



Production Photography Guidelines

January 2026

HEARST
NETWORKS

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HISTORY

CRIME+
INVESTI
GATION

BLAZE

COSMO

Please note

Delivering publicity photography is a contractual requirement. Please consult the Hearst Networks Full Technical Specifications document for a complete list of contractual delivery requirements.

The following pages provide guidance on what to photograph during your production.

Introduction

Why Good Photography Matters

Photography plays a critical role in promoting your programme. We rely on you to capture high quality, relevant and compelling imagery that reflects the creativity, story and tone of the show. These images are used for promotion across consumer press, trade press, websites, marketing, social media, on-air, TV listings, EPGs, SVOD, BVOD and FAST platforms.

Allocate time for photography in the production schedule. The more variety and higher quality of imagery you provide, the more we can showcase your programme and secure coverage, helping it reach a wider audience.

Supply distinctive lead images that represent the series as a whole and could be used for hero or key art imagery (e.g. presenter portraits or a lead character in dramatised content). Additionally, supply images that represent each individual episode.

