘Most favoured nations’ refers to Screen Australia being given the same treatment as other parties. For instance, if a quote appears in a media release from a spokesperson of a Tier 2 funder, if Screen Australia is also a Tier 2 funder, the agency must also be given the opportunity to include a quote. Broadcasters and SVOD are exempt from most favoured nations provisions e.g. if a media release is issued for a TV title announcing the air date, it is permissible for no other logos to appear on the media release besides the broadcaster’s logo. However if the producer’s or other parties’ logo was included, then that would trigger the logos of all parties also being included.

The required credits for media material are:

- **Announcement media release*:** When a title is announced for the first time, Screen Australia must be mentioned in first paragraph of the media release in production credit order when the agency is a Tier 1, 2 or 3 funder. When Screen Australia is a Tier 4 funder, the inclusion of the production credit in the media release is sufficient.

Screen Australia must also be given the opportunity to provide a spokesperson quote when the agency is a Tier 1 or 2 funder and that quote must appear on the first page of the media release. When Screen Australia is a Tier 3 or 4 funder, a quote need only be included on a most favoured nations basis with other parties. In both instances, Screen Australia may waive such right.

In instances where Screen Australia is a Tier 1 or 2 funder, the agency’s logo must appear on all versions of the announcement media release, including but not limited to PDF, paper, web

and EDM (electronic direct mail / email distribution) versions. When Screen Australia is a Tier 3 or 4 funder, the logo need only be included on a most favoured nations basis with other parties.

All titles are required to include the full-text based production credit at the conclusion of the announcement media release.

- **All media releases subsequent to the announcement media release:** All productions are required to include the full-text based production credit in all media releases (generally at the conclusion of the release).

When Screen Australia is a Tier 1 or 2 funder, a Screen Australia spokesperson quote need only be included on a most favoured nations basis with other parties. Screen Australia may waive the right to inclusion of a spokesperson quote.

When Screen Australia is a funder of any tier, the inclusion of the Screen Australia logo need only be included on a most favoured nations basis with other parties.

- **Media kits (press kits):** The Screen Australia logo must be displayed in the media kit with other funders of the similar Tier.

The logo must appear in all versions of the media kit including PDF, online (websites) and EDMs (electronic direct mail / email distribution).

The text-based production credit of the title must be included within the first three pages of the media kit.

*There are three broad options for announcing Screen Australia funding for a project, with the producer able to elect a preferred method in consultation with Screen Australia and other funders. Refer 'Announcing Funding' document supplied by Screen Australia's Communications Department at the time of funding. **Note for television titles, the first announcement cannot be included in an upfront** without special clearance from Screen Australia's Communications Department.

Note:

- The announcement media release must be prepared collaboratively with Screen Australia, with a draft provided to Screen Australia at least 3 business days' in advance of release.
- For subsequent media releases, Screen Australia must be given adequate time (minimum 1 business day) to review the final version prior to distribution regardless of the Tier of investment. The producer (or broadcaster if relevant) should endeavour to provide Screen Australia with earlier drafts for input prior to the final version where practical.
- In instances where Screen Australia is issuing a media release on behalf of a production, Screen Australia will reciprocate credit rights, notice periods and other funders will get approval on the media release.
- In instances where the announcement media release was done prior to Screen Australia joining the project as a funder, Screen Australia will negotiate with the producer the method of announcing Screen Australia's funding.

CREDITS - Advertising

The logo and production credits must appear in Tier order on all of the below materials:

- Cinema advertising
- Key art including posters
- Homepage of website including microsites for television
- All printed collateral e.g. brochures, avante cards, festival documents, event signage

CREDITS - Retail

The logo and production credits must appear in Tier order on all of the below materials:

- DVD / BluRay jackets
- Movie soundtracks jackets

EXEMPTIONS

The following items are exempt from including Screen Australia production credits or mentions **as long as no other logos (excluding commissioning platforms or SVOD) are present**. If other funder or producer/production house logos are present, all funders must be included.

- Outdoor advertising
- Television commercials
- Radio commercials
- Print advertising
- Online advertising
- Merchandise e.g. tshirts

USE OF THE LOGO

Use of the Screen Australia logo must be in line with the requirements of the brand style guide available at screenaustralia.gov.au/logo. **Please note that anything funded via Screen Australia's Indigenous Department requires Indigenous logo lockup when using a static logo.**

APPROVED OPENING (PRESENTATION) CREDIT WORDING - All formats

- Tier 1 on First Card

Screen Australia and [other Tier 1 funder/s and for TV, the commissioning platform irrespective of their Tier] present

- Tier 2 on Second Card

In association with Screen Australia and [other Tier 2]

- Tier 3 on Third Card

With support from Screen Australia and [other Tier 3]

- Tier 4 on Fourth Card

With Screen Australia and [other Tier 4]

- Production Company on Fifth Card

A [producer] production

Note:

- Acknowledgement of Screen Australia development funding is not required in opening credits, excepting when other development funders are acknowledged.

APPROVED CLOSING CREDIT WORDING - Feature Film and Theatrical Documentary, and option II for Documentary & Drama - Television, SVOD, television catch-up and Online

- **Tier 4 on Fourth to Last Card**

Financed [and developed] with support from

[Screen Australia logo]

- **Tier 3 on Third to Last Card**

Financed [and developed] in association with

[Screen Australia logo]

- **Tier 2 on Second to Last Card**

Production [and development] funding from

[Screen Australia logo]

- **Tier 1 on Last Card alongside copyright notice**

Principal production [and development] funding from

[Screen Australia logo]

Note:

- Where a state screen agency has provided equity to a project, they can include a statement such as “Made in [State]” alongside their funding credit if desired and agreed by the producer.

APPROVED CLOSING CREDIT WORDING - option I for Documentary & Drama - Television, SVOD, television catch-up and Online

- **On First Card after credit roll (select Screen Australia credit tier from below that applies)**

Tier 4: Financed [and developed] with support from

Tier 3: Financed [and developed] in association with

Tier 2: Production [and development] funding from

Tier 1: Principal production [and development] funding from

[Screen Australia logo]

Note:

- Where a state screen agency has provided equity to a project, they can include a statement such as “Made in [State]” **alongside** their closing credit if desired and agreed by the producer.

APPROVED CLOSING CREDIT WORDING FOR PRODUCER OFFSET - All formats

Due to tax secrecy laws, producers are not required to disclose publicly if they accessed the Producer Offset for a project.

In instances where the producer wishes to acknowledge the contribution the Producer Offset made to a project, this can be included in credit roll at a position of the producer's choice.

Suggested wording:

“The Producers acknowledge the support of the Australian Government through the Producer Offset administered by Screen Australia.”

APPROVED CLOSING CREDIT WORDING FOR PEP - All formats

In instances where the only Screen Australia involvement in a documentary is the supply of PEP funding, the following credit is applicable.

Suggested wording:

“The Producers acknowledge the support of Screen Australia through the Producer Equity Program.”

APPROVED PRODUCTION CREDIT WORDING

This section applies to **text-based production credits** such as in media releases. Acknowledgement of development-only assistance of Screen Australia is only required if other development-only funders are acknowledged.

[Title] is a [Production Company] production for [commissioning platform if applicable]. Principal production investment from [Tier 1 funder/s], in association with [Tier 2 funder/s]. Financed with support from [Tier 3 funder/s] with [Tier 4 funder/s].

Developed with assistance of [all development funders in monetary order with the highest development investment first, regardless of whether they are development-only funders or also acknowledged as a production funder].

Note:

- Acknowledgment of development-only funding from Screen Australia not required unless other development-only funders are included.
- When Screen Australia is the Tier 1 funder, the word “Principal” is to be replaced with “Major” for equity investments of \$1 million or more for text-based credits.

APPROVED PRODUCTION CREDIT SIZING FOR PROMOTIONAL MATERIAL

In instances of **static** graphical representation of the production credits in promotional material such as in websites, posters and media releases, logos must be sized as follows:

- Tier 1 at 100%
- Tier 2 at 80% of Tier 1
- Tier 3 70% of Tier 1
- Tier 4 60% of Tier 1