

Further guidance

Pre-sales

If a pre-sale is agreed with a third-party co-producer following signature of the Programme Production Agreement, and the BBC recognises that a significant co-producer third party (as defined below) will have an expectation of branding, the BBC Business Affairs Manager will discuss with you and it may be appropriate for the branding guidance applicable for co-productions above to apply.

Co-producers

For the purposes of these guidelines, a "co-producer" is defined as a suitable party who is granted broadcast rights in the Programme in exchange for funding under a binding agreement and is:

- Contributing a significant proportion to the budget (all production funding should be discussed at the outset with the BBC Business Affairs Manager, it being acknowledged that the BBC considers contributions of at least 15% of the budget to be significant enough to warrant co-producer status for these purposes)

- Investing prior to approval of the fine cut and taking on editorial risk; and

