



Production Guide

SPONSORSHIP BILLBOARDS LINEAR & BVOD



- 01 Lead times
- 02 Revisions and Extra Versions
- 03 Billboards Script Requirements
- 04 Moving & Static Vision Requirements
- 05 Bespoke Billboards
- 06 Billboard Request Form
- 07 Billboard Examples

BILLBOARD PROCESS

☐ **Sponsorship Form Sent to Sales Ops – Sponsorships (#DL SBS MEDIA – Sponsorship Forms)**

Sales Ops check details of form and once all details have been confirmed the sponsorship is added to the CS Billboard Tracker which triggers production process



CC Implementation Lead

☐ **Assets Requested**

Creative services will request production assets be delivered by 3 weeks prior to TX

☐ **Assets Received**

Once assets have been received they will be checked for anything that may breach SBS Codes and that they meet broadcast quality

☐ **Brief**

Once all assets have been checked and confirmed producer will be briefed

☐ **Production**

Production includes: recording VO, mixing of soundtrack, cutting of vision and assembly. Failure to meet deadlines will affect this timeline and delay the delivery of WIP

☐ **WIP**

WIP will be delivered once VO has been recorded, ideally 2 weeks prior to TX

☐ **Approvals**

Clients are given editorial control over their vision, tagline and pronunciation of client name in VO. Control of brand asset lies with SBS. The client receives 1 round of feedback unless crucial requirements not met by SBS

☐ **Master and Cache**

Once client has given final approval of billboard, the asset is mastered with assistance of the Marketing department and then cached when all broadcast guidelines met.



Sales Ops – Sponsorships Exec

Sales Ops will then check delivery of billboard and maintain booking into correct programming

On Demand Billboards Only

Final assets will be sent to client for tag wrapping and delivery at least 1 week before TX

SBS SPONSORSHIP BILLBOARDS

SBS Billboards run for 10 seconds in promotional airtime leading into and out of a sponsored program

Scripts are voiced by SBS specific Voice over (V.O.) artists and vision is run in SBS Channel Specific housing templates.

NOTE: Due to running in promotional airtime, SBS Codes of practice dictate that billboard vision and scripts MAY NOT contain any Advertising Messages or Calls to Action other than the client's consistent, official generic tagline.

More information can be found [here](#)



If delivered assets breach the SBS codes of practice pertaining to billboards, **this may result in billboard TX being delayed.**



Lead times

Material Delivery

Lead time: 3 weeks prior to TX

Script & CAD approved vision* delivered at least 3 weeks prior to TX.

Billboard Approval

Billboard creative will be produced and delivered to the client **7 days prior to TX**

Approval: **4 days prior to TX**

Approval must be granted no less than 4 days prior to TX.

The Client (through the Agency) will have **1 round of revisions.**

Billboard Master/Cache

1 day prior to TX

Billboard to be mastered, tech-checked and cached by no later than 12 pm, 1 day prior to TX during standard working days.

NOTE: Failure to meet these lead times may result in TX being delayed

*If airing on SBS On Demand only, the client supplied material doesn't need ClearADs approval, however it is the client/agency's responsibility to ensure that materials delivered to SBS for use in a Sponsor Billboard comply with the AANA Code of Ethics and acceptance of the Terms and Conditions.

REVISIONS AND EXTRA VERSIONS



Sponsors are entitled to **1 billboard version as part of a national sponsorship** and a **free of charge update** is permitted after **every 4 weeks of TX** as part of the campaign (this update does not apply to regional and metro only sponsorships).

Channel Voice Over requirements:

				
Male or Female	Female	Female	Male or Female	Male or Female

NOTE: SBS V.O. artists are not in-house staff and must be rebooked to attend V.O. sessions at the SBS studios. This will add to production lead times and costs.

Below assets should be provided to Creative Services 3 weeks prior to Billboard TX date:

- ✓ **Vision FTP (if solus or double shared)**
- ✓ **Logo/still image provided (if triple shared)**
- ✓ **Edit Instructions** for moving vision
- ✓ **Script V.O. Preference (Male/Female)**
- ✓ **Script: (<Client>, <Official Generic Client Tagline>)**
Client to provide phonetic reference for pronunciation of name
 - Tagline must be the client's official established tagline.
 - **No low res assets to be sent via email. High res assets to be sent via direct file transfer links.**



Fill in the form on slide 8 and send it to Creative Services representative

BILLBOARDS SCRIPT REQUIREMENTS:



As billboards run in **promotional airtime**, scripts must follow the below templates:

	"This Program brought to you by..."
	"This show brought to you by..."
	"This Program Served Up By..."
	"This Movie Brought To You By..."
	"Bringing you up to the minute weather/finance/sport thanks to..."
	"The <Program>, brought to you by..." "This <Program> is part of the <Collection name>, brought to you by..."
	"This Program brought to you by..."
	"This Program brought to you by..."

Billboard **sponsor announcements** must follow the below formats:

Solus	"This program brought to you by <Client>. <Official Generic Client Tagline>"
Double Shared	"This program brought to you by <Client 1>, <Official Generic Client 1 Tagline> and <Client 2>, <Official Generic Client 2 Tagline>"
Multiple Shared	"This program brought to you by <Client 1>, <Client 2> <Client 3>"
SBS World News	"Bringing you up to the minute Finance/Weather/Sport thanks to <Client>, <Official Generic Client Tagline>"
SBS ON DEMAND	"The <Program>, brought to you by <Client>, <Official Client Tagline>" "This <Program> is part of the <Collection name>, brought to you by <Client>, <Official Generic Client Tagline>"

MOVING & STATIC VISION REQUIREMENTS:



VISION REQUIREMENT

Moving Vision Requirements:

Footage Format	Aspect Ratio	Footage Quality
MOV, MP4, MXF	16:9	1920 x 1080px, 1080i or 1080p minimum HD resolution
Solus	10 seconds of CAD approved vision from client's TVC or otherwise. Client must provide editing instructions if vision is longer than 10"	
Double Shared	5" of CAD approved vision from client's TVC or otherwise. Client must provide editing instructions if vision is longer than 5"	
Triple Shared	Due to the limited airtime 10", for billboards that are triple shared no vision is required. Only client logo as a static vision	
SBS ON DEMAND	Please provide 10" billboard vision/editing instructions as per brief template in addition to the client's 15", 30", 45", 60" TVC to be stitched in the following order; Billboard > TVC	

Static Vision Requirements:

Picture Format	Aspect Ratio	Picture Quality
EPS, PSD, JPG, PNG, GIF, TGA, Layered PSD file with preferred solid fill colour	16:9	1280 x 720 minimum HD resolution

* Please upload vision to FTP for download

NOTE: 10" & 5" moving vision only applies to Solus and Double Shared billboards. Client may submit a short logo animation or the end-board of their CAD approved TVC for multiple shared billboards.

CAD approvals for BVOD are not required, however it is the client/agency's responsibility to ensure that materials delivered to SBS for use in a Sponsor Billboard comply with the AANA Code of Ethics and acceptance of the [Terms and conditions](#).





BESPOKE BILLBOARDS



BESPOKE
BILLBOARDS

SBS Creative Services are open to producing an integration as part of a wider sponsorship or integration package on a case by case basis, based on overall investment with SBS.

SBS may be able to explore a bespoke billboard execution that aligns with client TVC creative and campaigns being produced by SBS.

*Bespoke requests will incur bespoke timelines and requirements.

Billboard Request Form

SBS Media Sales Representative/Coordinator to fill and send to Creative Services 3 weeks prior to Billboard TX date:	
Vision location - FTP (Clickthrough URL) with High Resolution footage (broadcast quality):	
Editing Instructions for moving 10" vision:	
Client logo location (if triple shared billboard):	
(Optional) Voiceover preference: Male/Female?	
ONLY APPLICABLE TO MAIN, VICELAND, ON DEMAND, AND NITV	
Voiceover Script (Please check channel specific script): (<Client> + <Established official client tagline>)	Keep relevant scripts, and delete everything else:
	SBS Main/NITV/SBS WorldWatch: “This Program brought to you by <Client> + <Established official client tagline>”
	SBS Viceland: “This show brought to you by <Client> + <Established official client tagline>”
	SBS Food: “This Program served up by <Client> + <Established official client tagline>”
	SBS World Movies: “This Movie brought to you by <Client> + <Established official client tagline>”
	SBS News: “Bringing you up to the minute weather/finance/sport thanks to <Client> + <Established official client tagline>”
	SBS On Demand Program Sponsorship: “This <Program> brought to you by <Client> + <Established official client tagline>”
	SBS On Demand Collection Sponsorship: “This <program> is part of the <Collection Name> brought to you by <Client> + <Established official client tagline>”
	Shared Billboard (Double): This program brought to you by (<Client 1> + <Established official client 1 tagline>) and (<Client 2> + <Established official client 2 tagline>)
	Shared Billboard (Triple): This program brought to you by <Client 1>, <Client 2> and <Client 3>
Any phonetic reference for pronunciation of client name?	
Please note as billboards run in promotional airtime versus commercial airtime, the script cannot include: • References to the price of goods or services, or value information (e.g. affordable, discount, interest free). • Calls to action or inducements to purchase (e.g. available to test drive now, call now, go online now, interest free). • Comparative or qualitative references or endorsements (e.g. only at, the best, Australia’s favourite). However such references will generally be acceptable where they are form part of a clearly established official trademark, logo, slogan or tagline.	
If you’re unsure whether your script or vision complies with SBS guidelines, please contact your Sales Representative. For more information on Billboard Production please find our guidelines here .	
SBS has final approval on all billboards.	

BILLBOARD EXAMPLES



EXAMPLES

Solus Main / On Demand



Double Shared SBS 2 (formerly Viceland)



Triple Shared



SBS Food



 SBS FOOD

SBS 2 (formerly Viceland)



