

Credit Positioning

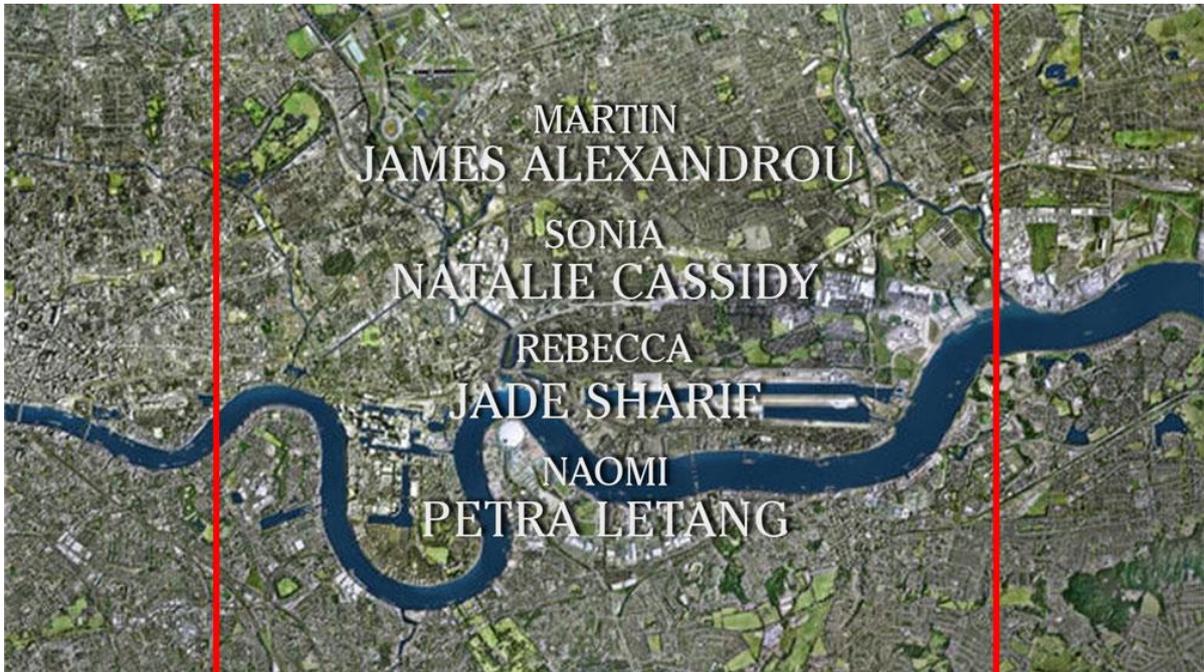
This section explains how End Credits should be delivered for all pre-recorded network programmes for BBC One, Two, Three and Four.

These guidelines **do not** currently apply to Sport and Live Entertainment shows and special requirements apply for [BBC Wales](#).

End Credits should run over visually interesting graphics or live action but the content must not be editorially critical to the integrity of the programme, or include speech, as they may be squeezed to accommodate promotional messages.

Programme trails, solicits or helplines edited by production into their end credits are no longer allowed and should wherever possible be accommodated within the programme.

Correct End Credits



End Credits should be delivered justified to the centre and be no wider than the 4:3 caption safe area. They may be either cards or a vertical scroller.

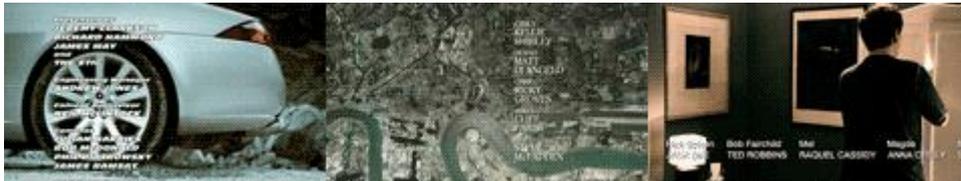


The end credits sequence will slide to the **LEFT** with no size change. It is therefore essential that all text fits within the 4:3 caption safe area.

N.B. All programmes return to full screen for the closing end board.

Incorrect Layout of End Credits

The following three examples are wrong:



End Credits must not be justified left, justified right or be horizontal scrollers.

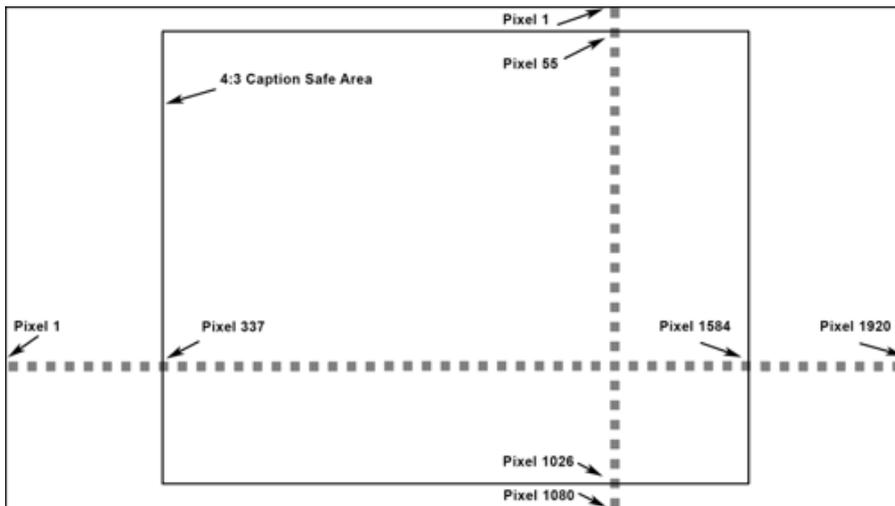
Duration of End Credits

End credits should be 25 to 30 seconds in duration across all genres and channels. The only exceptions are Sport and Live Entertainment shows where credits can be shorter and Children's programmes where they should be 20 seconds. See the [Full Credit Durations PDF](#) for more details.

The duration parameters mean we need to stick rigidly to our credit guidelines, in particular:

- Credits are solely to recognise significant creative contribution to the programme. No exceptions will be allowed.
- Under no circumstances should credits be given in return for payment, reduced fee, or benefit.

Grids



Type Size

End Credits may be in any typeface but where possible should not be less than 40 pixels in HD and not less than 20 pixels in SD. This is to guarantee legibility of the end credits.

Executive — 40 Pixels HD
— 20 Pixels SD

CBeebies Example

