Essential Image Deliverables

Each programme requires an image associated with it which will appear not only on programme pages but across all the different versions of BBC iPlayer (on web, mobile, console and TV).

On programme pages this will appear as the latest episode hero image at the top of the page.

As part of the Publicity deliverables a number of stills should be delivered for each programme.

These images are used to ensure that a programme brand and series or episode image are not duplicated.

If an image has been incorrectly used or is missing from the programme page, contact iplayerpictureeditors@bbc.co.uk.

These images can also be used to enhance the programme in the following ways (contact indieprogrammepages@bbc.co.uk for more information):

Banner images

Publicity images can be used to create bespoke programme page banners if they are of the correct style.

Here are two examples:
Banners can be created from images that meet the following criteria:

- **A wide-shot** as high res as possible and which reflects the programme brand.
- **Isn’t too busy** as the programme title will be in black or white on top of the image.
- Characters/contributor pictures should be **full body shots** ie torso or head are not cut off. The same applies if the image is not of a person.

**If your programme doesn’t have characters or covers multiple themes** then a banner can be tricky. Perhaps think of an image that represents the genre/format of your show.

For example, the banner below for Horizon reflects that the programme is science based without being too specific:
Character/contributor profile pages

These can be used for presenters, contributors, characters, artists (or even animals in the case of Nature programmes) that have been featured on a programme.
Images for use on profile pages will need to meet the following criteria:

- At least one hi res image (.jpg) of each character/item being profiled.
- Images of people can be landscape or profile, but should display their full body. Close up shots cannot be used.
- Images should have a consistent background from one profile page to another where possible.

**Image galleries**

A number of quality images from a programme or series can be used to create a gallery.

Galleries on a specific theme (make-up room, backstage/behind the scenes, one special moment from the show) make great extra content for the audience.

To create a gallery from images supplied as part of the Publicity deliverables, contact indieprogrammepages@bbc.co.uk.