Credits Guidelines - Episodic / Airable Pilots / Specials

Credits are meant to highlight the work performed by talent, staff, and crew on a given episode or feature film. Please only credit those personnel who rendered such services.

All proposed credits must be submitted **2 weeks before picture lock** for approvals. Please contact your YTO Post Manager for a distribution list.

See [Final Approved Credits](#) submission template. For fast approvals on subsequent episodes or credit revisions, please highlight any and all additions or changes. Unless previously approved, YTO will provide feedback on credits in two (2) business days.

Episodic Series / Airable Pilots / Specials
- **General Guidelines:**
  - Please refer to your SOW for Google pre-approved personnel credits.
  - Credits must 1st be approved by Show's Producer(s) & Production Legal Counsel.
  - Only include contractual credits and cards.
  - No Google, YouTube, or YTO credits should be given.
  - All credits must conform to any applicable guild and union requirements.
  - Credits must include Guild Approvals (if applicable):
    - DGA
    - WGA (note: the WGA needs 2 weeks to make their final determination)
      - DO NOT deliver video masters until you have **all credits approved**.

- **Top of Show Credits / Main Title Credits:**
  - No company logos allowed other than the [YouTube Originals mnemonic](#).
  - COMEDY SERIES: limit credits to lead talent, writers, directors and producers.
  - DRAMA SERIES: limit credits to lead talent, writers, directors, producers & keys.
  - UNSCRIPTED SERIES: limit credits to EPs, host / lead talent, and director.
  - Static cards, non-rolling, :02 sec each/max, if not part of opening titles sequence.

- **End Credits:**
  - No credits can be repeated from top of show credits.
  - Senior staff should be placed at the top of all department credits.
  - After senior staff, people with the same title should be alphabetized.
  - Static cards, non-rolling, :02 sec each/max.
  - Company Logos/Cards :03 sec each/max.
  - No more than two (2) Fullscreen Company Logos/Cards Allowed (:03 sec/ea/max).
    - If more than 2 logos are pre-approved by Google, then you must use shared end cards (max of 3).

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- ○ No vendor logos allowed except as required by guilds, unions, and film offices.
- ○ No URLs allowed in credits.
- ○ Any credits related to a Tradeout (eg Special Thanks) must be YouTube approved via a [Tradeout Request.](#)
- ● *Credits :20 (twenty seconds) or longer must be played with content.*

Foreign Language Programs

Credits can be in the original native language on foreign language programs. For Google approval, credits must be submitted with English translations in parentheses. *See [template](#).*

The final video master credits must remove the English title translations. *See [example.](#)*

Last Updated: December 2021