



## **Credit Guidelines**

The ABC Credit Guidelines cover the use of credits for content created for the ABC. Content makers are required to submit all credits for ABC approval; any reference to specific approvals throughout these guidelines is for additional clarity in certain circumstances. Content makers should follow these guidelines to facilitate the approval process.

These guidelines are designed to be used as an index-style reference rather than being read from cover-to-cover. As such, some information is repeated in multiple sections to help quickly guide content makers.

Reference should also be made to the [ABC Editorial Policies and Guidelines](#) and the [ABC Style Guide](#).

Changes to the use of credits under these guidelines may be made from time-to-time at the ABC's discretion. Any credits not included in these guidelines must be negotiated on a case-by-case basis. All credits are subject to ABC approval, including production company credits, in accordance with the ABC Editorial Policies and Guidelines.

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## ABC Audio-Visual Credits

Most contributors to audio-visual content are credited in text form only. There are strict limitations beyond rolling text credits, including for logos and animated credits, as set out in these guidelines. Producers should also refer to their agreement with the ABC which sets out credit requirements in accordance with these guidelines.

### Pre-Presentation Credits

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Programs must not include third party pre-presentation credits.

#### ABC PRE-PRESENTATION CREDITS

An 'ABC Original' type credit should be included prior to the opening credits. The ABC Original credit must follow the design and style set out in the [ABC Original Style Guide](#).

### Opening Credits

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The ABC may elect to have no opening/presentation credits in a program at its discretion, having consideration to the program style and funding partner arrangements.

Where there are Opening Credits in a program, only the commissioning broadcaster(s), production company and screen agencies receive an Opening Credit, unless otherwise approved by the ABC.

Opening Credits are in text form only. No logos are used.

- ▶ For information on credits in feature/theatrical films, see the **ABC THEATRICAL FILM CREDITS** section of these guidelines.

#### ORDER OF OPENING CREDITS

- As the commissioning broadcaster, the ABC has the first card.
  - ▶ Where Screen Australia or any other screen agency is providing funding, please also see the **SCREEN AGENCY OPENING CREDITS** section below.
- All other credits are by order of investment, with the largest investment second after the ABC.
- In addition to investment (cash and/or in-kind), any screen agency grants, producer offset and licence fees count as equity in calculating the order of investment.
- Where Screen Australia is providing grant or investment funding, the producer offset and Screen Australia's Documentary Completion Funding (PEP) is counted as Screen Australia investment for the purposes of determining the order of investors in the Opening Credits.

- The production company credit is included directly prior to the program title.

## DURATION OF OPENING CREDITS

The ABC may elect to have no opening credits in a program at its discretion, having consideration to the program style and funding partner arrangements. Where Opening Credits are used, their duration is determined on a case-by-case basis but should not exceed **10 seconds in total**, unless otherwise approved by the ABC.

For the avoidance of doubt, any pre-presentation credits are not included in the duration of opening credits.

All Opening Credits should receive equal prominence and not be in logo, animated or audio form.

If credits form part of an opening title sequence, the maximum duration should not exceed **40 seconds in total**.

## ABC OPENING CREDITS

The ABC credit in the Opening Credits takes the following form:

**‘The Australian Broadcasting Corporation presents’**

As the commissioning broadcaster, the ABC has the first card. (Note: where Screen Australia is providing funding, please also read the ‘**SCREEN AGENCY OPENING CREDITS**’ section below.)

### **ABC Personnel Credits**

The ABC may require that relevant ABC personnel such as the ABC executive producer be included in the opening credits, as requested and approved by the ABC.

## SCREEN AGENCY OPENING CREDITS

Credits for screen agencies in the Opening Credits are shown in order of investment, from largest to smallest after the ABC first card, unless otherwise approved by the ABC, however the ABC first card will generally be shared with Screen Australia where Screen Australia is the principal funder.

Where Screen Australia is providing grant or investment funding, the producer offset and Screen Australia’s Documentary Completion Funding (PEP) is counted as Screen Australia investment for the purposes of determining the order of investors in the Opening Credits.

The ABC may elect to have no opening credits in a program at its discretion, having consideration to the program style and funding partner arrangements.

- For ‘Filmed in’ credits, see the **SCREEN AGENCY END CREDITS** section.

## OTHER INVESTOR OPENING CREDITS

The ABC (and any co-commissioning broadcaster), screen agencies, ACTF and the production company may receive an Opening Credit. Other funders such as distributors and offset lenders will not receive an Opening Credit.

In acknowledgement of the unique role the Australian Children's Television Foundation (ACTF) plays in the Australian screen industry, the ACTF may receive an Opening Credit.

The ABC may elect to have no opening credits in a program at its discretion, having consideration to the program style and funding partner arrangements.

## PRODUCTION COMPANY OPENING CREDITS

The production company's Opening Credit must be a text credit and be no more prominent than the ABC credit. It must not be in logo, animated or audio form for the Opening Credits.

The production company credit is included directly prior to the program title.

The ABC may elect to have no opening credits in a program at its discretion, having consideration to the program style and funding partner arrangements.

## INDIVIDUAL CREDITS IN OPENING CREDITS

Other than for Factual programs where opening credits are not used, unless otherwise approved by the ABC, only a limited number of key creatives should be credited in the Opening Credits, as approved by the ABC, e.g. writer, director, executive producers, key cast, etc.

- ▶ See also the **EXECUTIVE PRODUCER CREDITS** and **MULTIPLE CREDITS** section. For ABC personnel individual credits, see the **ABC OPENING CREDITS** section

## EXECUTIVE PRODUCER OPENING CREDITS

The ABC does not permit executive producer credits to be given or used except where the individual is carrying out a genuine editorial role on the production of the program. For example, a company simply providing finance will not automatically be entitled to an executive producer credit.

All executive producer credits must be pre-approved by the ABC.

If an individual performs multiple roles on a production and seeks to be credited more than once in the Opening Credits, ABC pre-approval is required.

- ▶ For more details, see the **MULTIPLE CREDITS** section.

## LOGO CREDITS IN OPENING CREDITS

Third party logos, animated and audio credits are not permitted in the Opening Credits. An ABC pre-presentation credit such as 'ABC Original' may be included.

## ACKNOWLEDGEMENT OF COUNTRY IN THE OPENING CREDITS

The acknowledgement of country should appear in the End Credits.

## EXAMPLE OF OPENING CREDITS

Other than for Factual programs where opening credits are not used, the Opening Credits will take the following order and form, unless otherwise approved by the ABC:

[ABC Original pre-presentation credit]

**The Australian Broadcasting Corporation presents**

**In association with** [screen agency where applicable]

**A** [production company] **production**

[Program title]

[ABC executive producer/ABC genre head]

Where a factual program includes opening credits, individual credits, e.g. executive producers, will appear in the End Credits not the Opening Credits. The ABC may elect to have no Opening Credits in a program at its discretion, having consideration to program style and funding partner arrangements.

## End Credits

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The ABC accepts different types of End Credits for its programs where approved by the relevant ABC executive producer. For example, rolling credits, static end cards and single card/URL credits.

- ▶ For further information, see the **TYPE AND DURATION OF END CREDITS** section below.

### ORDER OF END CARDS

- As the commissioning broadcaster, the ABC has the last card, which includes the copyright notice.
  - ▶ Where Screen Australia is providing funding, please also read the ‘**SCREEN AGENCY END CREDITS**’ section below.
- All other credits are by order of investment, from largest to smallest.
  - ▶ See **SCREEN AGENCY END CREDITS** below for further information.
- In addition to investment (cash and/or in-kind), screen agency grants, producer offset and licence fees count as equity in calculating the size of investment.
- Where Screen Australia is providing grant or investment funding, the producer offset and Screen Australia’s Documentary Completion Funding (PEP) is counted as Screen Australia investment for the purposes of determining the order of investors in the End Credits.
- The position of the production company End Credit will be on the second last card, unless otherwise approved by the ABC, but in all cases must be consistent with the above guidelines.
- Distributors and offset lenders are credited by rolling text only (no static card or logo).
- Non-screen agency funding will be credited by rolling text, unless otherwise approved by the ABC, except for significant funders which fall into a permitted logo credit category.
  - ▶ See **LOGO CREDITS** below for further information.

### TYPE AND DURATION OF END CREDITS

The duration of End Credits may vary depending on the program genre and type of credits, however the following is considered the maximum limits. Any variation requires approval from the relevant ABC executive producer.

#### **Rolling Credits**

Rolling credits consist of rolling text credits, or a rolling series of cards, plus static cards at the end of the roller.

The maximum total duration for rolling credits, including static cards, is 25 seconds, including a minimum 3 second ABC card.

Other types of rolling End Credits may include “Next Time” Program End Credits, credits running over vision, or “Squeezed”/“Shifted Credits” below or to the side of “Next Time” vision.

### **Single Card/URL Credits**

Where the ABC agrees for short form content, or where the ABC otherwise agrees, one static card can be used, containing the program copyright notice, relevant website URL and any approved ABC and production logos. For this program credit style, a full list of production credits may be made available online (e.g. on iView).

- ▶ See also the URLs section below and the [ABC Style Guide](#)

The maximum total duration for the single card is 3 seconds.

The type of credits used must be pre-approved by the relevant ABC executive producer.

## **ABC END CREDITS**

### **ABC Logo/Static Card**

As the commissioning broadcaster, the ABC has the last card, which includes the copyright notice.

- ▶ Where Screen Australia is providing funding, please also read the ‘SCREEN AGENCY END CREDITS’ section below.

The ABC End Credit should follow the design and style set out in the [ABC Style Guide](#), and should only include the following, unless otherwise approved by the ABC:

- ABC logo
- ‘Developed & Produced in association with the Australian Broadcasting Corporation’
- OR
- ‘Produced in association with the Australian Broadcasting Corporation’
- ISAN (if applicable)
- URL (if applicable)
- Copyright notice

Other logos and individual credits such as executive producers, should not be included on the static card, but can be included in rolling credits.

### **ABC Personnel Credits**

Relevant ABC personnel such as the ABC executive producer may be included in the rolling credits, as approved by the ABC.

## **PRODUCTION COMPANY END CREDITS**

The production company’s End Credit:



- will be on the second last card, unless otherwise approved by the ABC but in any event is subject to ABC approval and must be in accordance with the rules set out in these guidelines (for example, the ABC always has the last card). Producers should also refer to their agreement with the ABC which sets out program-specific credits in accordance with these guidelines;
  - For more **information**, see the **EXAMPLE OF END CREDITS** section
- must be no more prominent than the ABC credit;
- should not be in animated form, and must not include any audio.
  - For more information, see the **LOGOS** section.

If a production company has multiple credits, e.g. they are also the distributor and format owner, the additional credits should be combined in the one credit, unless otherwise approved by the ABC.

The production credit list is subject to ABC approval by the relevant ABC executive producer.

If an individual performs multiple roles on a production and seeks to be credited more than once in the End Credits, ABC pre-approval is required.

- For more details, see the **MULTIPLE CREDITS** section.

Other logos and individual credits such as executive producers, should not be included on the static card, but can be included in rolling credits

## EXECUTIVE PRODUCER END CREDITS

The ABC does not permit executive producer credits to be given or used except where the individual is carrying out a genuine editorial role on the production of the program. For example, a company simply providing finance will not automatically be entitled to an executive producer credit.

Executive producer credits appear as rolling text credits in the End Credits. For Factual content, where there are no opening credits, executive producer credits may appear on static cards in the end credits.

All executive producer credits must be pre-approved by the ABC.

If an individual performs multiple roles on a production and seeks to be credited more than once in the End Credits, ABC pre-approval is required.

- For more details, see the **MULTIPLE CREDITS** section.

## SCREEN AGENCY END CREDITS

For End Credits, generally screen agency credits are shown by order of investment, from largest to smallest.

Where Screen Australia is providing funding, the Screen Australia credit will be the first card after any rolling credits.

‘**Filmed in...**’ credits must appear only in the End Credits and be included as text on the relevant screen agency’s end card credit. It should never appear as a separate card.

Film fund credits are acceptable when displayed on the Screen Agency’s existing card but should not be unduly prominent.

**For example:**

Single card:

‘Filmed and post-produced in New South Wales, Australia

Financed in association with Create NSW

Under the Made in NSW Fund

[Create NSW Logo]

Other logos and individual credits such as executive producers, should not be included on the static card, but can be included in rolling credits.

#### OFFSET LENDERS, BANKS & FILM FINANCIER END CREDITS

Rolling text End Credit only.

#### DISTRIBUTOR END CREDITS

Rolling text End Credit only in the following form:

‘**Distributed by** [distributor name]’

#### SALES AGENT END CREDITS

Rolling text End Credit only.

#### FORMAT OWNER END CREDITS

Rolling text End Credit only.

#### INDIVIDUAL END CREDITS

All individual credits, e.g. director, writer, etc will form part of the ABC approvals over the production credit list by the relevant ABC executive producer.

For ABC personnel individual credits, see the **ABC END CREDITS** section.

If an individual performs multiple roles on a production and seeks to be credited more than once in the End Credits, ABC pre-approval is required.

- For more details, see the **MULTIPLE CREDITS** section.

## ACKNOWLEDGEMENT OF COUNTRY IN THE END CREDITS

Where practicable and applicable, programs with end credits should include an acknowledgement of the traditional owners and/or nation on which the content was made.

**‘Produced and filmed on the traditional country of the [LANGUAGE GROUP] people of the [INSERT NAME] nation, [STATE/LOCATION].’**

OR

**‘Produced and filmed on the traditional country of the [INSERT NAME] people, [STATE/LOCATION].’**

For example:

**‘Produced and filmed on the traditional country of the Mununjali and Ugarapul people, South-East Queensland.’**

The acknowledgement should appear as rolling text prior to the production company, investor or ABC cards. The acknowledgement should not appear as a separate card.

Producer should avoid using a generic acknowledgement of the ‘traditional owners of the lands on which the program was filmed’ where possible. Producers should ensure they carry out proper research and/or consultation in order to accurately identify the relevant Indigenous nation of the production location(s).

## OTHER END CREDITS

The contributors noted below are credited in the following ways:

- Private funders, non-film/screen government authorities, charities, foundations:  
**‘Financed with the assistance of...’**
- Third party entities who have assisted with a government authority’s funding contribution:  
**‘The [government authority] acknowledges the financial assistance of the [foundation name]’**
- Non-profit organisations whose core business is the creation of Australian screen content  
(e.g. the Documentary Australia Foundation)

The standard credit for these philanthropic bodies is:

**‘Film financed with philanthropic funds via [organisation name]+ LOGO’**

► See also the LOGOS section

- Philanthropic funding via a body whose core business is NOT the creation of Australian screen content, such as Creative Partnerships Australia:

‘Film financed with philanthropic funds via [funding body name]’

- Crowd-sourced funding:

‘Film Financed with philanthropic funds via a crowd funding campaign’

- Individual donors to philanthropic funding or crowd funding campaigns are not credited by name, unless otherwise approved by the ABC.

The exception to this is if an individual donor must be named to adhere to the ABC Editorial Policies Standard 13.7 – where not disclosing the identity of the particular donor would be problematic for independence or integrity reasons.

All other credits, e.g. director, writer, etc will form part of the ABC approvals over the production credit list by the relevant ABC executive producer.

- For more information please refer to the [ABC Editorial Policy Guidance Note on Credits](#).

## EXAMPLES OF END CREDITS

The type, duration and style of End Credits will vary greatly depending on factors such as the program genre and funding partners involved.

The below is an example only and reference should be made primarily to the policies set out in these guidelines to determine order and appearance of End Credits.

Screen Australia (if applicable)

Largest investor

2nd largest investor

Smallest investor

Production Company

ABC

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## Logos

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The ABC has strict limitations in relation to the use of logos. In order to comply with the ABC Editorial Policies and Guidelines, logos should not be unduly prominent and must be kept to a minimum.

### GENERAL PRINCIPLES

#### **ABC Logo**

The ABC logo must always be included where other logo credits are used.

#### **Animated Logos**

The ABC does not allow the use of animated logos, unless otherwise approved in writing by the ABC (such approval will not be given other than in exceptional circumstances).

#### **Logos With Audio**

The ABC does not allow the use of logos with audio.

#### **Multiple Logos**

To avoid undue prominence and comply with the ABC's Editorial Policies and Guidelines, including in relation to advertising, parties should not have multiple logos within credits.

### WHO CAN HAVE A LOGO CREDIT?

#### **Production Company**

The ABC expects the production company credit to be a static logo credit only.

The production company logo should not be animated and should not have any audio, unless otherwise approved by the ABC.

The production company logo should not be more prominent than the ABC logo.

#### **Screen Agencies**

Screen agencies are credited in the form of a static logo.

The ABC does not accept screen agency logos co-badged with a sponsor logo or slogan. For example, tourism logos such as Victoria's "the place to be" would not be permitted.

Where a fund managed by a screen agency is credited, such as Create NSW's Regional Cultural Fund, such credit is permitted via text credit only, not in logo form, nor on a separate card.

#### **Other broadcasters**

Static logo credit only.

### **Federal & State cultural agencies**

Static logo credit only.

“Cultural agencies” includes federal or state arts funding agencies, such as the Australia Council.

It does not include independent arts companies that may receive federal or state government funding, or government departments.

### **Non-profit organisations whose core business is the creation of Australian screen content**

(e.g. the Documentary Australia Foundation (DAF) or the Australian Children’s Television Foundation (ACTF))

The standard text credit for these philanthropic bodies is:

‘Film Financed with philanthropic funds via [organisation name] + LOGO’

Or as otherwise agreed with the ABC.

### **Event logos**

Official event logos where the ABC is the official broadcaster of the event.

The logo of the event itself, not the logo of the organisation staging, managing or promoting the event, should be used.

## **WHO IS NOT ALLOWED A LOGO CREDIT?**

As a general rule, the ABC does not permit logo credits for the following:

- **Offset lenders, banks & film financiers**
- **General charities and philanthropic foundations**
- **Completion guarantors**
- **Distributors & sales agents**  
Distributors and sales agents may have a logo credit on non-ABC versions of a program, e.g. an International version.
- **Format owners**
- **Logos for events where the ABC is not an official broadcaster**
- **Logos which promote or advertise a product or service**
- **State or federal governments**

No text or logo credit for state or federal governments is permitted, except where the state or federal government logo is officially co-badged with the state or federal screen agency logo. Government department logos are not permitted.

- **'Filmed in' credits**

'Filmed in...' credits must appear only in the End Credits and be included as text on the relevant screen agency's end card credit. It should never appear as a separate card.

## ABC Theatrical Film Credits

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The ABC has approval over credits on both theatrical films and re-versions of theatrical films delivered to the ABC, as per the ABC's standard policy on credits.

Where the ABC provides funding towards a theatrical film, the credits on the film delivered to the ABC must follow the ABC's standard policy on credits as set out above in these guidelines.

Two separate credit requirements may be contracted – one for the theatrical release and one for the film delivered to the ABC.

### THEATRICAL FILM CREDITS

A theatrical film is a feature film that is primarily intended to have a theatrical release.

Where the ABC provides funding towards a theatrical film, any theatrical version and/or a re-version of the theatrical film contracted to be delivered for ABC broadcast must follow the ABC's standard policy on credits as set out above in these guidelines. In addition, all versions of the film must comply with guidelines below.

#### **The ABC Credit in Theatrical Films**

Where the ABC commissions a program which has a theatrical release, the ABC must be credited on the theatrical version:

- in the Pre-Presentation Credits, if any (i.e. credits that appear prior to the commencement of the film/program and prior to the Opening Credits);
- in the Opening Credits;
- in the End Credits;
- by investor contribution order; and
- in a form equivalent to other investors in the film.

The ABC's credit should be of equal prominence to any other investor's credit and/or logo. For example, if the other investors are credited by logo, the ABC should also receive a logo credit. If the other investors are credited by animated logo, the ABC should also receive an animated logo.

All other credits on theatrical versions of programs are at the producer's discretion but the ABC reserves a right of approval.

#### **Non-ABC Credits in Theatrical Films**

The ABC is not prescriptive in relation to order of credits, the production company credit, screen agency credit or any other credits or logos on theatrical films. However, the ABC reserves a right of approval.



## RE-VERSIONS OF A THEATRICAL FILM

Credits on theatrical re-versions for ABC broadcast should follow the standard policy on credits as set out in these guidelines, including in relation to distributor credits. The ABC also reserves the right to remove, or require the producer to remove, Pre-Presentation Credits, logos and any animated logos on re-versions.

The ABC has approval rights over all credits in re-versions of theatrical films in line with the ABC Editorial Policies and Guidelines.

### **The ABC Credit in Theatrical Film Re-versions**

The ABC credit in theatrical film re-versions should follow the policy set out in the ABC OPENING CREDIT and ABC END CREDIT sections.

### **Non-ABC Credits in Theatrical Film Re-versions**

Other non-ABC credits, including production company, distributor, screen agency credits and logos should follow the policy set out in these guidelines.

The ABC has approval rights over all credits in re-versions of theatrical films in line with the ABC Editorial Policies and Guidelines.

### **Related Theatrical Film Version**

If the film has been financed in part by the contribution of an ABC licence fee, the ABC is also entitled to a credit on the theatrical version of the film.

Where the ABC has creative input into the film, or a version of the film, the original theatrical version of the film must also include a Pre-Presentation Credit and End Credit for the ABC on a static card by investor contribution order.

### **Animated Credits in Theatrical Film Re-versions**

Animated credits in theatrical film re-versions are generally not permitted and ABC reserves the right to remove, or require the producer to remove, any animated credits from the re-version.

### **Audio in Credits in Theatrical Film Re-versions**

Credits with audio, such as logos, are not permitted and ABC reserves the right to remove, or require the producer to remove, any credits with audio from the re-version.

### **Other Credits in Theatrical Film Re-versions**

For further guidance on other credits in theatrical film re-versions, including:

- **ABC Personnel Credits**
- **Acknowledgement of Country**
- **Copyright Notice**
- **Completion Guarantors**
- **Credit Design and Appearance**
- **Individual Credits**
- **Logo Credits**
- **Multiple Credits**
- **Order of Credits**
- **Other Investor or Funder Credits**

- **Development Credits**
- **Distributor Credits**
- **Executive Producer Credits**
- **'Filmed in' Credits**
- **Format Credits**
- **Free & Discounted Products, Services or Facilities**
- **Pre-presentation Credit**
- **Production Company Credits**
- **Publisher Credits**
- **Screen Agency Credits**
- **Thank You Credits**
- **Website URLs**

Please follow the general policy set out in these guidelines, e.g. production Company credits in theatrical film re-versions should follow the policy set out in the **PRODUCTION COMPANY OPENING CREDITS** and **PRODUCTION COMPANY END CREDITS** sections.

## **DURATION OF CREDITS IN THEATRICAL FILMS AND RE-VERSIONS**

The ABC is not prescriptive in relation to the duration of credits in theatrically-released films, however for the version delivered to the ABC (whether the theatrical film or a re-version), the credits must comply with the ABC's standard duration requirements set out in these guidelines.

- ▶ See **TYPE AND DURATION OF END CREDITS** section

## General

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### ACKNOWLEDGEMENT OF COUNTRY

Where practicable and applicable, programs with end credits should include an acknowledgement of the traditional owners and/or nation on which the content was made.

‘Produced and filmed on the traditional country of the [LANGUAGE GROUP] people of the [INSERT NAME] nation, [STATE/LOCATION].’

OR

‘Produced and filmed on the traditional country of the [INSERT NAME] people, [STATE/LOCATION].’

For example:

‘Produced and filmed on the traditional country of the Mununjali and Ugarapul people, South-East Queensland.’

The acknowledgement should appear in the End Credits, not in the Opening Credits of the program.

The acknowledgement should appear as rolling text prior to the static cards. The acknowledgement should not appear as a separate card.

Producer should avoid using a generic acknowledgement of the ‘traditional owners of the lands on which the program was filmed’ where possible. Producers should ensure they carry out proper research and/or consultation in order to accurately identify the relevant Indigenous nation of the production location(s).

### ANIMATED LOGOS

The ABC does not allow the use of animated logos, unless otherwise approved in writing by the ABC (such approval will not be given other than in exceptional circumstances)..

### AUDIO CREDITS

The ABC does not permit the use of audio with credits.

Where a logo has audio, the audio must be removed.

### COMPLETION GUARANTORS

Completion guarantors are not generally entitled to credits.

## COPYRIGHT NOTICE

The copyright notice for the program should be shared on the last card of the End Credits. In most cases, this means that the copyright notice will appear on the same card as the ABC credit.

The copyright notice should not appear as a separate card.

The copyright notice should take the following form:

© [Copyright owner name] 2020

## CREDIT DESIGN AND APPEARANCE

Please refer to the [ABC Style Guide](#) for guidance in relation to the design and appearance of credits.

- See also the **TYPE AND DURATION OF END CREDITS** and the **DURATION OF OPENING CREDITS** sections.

## DEVELOPMENT CREDITS

Where a financier has contributed development funds towards a program they are entitled to a development credit in the End Credits, generally as follows:

Funding Type	Credit
Development funding only	Rolling text credit
Development funding only (with repayment made in full)	Rolling text credit
Development funding + production investment	Development credit incorporated into financier's production funding credit

In the case of multiple development credits, the largest development funder is named first in the rolling text credits.

## DISTRIBUTOR CREDITS

Distributors are credited in the End Credits only by rolling text.

No logos, animated or audio credits are permitted.

## SALES AGENT END CREDITS

Rolling text credits only.

## EXECUTIVE PRODUCER CREDITS

The ABC does not permit executive producer credits to be given or used except where the individual is carrying out a genuine editorial role on the production of the program. For example, a company simply providing finance will not automatically be entitled to an executive producer credit.

- For more details about the placement of the executive producer credits in either the Opening Credits or the End Credits, see the **INDIVIDUAL CREDITS, EXAMPLE OF OPENING CREDITS, EXECUTIVE PRODUCER OPENING CREDITS** and **EXECUTIVE PRODUCER END CREDITS** sections.

All executive producer credits must be pre-approved by the ABC.

If an individual performs multiple roles on a production and seeks to be credited more than once in the End Credits, ABC pre-approval is required.

- For more details, see the **MULTIPLE CREDITS** section.

## FORMAT CREDITS

Format credits should appear in the End Credits only and must be in rolling text credit form.

Format credits should not be in logo form.

- For more details about ABC's credit requirements on remakes or alternative versions of ABC commissioned programs, contact the relevant ABC executive producer.

## 'FILMED IN' CREDITS

'Filmed in...' credits must appear only in the End Credits and be included as text on the relevant screen agency's end card credit. It should never appear as a separate card.

## FREE & DISCOUNTED PRODUCTS, SERVICES OR FACILITIES

Credits cannot be offered as a negotiation point in exchange for the provision of free or discounted products, services or facilities. However, in order to be transparent, suppliers of free or discounted products, services or facilities should be acknowledged in the form of a disclosure:

'The [ABC/production company] acknowledges the free/discounted supply of [product/service] by [supplier name]'

These credits must not be framed as 'Thank You' credits.

- For more information please refer to the [ABC Editorial Policy Guidance Note on Free or Discounted Products, Services or Facilities](#) and the [ABC Editorial Policy Guidance Note on Credits](#).

## INTERSTITIALS AND SHORT FORM CONTENT

Interstitials and short form content have minimal credits, up to a maximum of two end cards, due to their limited duration, unless otherwise approved. Producer should refer to their agreement with the ABC and the relevant ABC executive producer for further guidance.

Digital content produced as part of a commissioned program should not have any credits due to the nature of the content and limited duration.

- See also the **INITIATIVES WITH SCREEN AGENCIES** section.

## INDIVIDUAL CREDITS

Other than for Factual programs where opening credits are generally not used, only a limited number of key creatives should be credited in the Opening Credits, as approved by the ABC, e.g. writer, director, executive producers, key cast, etc. All other individuals are generally credited in the rolling text of the End Credits.

All individual credits will form part of the ABC approvals over the production credit list by the relevant ABC executive producer.

- See also the **EXECUTIVE PRODUCER CREDITS** section.

For ABC personnel individual credits, see the **ABC OPENING CREDITS** and **ABC END CREDITS** sections.

If an individual performs multiple roles on a production and seeks to be credited more than once in the End Credits, ABC pre-approval is required.

- For more details, see the **MULTIPLE CREDITS** section.
- See also the **INDIVIDUAL CREDITS IN OPENING CREDITS** and **INDIVIDUAL CREDITS IN END CREDITS** sections.

## INITIATIVES WITH SCREEN AGENCIES

The ABC sometimes enters into special initiatives with screen agencies or other bodies. Under these circumstances the ABC may elect to negotiate placement and use of credits with relevant funding parties on a case-by-case basis.

Producers should also refer to their agreement with the ABC which sets out credit requirements in accordance with these guidelines, or consult with the relevant ABC executive producer if needed.

## LENDERS, BANKS AND OFFSET LENDER CREDITS

Lenders, banks and offset lenders may be credited through rolling text end credit only.

No logos, animated or otherwise, are permitted for these types of film financiers.

## MULTIPLE CREDITS

No individual should be given a credit more than once in the End Credits.

Where an individual has performed more than one role on a production, the individual may be credited for up to two roles in a single credit line. For example:

**‘Written and Produced by [individual name]’**

Any proposal to credit an individual beyond the scope of this section must have pre-approval from the relevant ABC executive producer.

Other instances of multiple credits, e.g. for investors or the producer, should be combined in one credit.

## PUBLISHER CREDITS

Credits acknowledging that content is based on a particular book are acceptable and may name the author but may not include the publisher.

## THANK YOU CREDITS

Thank you credits are given to those who have provided ‘other (non-financial) special assistance’ to a production and are to be approved by the relevant ABC executive producer. They should not be given to suppliers of free or discounted goods or services.

These types of credits should not be given prominence above other credits and should be included in rolling text credit form only.

In some circumstances, where an organisation or individual has provided high-level assistance without which the program could not have been made, the following credit may be used with approval of the relevant ABC editorial manager:

**‘Filmed with the assistance of..’**

- For more information please refer to the [ABC Editorial Policy Guidance Note on Credits](#).

## URLS

The use of non-ABC web addresses in credits must be approved by the relevant ABC executive producer, and should only be included where there is strong editorial justification. An official program website would usually be acceptable; a production company website would usually not.

Where an ABC URL is used, the correct address should be confirmed and approved by the relevant ABC executive producer.

## WARNINGS AND HELPLINES

Opening titles and end credits should not include any content warnings, classification labels, helplines or Indigenous viewer advice. Where deemed necessary, these will be

added following delivery to the ABC by the ABC to ensure consistency across ABC programming.



## Online Credits

Credits found on iView or elsewhere online (separate to the program) should follow the same principles set out in these guidelines, including:

- Preference for text credits over logo credits;
- Logo credits restricted to certain types of funders and organisations;
- Generally minimal or no credits on short form online content; and
- Adherence with ABC Editorial Policies and Guidelines.

## ABC Audio Content

Generally on-air credits in audio programs should be kept to a minimum so as not to give greater prominence than intended or warranted compared to text credits appearing on television or online. Their broadcast is a matter of editorial judgement.

**Financial contributor credits** should be considered for inclusion as a form of a disclosure within introductions and announcements to ensure transparency.

On-air credits for **free or discounted goods or services** must be referred to an appropriate senior editorial manager designated for the purpose, or similar person in the relevant content area.

- For more information please refer to the 'Radio and podcasts' section of the [ABC Editorial Policy Guidance Note on Credits](#).

## Credits in Marketing and Publicity Materials

Marketing and publicity materials for programs should include an ABC credit where other credits are given. For example, if the producer is credited on a theatrical poster then the ABC should also receive a credit.

The ABC credit must be of equal size and prominence to other credits and must be pre-approved by the ABC.

If you have questions regarding the use and inclusion of credits, please contact your relevant ABC executive producer or ABC Business Affairs on 02 8333 1441.

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