

## Overview

This Standard is about agreeing parameters on which production and co-production agreements are founded. This may be with broadcasters, distributors, investors or project partners and may include provision and management of funds, creative integrity and editorial control to enable co-productions to proceed smoothly.

This standard is for you if you agree production or co-production parameters.

## Agree production and co-production parameters

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### Performance criteria

- You must be able to:*
- 1 Identify and understand the requirements of broadcasters, distributors, investors or production partners, before entering into any agreements
  - 2 Identify ways to maximise potential opportunities that benefit the organisation you are representing
  - 3 Negotiate and agree the scope of the work and associated parameters before production starts
  - 4 Record and store agreements in appropriate formats
  - 5 Educate broadcasters, distributors, investors or production partners about the production process and how it will affect their expectations
  - 6 Maintain good working relationships with broadcasters, distributors, investors or production partners, communicating with them throughout the production
  - 7 Effectively manage any requests for change or feedback  
broadcasters, distributors, investors or production partners may have
  - 8 Proactively deal with issues or concerns from broadcasters, distributors, investors or production partners before they adversely affect production

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## Knowledge and understanding

- You need to know and understand:*
- 1 The likely roles and responsibilities of broadcasters, distributors, investors or production partners in productions and co-productions
  - 2 Potential opportunities to exploit the production including branding, merchandising, or spin-off productions
  - 3 The potential for distribution in other territories
  - 4 How commissioning and funding work in the countries with which you are working, including tax breaks and subsidies
  - 5 Different options for deliverables, ownership, licensing, distribution, finished animation and project files that can be negotiated
  - 6 The importance of maintaining creative integrity
  - 7 Intellectual property rights and licensing issues, relating both to any material you use and to the work you are creating
  - 8 How to conduct negotiations so that all parties feel satisfied
  - 9 The legal status of written, verbal and electronic agreements and communications
  - 10 Why contracts are important and the different areas they need to cover
  - 11 The drawbacks of trust agreements instead of contracts
  - 12 The importance of obtaining formal approval from investors and project partners at key stages of production
  - 13 The sorts of issues that can arise in co-productions, especially when work is shared or outsourced overseas

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**Developed by** Creative Skillset

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**Version Number** 3

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**Date Approved** March 2017

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**Indicative Review Date** March 2020

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**Validity** Current

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**Status** Original

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**Originating Organisation** Creative Skillset

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**Original URN** SKSANIM1

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**Relevant Occupations** Director; Production Managers

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**Suite** Animation

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**Keywords** agree; production; co-production; parameters; agreements; broadcasters; distributors; investors; partners; project; provision; management; funds; integrity; content; editorial

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