

Red Button delivery guide – BBC Studios

Please contact either the Red Button Editorial Manager or Red Button Scheduler with any enquiries. Contact details for Red Button and TV delivery teams can be found on the [contacts page](#).

The Red Button Editorial Manager will provide UIDs, delivery requirements and deadlines for red button programmes.

The Central Editorial Platforms team will outline the design and copy requirements, and deadlines.

Red Button content must be delivered by SD file to the same network TV standards as all other TV content. If file delivery isn't possible the content must be delivered in alternative SD format e.g. SD digibeta.

Live delivery: A CBIS line may need to be booked for the delivery of live content, details of which should be communicated to the Red Button Editorial Manager and Red Bee Interactive Playout 9.

Information for edit

Programme title: The Red Button programme title appearing on the clock should include the linear programme title and Red Button episode number. For example: Doctor Who Red Button: Episode 1. This title should be used on the tape and tape box.

Introduction: A 30 second countdown should be included at the beginning of the programme to help avoid viewers missing the beginning of the Red Button programme.

End frame: Programmes should fade to black and not end on a freeze of the last frame as pre-recorded Red Button programmes are often looped.

Credits: There are no requirements to add credits to Red Button programmes. If desired, please follow the same guidelines for linear delivery although Red Button programme credits are not squeezed.

Editorial Guidelines: Please inform the Red Button Editorial Manager ASAP if the programme contains flashing images, swearing, violence or might require any guidance warning. Please refer to the [BBC's Editorial Guidelines](#) for guidance. Red Bee can add a warning slide at the beginning.

Design

Production should confirm with the Red Button Editorial Manager if bespoke design and branding is required. If bespoke branding and graphics are required, the following assets must be supplied to the Red Button Editorial Manager three weeks before transmission:

- A layered Photoshop file of any branding or logos and any brands style guides that are available for the service.
- Any fonts relevant to the brand.
- One portrait landscape image, preferably of a presenter or lead character looking to camera.
- One landscape image representing the whole programme.
- If the Red Button programme is to be transmitted on BBC iPlayer: One landscape image for each episode and one for the series.

Assets provided will be used for the trigger.

Triggers:

The graphic that appears in the top right of the screen to prompt the viewer to press red. There are limitations on text length and colour palettes.

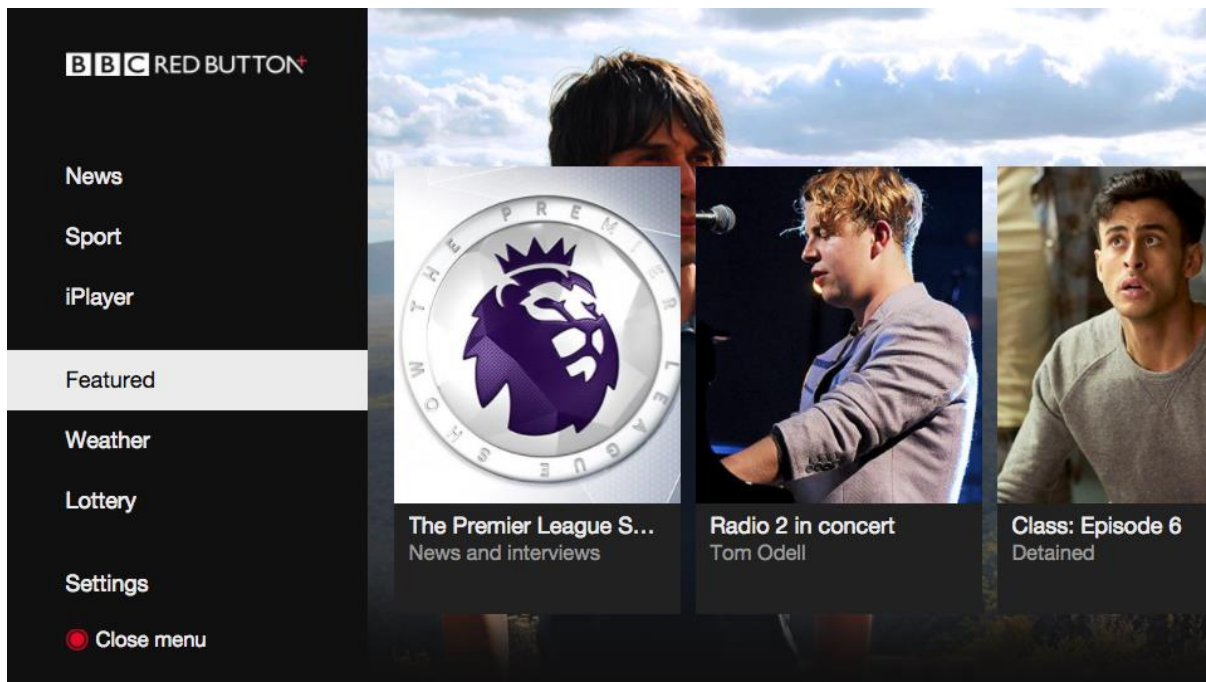


Bridge link text:

The text that appears on the Red Button bridge menu when a viewer presses red and links to video content and further text. There are limitations on text length.



For Red Button plus on connect TVs an image is required for the menu. The image required should be portrait shaped and ideally feature a main character, presenter or a logo.



Paperwork

The following paperwork should be completed as per normal linear commissions.

- Billings form: the template should be completed three weeks before transmission and emailed to [PD Red Button Billings Forms](#). An introduction to the Red Button service should be included on the billing form. See the Marketing and Promotion section of this page for more information.
- Escalation document: This contains emergency production contact information and any gallery or OB numbers. This should be completed and returned to the Red Button Editorial Manager and [the Central Editorial Platforms team](#) seven days before transmission.
- First Transmission/TX form: submitted via P4A and emailed to [PD Red Button TX forms](#) before TX. An additional version included in the tape box when delivering the final programme. To be completed as per normal linear commission on programme delivery date.
- Programme as Completed form: submitted via P4A and completed as per normal transmission on programme delivery date.
- Music Reporting form/Music Cue Sheet: submitted via P4A and completed as per normal transmission on programme delivery date.
- Compliance form:

An additional compliance form is needed for original Red Button content before transmission. To be completed as per normal linear commission and submitted via TV Compliance Manager.

Email a link to [the Central Editorial Platforms team](#) and the Red Button Editorial Manager once the compliance form is signed off by the Executive Producer.

If a Red Button programme is an edited version of an already transmitted programme and does not change the context of the content of the programme then an additional compliance form is not needed.

An additional compliance form is not required for live Red Button content but guidance should be provided if any BBC Editorial Guidelines are likely to be affected in the live transmission.

Find out more about completing the [Compliance form](#).

Marketing and promotion

Introduction: An editorial introduction to the programme is required explaining the content for viewers. For example, a brief introduction from the main presenter often works well for non-drama programmes. A 30 second countdown with text explaining what's coming up in the programme can also be successful. This should be discussed at the point of commission.

Calls to action recorded within a network programme: If a call to action is being recorded for a Red Button programme within a network programme an additional version of the network programme must be delivered without the call to action. This should be delivered at the same time as the original programme version by the same means. The cost should be agreed at the point of commission.

If there is a schedule change or repeat, bandwidth may be unavailable to broadcast the Red Button programme and therefore the original version without the call to action should be broadcast.

Call to action by continuity announcer during end credits: Promotion over linear end credits will be requested by the Red Button Editorial Manager once the linear TV schedule is finalised. Any promotion using video content or script requests should be arranged through the Red Button Editorial Manager further in advance to allow time for Red Bee Creative and Marketing to prepare and deliver the trail.

Red Button junctions: Programme trails may be played out between Red Button programmes and can be arranged by the Red Button Editorial Manager.

Post transmission information and viewing figures: request audience figures from the Red Button Editorial Manager.

Technical reports: The Red Button Editorial Manager will inform the production of any issues reported.

Contacts:

Find contacts for Red Button production and delivery and the Indie delivery unit.

<http://www.bbc.co.uk/commissioning/tv/contacts>