

ESPN, INC.

PRODUCTION GUIDELINES

FOR PACKAGERS AND PRODUCERS

OF PROGRAMMING ON

ESPN3.com

OVERALL CONTENT

CONTENT STANDARDS

ESPN programming must be suitable for family viewing. Programming must not contain any sexual references, obscene gestures, nudity or profanity. Any show delivered with inappropriate content will have audio and/or video edited or may be pulled from the schedule.

Solicitation of funds is forbidden, as is content advocating controversial policies or positions. Editorial commentary is not suitable program content. The use of 900 and 800 numbers within a show is generally forbidden and is permitted only if cleared in advance in writing with the Program Director and Coordinating Producer.

Do not include commercial plugs, Internet URL addresses, sponsored features or promotional considerations (including 507 disclosures), interactive triggers or applications of any type, unless they have been cleared in advance in writing with the Director in Programming, the Coordinating Producer and included in your contract. Do not accept any considerations (free travel, hotel rooms or cash) provided in order to get exposure in any of our programs without first securing written approval from ESPN. If approval is secured, disclosure of this arrangement must be made in the form of a “507” textual credit at the end of the show in the form: “airfare provided by...” A “507” is a credit for an individual, product or service as required by Federal Communications Act Section 507. If a commercial sponsor buys advertising time within a show, for which a consideration is already provided, no additional disclosure is necessary. Please ensure this is established and agreed upon at the time of signing (the contract).

Your program may not contain any material constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product that tends to encourage, abet, assist, facilitate or promote illegal or legal gambling.

You may not make any appeal for funds, nor any appeals which consist of, in whole or in part, political advocacy or issue-oriented advertising. All public service announcements (PSAs), paid or unpaid and regardless of source, must be approved in advance by ESPN.

GAMBLING

Please do not use any footage from inside a casino or other venues that shows gambling in any form. You may show the outside of a casino or the Vegas strip, but no shots of the casino floor, card tables, slot machines, etc. are allowed.

EQUIPMENT COMPLIMENT

General equipment compliment for ESPN3.com Tier II productions
Tricaster system or comparable
Tricaster graphics capabilities
4 cameras (minimum 18x1 lenses)
3 IFB/talkback boxes and sportscaster headsets for talent
2 channels of instant replay or DVR capabilities

GRAPHICS

You can use your own graphics systems to create a graphics look for these packaged games for ESPN3.com. You may be asked to incorporate sponsorship logos for sales or billboards, if necessary

MUSIC/LICENSE AGREEMENTS

With respect to all musical compositions played during the course of your show, **you must provide ESPN with your program(s) cue sheets** containing the name of the selection, composer, publisher and publishing affiliation (ASCAP, BMI, or SESAC). **THE CUE SHEET TO BE USED IS ATTACHED AT THE END OF THIS DOCUMENT.** A sheet must be completed by the producer or packager and sent to the Music department as noted on the form. **In addition, you will also have to provide all documentation (e.g., license documents) evidencing your clearance from the copyright holder. IF YOU DO NOT PROVIDE ALL OF THE REQUIRED DOCUMENTATION, ESPN MAY BE CHARGED FEES THAT IT WILL, IN TURN, PASS ON TO YOU.**

ESPN maintains its music library for use by its various in-house platforms. That library is not an available resource for out of house packagers and producers, and you should not expect to make use of it unless that use is cleared in advance by Packager Services and the Music department. That approval is the exception rather than the rule, and will only be granted in unusual circumstances.

E-mail is the preferred method of delivery of cue sheets. They can be sent directly to Howard Miller via howard.miller@espn.com.

THIRD PARTY FOOTAGE USAGE

As the largest purveyor of sports programming in the world, ESPN is committed to distributing its content across multiple platforms. To accomplish this, it is imperative that ESPN be aware of any third-party clips or content included in your production. These third-party elements—even those that may have been provided by ESPN to assist your production—must be properly identified to ensure that ESPN is familiar with the sourcing and rights associated with every part of our distributed content.

PRODUCTION

REMOTE PICKUP LICENSES - (RF Mics, In-car cameras, blimp cams, etc.)

It is the responsibility of the producer or packager to make arrangements to order equipment, obtain proper licensing and coordinate all frequencies with the local frequency coordinator for the market. Merely doing a show for ESPN does not give you permission to use our license. We cannot transfer our license to anyone under FCC regulations.

Inappropriate language over radio frequencies has become a serious matter. The use of inappropriate or obscene language can cause revocation of RF licenses by the FCC. RF must be used in accordance with all FCC rules and regulations.

WIND SCREENS

The only appropriate colors for microphone windscreens are charcoal gray and dark blue.

LIGHTING

Events produced indoors have minimum lighting requirements. In general, the performance area must be evenly lit to at least 125 foot candles.

EXCLUSIVITY INFRINGEMENT

If there is a problem on site with another organization infringing on ESPN's exclusive rights to the event, follow these procedures:

- Inform the offending individual or organization of ESPN's exclusivity and ask that they cease their activities.
- Inform the on-site representative of the organizer of the event and request that they take steps necessary to stop the infringement.
- Contact the Coordinating Producer for your event.

CREDITS

Do not include any credits for individuals, products or services, except as required by Federal Communications Act Section 507 AND pre-approved by ESPN, Inc.

COPYRIGHT AND CLOSE

Unless your contract specifically provides that you retain the copyright, your program(s) must close with a copyright notice as follows:

Audio:

“This has been a presentation of ESPN, The World Wide Leader in Sports”.

Video:

Graphic: © 20XX ESPN, Inc., All rights reserved. ESPN, the Worldwide Leader in Sports..

The closing audio should be over the graphic. Do not place the copyright over black.

GAME COPIES

The producer or packager of any show to which ESPN has rights in perpetuity, must provide a highlight melt reel with nats (on analog or digital beta), or must feed the highlights on satellite after the game has been completed. You must arrange with Bristol that these highlights are being recorded.

Additionally, a DVD copy of full program audio and video must be delivered. These will be shipped to the ERTWV office, attention to Howard Miller.

TRANSMISSION REQUIREMENTS FOR ESPN PACKAGERS

Below are the guidelines for packaged transmission from ESPN packagers. If these guidelines are not followed, ESPN will book the transmission and bill back the packager with a 20% mark-up.

- Transmission plan for sending Standard Definition and High Definition live and tape-delayed programming to Bristol must be coordinated with your Production Coordinator at least THREE WEEKS prior to air.
- The two only acceptable methods of transmission for ESPN Broadcast are either fiber or uplink. . . Microwave within the transmit chain is NOT ACCEPTABLE.
- If using a fiber circuit, please coordinate the receive loop with Network Traffic prior to booking the circuit with the fiber provider. This is crucial in order to maintain continuity within the ESPN compound.
- If using a transportable uplink, a dedicated phone line is required in the uplink truck. Also, this truck must be fully redundant (meaning backup transmitters and digital encoders onboard)

ELEMENTS REQUIRED ON CONFIRMATIONS

- 1) Standard Definition or High Definition Transmission
- 2) Who booked the satellite (if subleased by packager)
- 3) Who is the satellite broker (what company provided the satellite space)
- 4) Who extends and goodnights the feed. . . with a 24-hour phone number
- 5) Telephone numbers on remote or feed point and designations, cellular if available
- 6) Who is the Uplink, uplink operator, cell phone number
- 7) Satellite being used or fiber confirmation
- 8) Digital Satellite parameters
- 9) For HD feeds – who is the ESPN approved encoding company, cell phone

STANDARD DEFINITION (SD) REQUIREMENTS:

- *Standard Definition fiber and digital feeds require four channels of audio and are strongly preferred over analog satellite. For analog satellite feeds (since only 3 subcarriers are available): 6.2 MHz stereo left, 6.8 MHz stereo right, and 5.8 MHz international sound.
For SD digital or fiber feeds: channel 1 is stereo left, channel 2 is stereo right, channel 3 is international stereo left and channel 4 is international stereo right*
- *All SD digital satellite transmissions must have a bandwidth of 18 MHz, FEC=3/4, symbol rate = 13.235 Ms, and be MPEG 4:2:2. Also, please indicate which type of encoder is being used. See above for audio configuration. Other parameters will be considered upon consultation with ESPN Network Traffic (860-766-4309).*
- *SD fiber feeds must have a bandwidth of 45Meg and coordinated through Network Traffic prior to ordering.*
- *All SD feeds require at least 30-minute test-period- THIS IS MANDATORY- when it is time to test, the Production truck must stop pre-production and begin the transmission test. The test should be initiated by Remote by calling Bristol Transmission @ (860) 766-2289.*

HIGH DEFINITION (HD) REQUIREMENTS:

- *All HD feeds must be discussed with Doug Tutt 615-837-1857 prior to coordination*
- *High Definition feeds require either 4 channels of audio:*
 - *Ch. 1 Program L/T*
 - *Ch. 2 Program R/T*
 - *Ch. 3 International stereo L*
 - *Ch. 4 International stereo R.*

- *If it is designated that ESPN requires Commercial music as well as generic music PGM tracks then 8 channels of audio are required and Dolby E encoding must be done in the audio booth of the production truck and the audio channels are designated as:*
- *Ch. 1 Generic Pgm L/T*
- *Ch. 2 Generic Pgm R/T*
- *Ch. 3 Int'l Stereo L*
- *Ch. 4 Int'l Stereo R*
- *Ch. 5 Commercial music PGM Stereo L*
- *Ch. 6 Commercial music PGM Stereo R*
- *Ch. 7 Commercial music PGM Stereo L (same as ch. 5)*
- *Ch. 8 Commercial music PGM Stereo R (same as ch. 6)*
- *A Dolby E decoder must also be available on the uplink or by the HD encoding company to monitor audio.*
- *All HD satellite feeds must have a bandwidth of 36MHz, FEC 3/4, symbol rate: 29.27Ms, and have QPSK modulation. 270MHz fiber may also be used. Please coordinate fiber company and line with Network Traffic prior to ordering 860-766-2555.*
- *HD uplinks and encoding companies must be pre-qualified with ESPN Transmission and must be on the Network Traffic approved list. Please call Network Traffic at 860-766-2555 to verify before hiring.*
- *All HD feeds require at least a 60 minute test period. When it is time to test, the Production truck must stop pre-production and begin the transmission test. The test should be initiated by Remote by calling Bristol Transmission @ (860) 766-2289.*

Network Traffic Contacts:

Network Traffic for E3 – Doug Tutt (doug.tutt@espn.com)

Transmission – 860-766-2289

Network Control – 860-766-4628

MUSIC CUE SHEET FORM



Program Title/Matchup:		Series:	Episode Number (if applicable):	Record Date:	Air Date:
Producer:		Duration of Show:	Network:	Air Time:	Producer/Packager Name (if applicable):
Composition Title	TH/BKG (Theme or Background)	Number Of Uses	Total Duration	Cut – Code	Source Music · If Library Music, list disk number and name. If Non-Library Music (commissioned, composed, etc.) write “C” in the this column and write publishing info on reverse.
Signature:	Date:		Phone Number:	E-Mail:	

NOTE: NO MUSIC MAY BE PERFORMED WITHOUT PRIOR CLEARANCE. All necessary sync, performance & master rights **MUST** be cleared at source **PRIOR** to airing. Outside Producer/Packagers **MUST** obtain proper documentation.

1. IN HOUSE PRODUCTIONS MUST CLEAR ALL MUSIC THROUGH ESPN MUSIC DEPARTMENT. OUTSIDE PACKAGERS MUST CLEAR REQUIRED PERFORMANCE, SYNCHRONIZATION AND MASTER RIGHTS WITH SOURCES (COMPOSER/PUBLISHER AND RECORDING COMPANY). FAILURE TO DO SO WILL RESULT IN WITHHOLDING OF PAYMENTS. NOTE ESPECIALLY - ESPN DOES NOT RELY ON ASCAP OR BMI LICENSES, SO PERFORMANCE RIGHTS MUST BE CLEARED.

2. Fill out ALL information as requested above.

3. A copy of this music cue sheet must be returned to the ESPN Music Department **immediately following air date**.

4. If no music is used, submit with notation “No Music Used”.

Sign and return this form promptly to: ESPN Music Department, ESPN Plaza, Bristol, CT 06010 E-mail: Music.Cue.Sheets@espn.com