

## Unit Photography and EPK

The team looking after Unit Photography at Sky is Picture Publicity. Please see the workflow detailed here:

### Picture Publicity - Scripted Titles

Step 1 - Gaining a greater understanding of Sky's unit photography requirements.

- All images the photographer shoots and delivers to Sky can be used part of, although not limited to, the publicity campaign, marketing, the user interface, social media platforms and on Sky.com. As and when applicable, they are also passed on as part of the title's international distribution deliverables.
- The photographer will need to be granted enough access to set and talent in order to capture the below;
  - Shooting Scenes - this is the main bulk of the unit stills. We understand the time constraints on set but it's important that the unit photographer is allowed access to the scenes that are being shot when he/she is on set.
  - BTS (behind the scenes) images - with on screen talent and senior off-screen talent (Director / Writer / DOP).
  - Posed, in character, shots to camera (to be taken when talent have downtime)
  - Plate shots - clean images of the sets with no talent, crew or equipment.
  - Exterior shots of sets/settings and buildings of importance.

Step 2 - Connecting with Sky's Photography Production team.

- Connect with Sky's Photography Production team (picturepublicity@sky.uk) to be introduced to the team member assigned to your title. They will detail the process to follow pre-production, during production and postproduction, with regards to the capturing of unit stills.
- Should a PR specials photography shoot need to be captured, Sky will reach out to you to discuss arrangements, this is not in replacement of any unit photography requirements and can sometimes be in conjunction with the Marketing shoot.
- Do not hire anyone picture specific to help with imagery on set, first contact the Sky Photography Production team to discuss.

Step 3 - Adding to distribution lists.

- Add your Photography Production representative to all production document distribution lists (ie call sheets, one liners, scripts). Add to the cut distribution list once cuts are available to share.
- Once assigned, the photographer will also need to be added to these pre and in production distribution lists.

Step 4 - Contracting the photographer

- Ensure the Photographer contract contains the correct requirements.
  - The photographer's contract shall include a total buyout of all rights in perpetuity to the stills shot.
  - The contract with the Photographer is a Production Contract which is (without limitation) subject to Clauses 5.1 and 5.6 of the General Conditions within the production contract for the title.
- Images are to be delivered directly to Sky and uncompressed as RAW and JPG files. Deliver the photographer's agreement as part of the legal deliverables.

Step 5 - Talent & Approvals

- Full talent approvals are to be completed within 3 weeks of production wrapping.
- Talent are only permitted to disapprove up to the contracted number of images and must complete the approval process in their contractual amount of time. If there are no

approval stipulations in talent contracts, they should not be offered right to disapprove any imagery.

- The Sky Photography Production team will manage these approvals.

#### Step 6 - VFX

- If applicable Sky will reach out to you to discuss VFX or specific grading for the unit stills and any need for additional imagery in the form of high-resolution screengrabs.

#### **Picture Publicity - Factual Titles**

The guidelines above should still be followed with regards to reaching out to the Sky Photography Production team, their involvement and the photographer agreement. However, image specific variations are detailed below;

- Archive/stock images - images included in the show should also be cleared for editorial usage as determined with the Sky Photography Production team

#### **EPK**

EPK footage is captured, edited and used in a variety of ways at Sky. The workflow and deliverables will depend upon the footage, the asset(s) being created and the title itself. Please reach out to your PR & Social contact as a first point of call to be provided with more detailed information for your specific title.