



HEARST
NETWORKS

Production Photography Guidelines



CANVAS

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 and additional imagery to supply.

For credit information on images used in this document, please contact picturedesk@hearstnetworks.com

Introduction

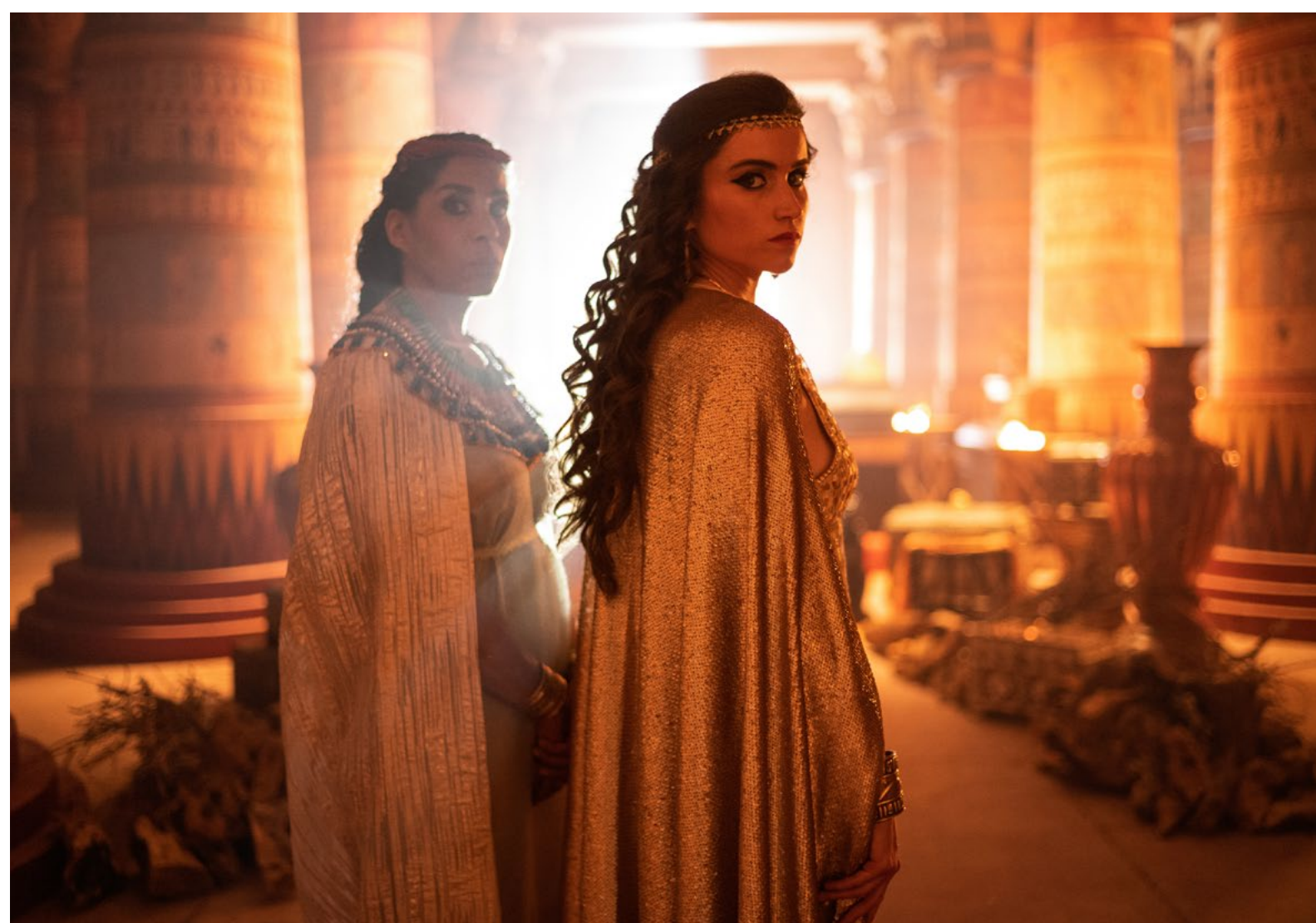
Why Good Photography Matters

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, VOD 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.

Hire a professional unit photographer to shoot publicity photography. When this is not possible, use a digital SLR camera (ideally with a separate light source).



Presenter and Contributor Portraits

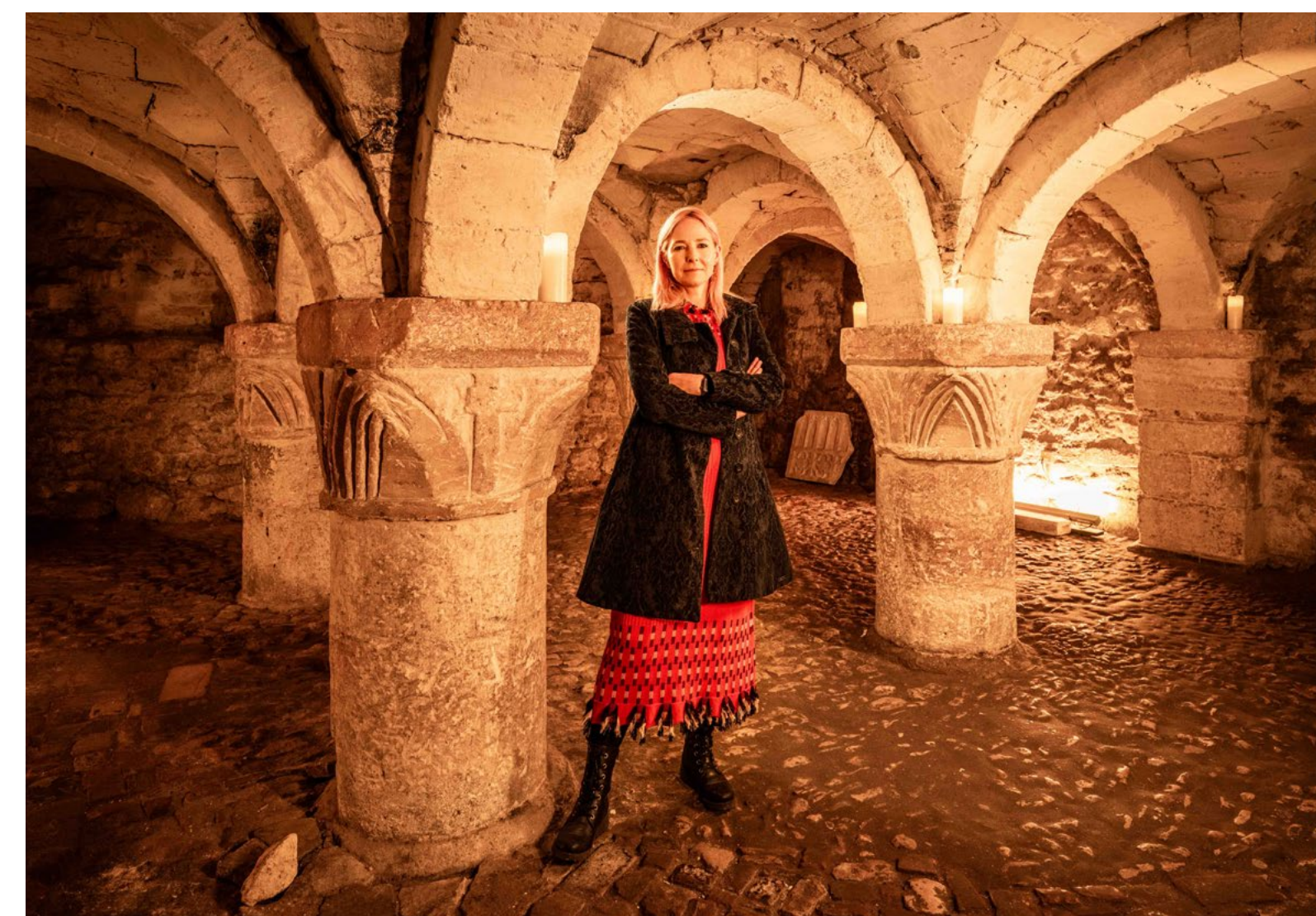
Photograph presenters and contributors individually and together, showing their natural personalities and ensuring emotions are appropriate to the programme content.

Include:

- Presenters and contributors with the filming location providing the context. Ensure the background is relevant and the image thoughtfully composed.
- Posed images in each key filming location for every episode.
- A range of compositions from wider full-length images (with space for copy) to mid-length and closer images.
- Images that predominantly feature eye contact to help build a connection with the viewer, with some additional options of subjects looking away.

Note:

- Presenter and key contributor portraits are valuable assets for key art creation.
- Portraits taken with the filming location as the backdrop should be prioritised, however images on a plain backdrop may also be included as additional options.



Action, Subject Matter and Context

Photograph engaging images that represent the narrative in each episode and showcase what is unique to your programme. Artefacts or contributors that you have exclusive or first access to are of high value for publicity.

Include:

- Key moments and action featured in each episode, for example, presenters and contributors digging, examining artefacts, driving a vehicle etc.
- Candid images of presenters engaging with contributors in filming locations.
- Close-ups of artefacts featured or historical finds revealed during the episode.



Dramatised Content

For programmes that include re-enactments or scripted scenes, it is important to capture key moments that are crucial to the narrative.

Include:

- Photographs of scripted scenes that are important to the narrative of each episode.
- Posed images of actors in costume and in character.
- Expressions, gestures and interactions that communicate the emotion and drama of the scene.

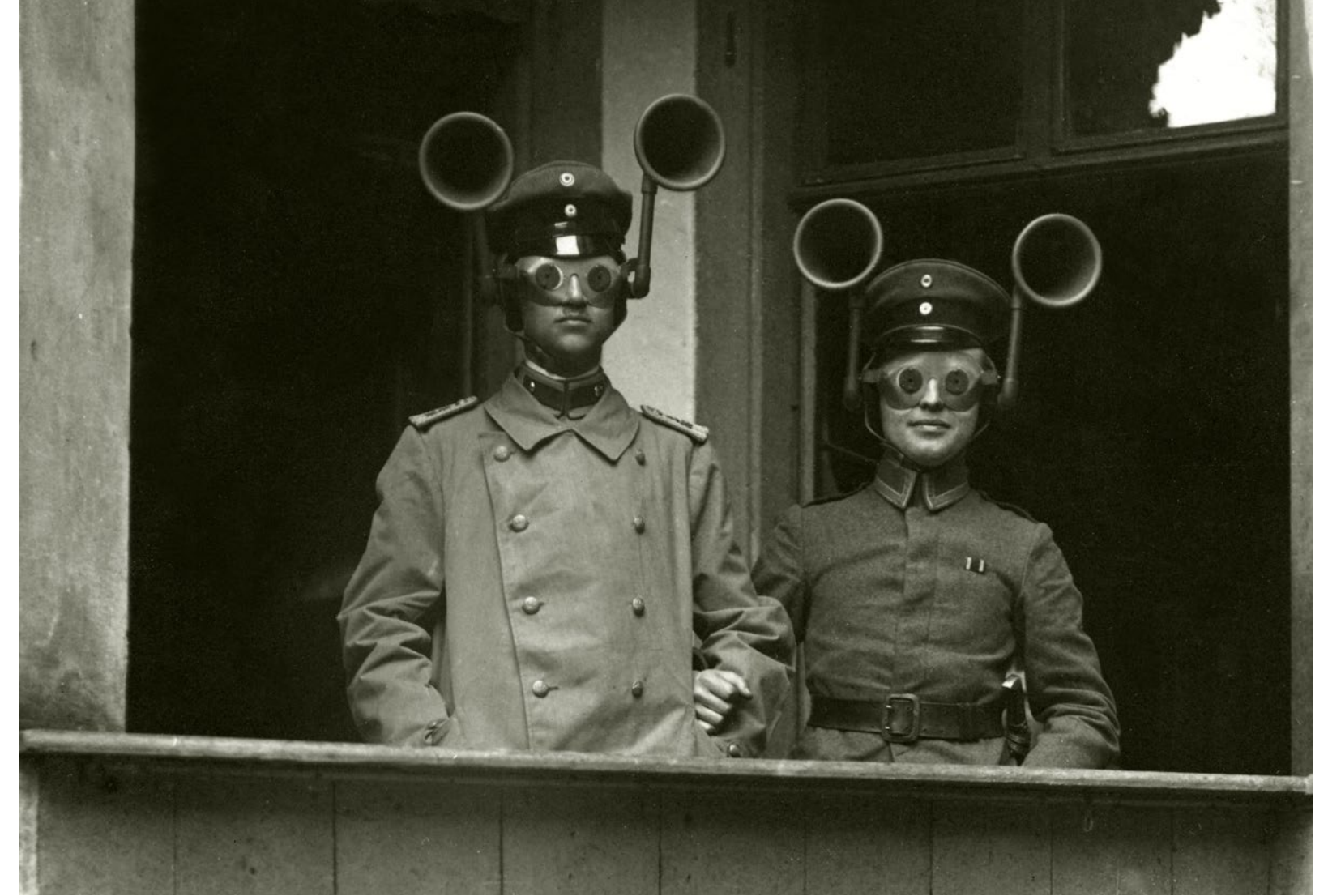


Third-Party Imagery

If supplying assets licensed or sourced from a third-party, written agreements are required and images must be cleared for promotional use.

Include:

- Images such as archive or stock images, historical images, museum items, CGI or a contributor's personal images.
- Full and accurate crediting of the source or rights holder in captions or metadata as required by the licensing agreement. Include source and caption on the completed Hearst Networks Stills Log.
- Images that meets Hearst Networks' delivery standards, avoiding low-resolution or watermarked assets.



AI Imagery

AI technology can be a powerful tool for visual storytelling.

Note:

- All AI-generated images must be clearly labelled in the filename and on the completed Hearst Networks Stills Log.
- Ensure all AI-generated images are fully cleared for promotional use before submission.
- Check all details in AI images for accuracy including human features, historical period, architecture and props.

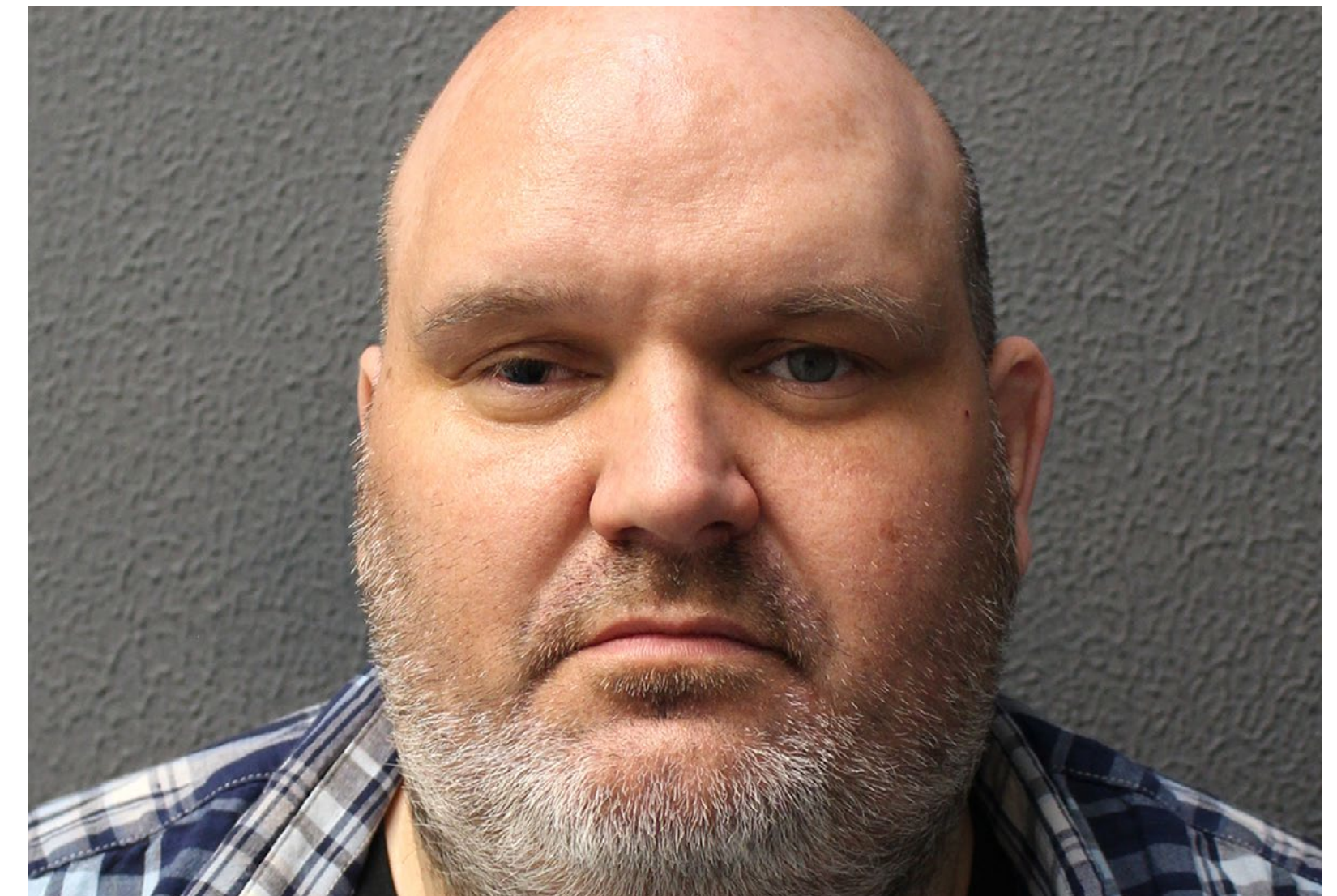


Additional Requirements for Crime+Investigation (C+I)

In addition to the content types outlined on previous pages, C+I content requires further considerations and distinct assets.

Note:

- Expressions in images of presenters, families of victims, witnesses and crime experts (for example, police inspectors or criminal psychologists) should reflect the tone and sensitivity of the series.
- Any anonymity granted to contributors in the programme must be reflected in the images taken.
- Supply images relevant to each case, for example, police mugshots, screengrabs from CCTV or body worn cameras, evidence, archive or stock images, images of perpetrators and images of victims.
- Third-party images with limited permission or clearance must have the source and rights information clearly marked on the completed Hearst Networks Stills Log.



Behind the Scenes (BTS)

Please include a small selection of behind-the-scenes images that offer insight into the making of the show, highlighting the energy and creativity on set, while also providing useful content for trade press coverage and social media promotion.

Include:

- Images that capture the energy of the day featuring presenters, cast, director, crew or equipment in action.
- Images that do not compromise production or presenter/contributor confidentiality.
- Genuine moments that feel natural and spontaneous rather than staged.

Note:

- BTS images may be taken on a phone for spontaneity.
- The number of BTS images supplied should be in addition to the 20 image per episode total.



Delivery Checklist

- Minimum of 20 high-quality images per episode delivered.
- Images supplied as high-resolution JPGs (300dpi, minimum 20MB (5MB when compressed) and minimum 4000px on the longest side).
- Predominantly landscape format images, with some portrait format included, with a range of compositions from wider full-length images (with space for copy) to mid-length and closer images.
- Images of all presenters, key contributors and key moments included.
- Only approved images of presenters, contributors and actors when approvals are contractually required.
- All images cleared for promotional use. Any third-party images with limited rights must be clearly identified on the Hearst Networks Stills Log.
- Full copyright and exclusive rights (buyout) in perpetuity secured when contracting a photographer.
- Completed Hearst Networks Stills Log, including full captions (who, where, what) and rights information.

Do Not Submit

- Out-of-focus, blurry, dark, under-exposed or poorly composed images.
- Screengrabs or phone images as these are not high enough quality (some C+I content excluded as outlined on page 9).
- Images with visible crew or filming equipment (unless BTS).
- Images that depict graphic violence, sex or deceased bodies (consult Hearst Networks Editorial and Compliance Guidelines document).

Thank You

For any questions, please contact Picture Desk:
picturedesk@hearstnetworks.com

