PasC Forms in Silvermouse

ITV Guidance Notes

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Introduction

Silvermouse is a web based system used by ITV for creating, editing, managing and reporting Programme as Complete (PasC) forms. It has been developed by Soundmouse and customised for ITV.

Silvermouse captures a defined set of data which makes up the PasC. Data moves securely between content producers and broadcasters in defined workflows. Access is given at Production Company and Broadcaster level.

The information in Silvermouse informs many operations within ITV including:

- Artiste Payments, music reporting, programme synopsis creation, diversity (Diamond) reporting and Guild reporting.
- Contributors (Legacy) – details of all relevant entities appearing or working on a programme.
- Copyrights – details of stills, footage, archive, text etc and the rights negotiated for each copyright used in the programme.
- Cue Sheet – to log all of the music used in the programme.
- Materials and Synopsis – a place to upload and search for supporting documents relating to the programme and record the programme synopsis.
- Sign Off – can only be completed when all other forms have been submitted.

Getting Started

Log on to Silvermouse using the following link: www.silvermouse.com. See Key Contacts for details on how to obtain a login.

Enter username and password and click on the Login button. The following screen will then be displayed:

Inbox: Forms that need to be completed are listed in the inbox. Forms stored here will have a status of ‘Issued’ – details have yet to be entered; ‘In Progress’ – work has already begun on the forms; ‘Rejected’ – the form has been returned by ITV to be corrected.

Outbox: Forms that have already been submitted to the Broadcaster.

Library: All programme forms regardless of status. Approved forms can only be viewed via the Library.

Note: Users will be asked to change their passwords every 90 days. Users will be locked out of the system if their account remains inactive for 80 days.
Completion of Forms

ITV will issue forms relevant for completion, in accordance with pre-set rules based on ITV's PasC Policy.
ITV requires completion of the following forms:

- Contributors (Legacy)
- Copyrights
- Cue Sheet
- Materials and Synopsis
- Sign Off

All forms must be completed on delivery of the programme, or within 4 weeks of the contracted delivery date as per ITV's PasC Policy.

You may find different versions of productions in your inbox where there is a need for completion. If all PasC details remain the same from the original version, please use the Copy functionality to copy the PasC and submit to the Broadcaster. If there are changes to any of the rights content, this should be reflected in the PasC for the new version. Do not worry about changing timecodes in each version.

If forms are needed for alternative versions of productions, please contact silvermousequeries@itv.com to request these be set up. A full set of PasC forms will not always be needed.

Completion of the issued forms in accordance with these guidance notes will enable the relevant business area to approve the form. Approval of a form indicates that the necessary data has been submitted and the form is considered to be complete. It does not always indicate that ITV have validated the accuracy of the data; it is assumed that the data provided is accurate.

Should any changes be required to the form once it has been submitted to ITV, the form will be rejected and sent back to the producer inbox. The Producer will be required to make the necessary changes or additions and resubmit the form to ITV for approval. When forms are rejected, users should be notified by email where possible but should regularly check their inboxes. Comments will be made in the Notes box held in the header indicating why the form has been rejected.

The fields within the forms which feed into core ITV operations are described in this document, along with information to highlight their importance and aid accurate completion.
Searching

It is possible to navigate between the Inbox, Outbox and Library using the options at the top of the screen.

Use the simple Search function to look for programmes using information such as the programme name or production number.

Click on Advanced Search to filter the forms based on programme details; transmission date; origin; channel or form status. Click on the relevant form title to begin entering details.

Favourites

It is possible to mark PasCs as Favourites to ease the searching process.

Marking a Favourite

- From the search results, click on the small star to the very right of the screen.

- Once no longer required, the favourites can be unticked.

Searching for Favourites

- Within the Library, select Advanced Search.
Select the star and click Search. Note this may take some time to return results.

Contributors (Legacy)

The Contributors form acts as formal notification of all parties appearing in or working on a programme (both on and off screen). It is also used (along with other forms on Silvermouse) to assess the availability of a programme for secondary exploitation including but not limited to:

- Repeats on Primary Broadcaster’s channel
- Sales to UK digital channels
- Overseas sales
- DVD and DTO (Download to Own) exploitation
- Clip and stills sales

The information provided in this form also drives the following ancillary processes relating to exploitation:

- Artiste Payments: payment to talent from exploitation
- Union Guild reporting: Equity, Writers, Directors etc.

Accuracy

It is vital that information on this form is correct as this has a bearing on the rights position and secondary payments processes. If incorrect data is supplied – this includes missing artists, incorrectly spelt names etc. – then this may mean an artist is excluded from their contractual payment entitlements or monies could be paid to the wrong person.

As well as the usual featured artists and Equity, please ensure all Stunt Performers and Stunt Choreographers are included on the Contributors form. Only include those Walk Ons who are due a payment from further exploitation. It is important also to ensure the correct Contract Type is selected.
How to add a Contributor

Individuals can be added to the form by searching and selecting from the Silvermouse search, Equity member search or by adding the individual’s details manually.

- Select a Contributor type from the Role drop-down list (e.g. Script Writer, Stunt Performer etc.)

- To search for a contributor type the name in the Search Term box.

- Select the Data Source. If the contributor is an Equity member, select Equity.

- For non Equity members, select Silvermouse to search for contributors that have been added to the database.

- Click Search. If the contributor appears in the list, select Use to add.

- If you cannot find the contributor, select Add as New. When adding new Contributors to the Silvermouse database do not add personal addresses of on screen or off screen contributors.

Silvermouse currently allows users to edit existing contributor details using the Use and Edit function. Users should not use this facility to edit existing Contributors, as this will amend the entry in all PasCs throughout Silvermouse.

- Once the contributor has been added to the form, click Add Agent to enter the agent’s details.

Fee amounts and currency details should not be included on the Contributor form. Contracts should not be uploaded to Silvermouse.
Mandatory Contributors

On screen and off screen contributor information is required by ITV to meet specific business needs, including: digital delivery; reporting and contractual obligations; secondary exploitation; identifying programme content. The Archive Intake team, who are responsible for the approval of the Contributors form, have a set of mandatory contributors which must be added, where applicable, into the ITV Product Catalogue for each production. The required roles are more specific than those currently available for selection in Silvermouse so see Appendix A for a guide on how to map your productions’ exact contributor roles onto the Contributors form.

On Screen

Mandatory fields:
- Role – see table below:
- Artists/Performers/Contributors Name
- Character Name or Part Played (if applicable)
- Agent (if applicable)
- Rights Cleared

<table>
<thead>
<tr>
<th>Contributor</th>
<th>Presenter *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Contributor</td>
<td>Stunt Performer *</td>
</tr>
<tr>
<td>Featured Artist *</td>
<td>Third party contributor</td>
</tr>
<tr>
<td>Interviewee *</td>
<td>Walk On 1 (2 or 3) *</td>
</tr>
<tr>
<td>Journalist</td>
<td></td>
</tr>
</tbody>
</table>

Note: As well as the usual featured artists and Equity, please can you make sure that stunt performers, choreographers and walk-ons are also added to the form. Only those Walk Ons that are due a payment from further exploitation need to be included.

Off Screen

Mandatory fields:
- Role – see table below
- Name
- Agent (if applicable)
- Rights cleared

<table>
<thead>
<tr>
<th>Choreographer</th>
<th>Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composer *</td>
<td>Producer / Director</td>
</tr>
<tr>
<td>Co Producer</td>
<td>Script Writer *</td>
</tr>
<tr>
<td>Director</td>
<td>Stunt Coordinator *</td>
</tr>
<tr>
<td>Executive Producer</td>
<td>Third party contributor</td>
</tr>
<tr>
<td>Format Owner</td>
<td>Underlying rights holder</td>
</tr>
<tr>
<td>Musician*</td>
<td>Voice over Artist / Narrator *</td>
</tr>
</tbody>
</table>

See Adding Rights for details of how to add rights.
Edited Out?

Not only does the Contributors form need to list those who feature in the programme but it should also list those that were edited out. This allows ARMO to marry up contractual paperwork with the Contributors form and ensure only those who are entitled to payments from exploitation are included in the final sign off.

Deleting Contributors

- Select the Contributor to be deleted using the tick box on the right hand side.
- From the Process drop down list, select Remove Contributor
- Click Process

Payaways

ITV occasionally makes payaways on behalf of Independent Production companies. In these instances the Producer will provide a supplementary PasC form that must be completed in addition to the Silvermouse forms.

Approval

When complete, select Submit to Broadcaster. Once submitted, the form is reviewed by Editorial Metadata and will be approved or rejected depending on the level and quality of detail added.

Contact for more information: SilvermouseQueries@itv.com
Copyrights

The Copyrights form on Silvermouse supports the capture and documentation of any archive footage, stills, headlines, text and artistic works featured in a programme.

Where a copyright is attached to plays, literary works etc and is something that has required approval from Business Affairs to use, it must be reported in the copyrights form.

This information is used by Rights Management as formal notification of any third party material that has been used. It is essential there is a central record of this as the smallest piece of third party material could affect further exploitation / transmission of the overall programme.

The form also allows you to indicate if no copyrights were used. However, the form must be submitted at all times.

The Copyrights form (along with other forms on Silvermouse) is used by Rights Management to assess the availability of a programme for secondary exploitation including but not limited to:

- Repeats on Primary Broadcaster’s channel
- UK Catch up and VOD Services
- Sales to UK digital channels
- Worldwide sales
- DVD and Download to Own (DTO) exploitation
- Clip and stills sales

In order for Rights Management to advise on exploitation areas and any limitations and/or required clearances/cost, there is a set of minimum requirements for this form as follows:

- Type e.g. Archive footage, Still etc.  Note: information about any graphics used is not required
- Rights Holder e.g. BBC
- Description: a brief description of the footage/stills
- Duration and timecodes
- Licence period e.g. 5 years (this must be consistent with any Rights cleared information provided on the form)
- Rights Notes: a statement of what rights have been cleared i.e. cleared for World TV 5 years, or cleared for 2 x ITV Tx’s including 30 day catch up, simulcast and +1 rights

How to add Copyrights

- Select a Copyright type from the Type drop down list
- Enter the ID number, if applicable, and the Title
- Select which database to search from
- Select Getty to search for Getty images. Select Use to add the Copyright.
- For anything else search the Silvermouse database.
- If the copyright does not already exist in the database click Add as New.
- Complete as much information as possible (see mandatory fields above).
- When the form is complete select Submit to Broadcaster.
- See Rights for details of how to add rights.

Editing Existing Copyright Details

Silvermouse currently allows users to edit existing Copyright details. Under no circumstances should users use this facility to edit existing Copyrights, as this will amend the entry in all PasCs throughout Silvermouse.

No Copyrights

The bottom of the form contains text and a tickbox allowing the user to indicate where no copyrights were used in the programme.

No copyrights were used in this programme: ☐

Selecting the tickbox will refresh the page after which the form can be submitted.

Approval

Once submitted, the Copyrights form is reviewed by Rights Management and will be approved or rejected depending on the accuracy and level of detail added. Once approved the copyrights information is transferred into the rights management system (PARIS).

Note: In some cases the Copyrights form may be rejected after its initial approval when undergoing secondary rights checks. You will be notified via email if this does happen.
Use of Promotional Clips

If Rights Management have permitted clips from ITVS content to be used promotionally then to ensure the Talent and Royalty Payments team do not pay talent for such promotional use it is important that such footage is noted on the PasC as PROMOTIONAL. An example would be use of footage featuring a guest who was then appearing in the programme.

Anything used as promotional material from a 3rd party will need to be approved with that source.

Please contact clip.rights@itv.com for further information.
Rights

Adding Rights

It is possible to add rights against a specific entity on the Copyrights forms.

- Click Add Rights next to the relevant entity.

Do not upload any documents to the Copyrights form. If you upload a document the form will be rejected and you will be asked to remove it. See Removal of Uploaded Documents

- Additional notes or details of restrictions can be entered into the Rights Notes box.
- Click Add to save your changes and add the right to the selected entity.
- Once added, rights can be edited by clicking on View Rights – Edit Rights

Adding Rights to Multiple Parties

- Click on the Add Rights tab.
- Select the tickboxes next to each entity against which you would like to add Rights.
- Select the relevant Rights type from the drop down menu on the Add Rights header (e.g. ‘Copyrights Form’). Click Use.
Complete the rights details and click Add

The information will then be added in the Rights section for all parties ticked

Copying Rights to Multiple Parties

If Rights have already been added for an entity and the same Right will apply to multiple parties:

- Click on View Rights on the completed entry
- Tick the boxes of those to copy the licence to
- Scroll back to the main Rights detail and click Add
- The licence will be copied to all selected parties

Editing Rights

- Click on View Rights then Edit Rights.
- Click Add to save any changes made.
- To apply existing or edited rights to multiple contributors, after clicking Edit Rights (and making any necessary changes) scroll down and select the relevant contributors’ tickboxes then click Add. This will add the rights to all of the chosen contributors at once and overwrite any existing rights they may have had.

Removing Rights from One or More Contributors

- Select the tickboxes of the relevant contributors, choose Remove Right(s) from the dropdown on the right hand side of the screen and select Process.
- Click on OK when the subsequent warning message appears to proceed with the removal.

Adding, Editing and Clearing Rights Notes

Rights notes can be added while completing the rights form or after rights have been added. To add after adding / applying rights:

- Click the Add Notes link for the relevant rights
Removal of Uploaded Documents

No documents should be uploaded to the Contributors or Copyrights form but in the event this happens and they then need to be removed there are two methods to removing them.

Each have their own merits with the first offering the quickest option providing all rights are the same. The second option requires contracts to be removed from each individual against whom they’re added.

Method One: Delete all Rights and Re-enter

In the Contributors form, click the ‘select all’ button on the right hand side, this will enter a tick in all contributors.

Use the drop down option above the rights section to opt for ‘remove rights’ and click process. This will remove all information in this column. See Copying Rights to Multiple Parties for detail on how to re-enter rights.

Method Two: Remove Document or Contract from Individual Contributor or Copyright

- Go into each contributor or copyright and click on `View rights`
- Scroll down and chose to ‘edit rights’
- Click on section 5 ‘Upload Files’ (same as uploading a contract)
- The contract attachment will appear in a new window. Click the item in the tick box. Use the drop down to ‘remove object’ and click process, then OK
- This window can be closed. Click ‘add’ will update the entry.
- Repeat for next contributor or archive source.
Copying Forms Between Episodes

If details remain the same from episode to episode it is possible to copy an entire form into another episode. This section relates to the Copyrights form only.

1. Open the form in the episode into which you wish to copy.
2. Click Copy (located by the Submit to Broadcaster button).
3. Type in the programme details (e.g. title or production number) and Search.
4. Select the episode you wish to copy from by clicking on the button located on the right hand side.
5. To view the details on the form you are copying from select Preview.
6. If the details are correct, close the Preview screen and select Confirm.
7. Another screen will be displayed confirming the episodes that are being copied from and to. Use the tick box to select whether you want to include the Licence.
8. Another message at the bottom of this window will ask if you are copying to a reversion or not. Select the appropriate option and then select Confirm to copy.

Note: Copyrights can be added or deleted and Rights can be changed without the original form updating. Any other details (e.g. type, description etc.) that are changed (apart from timecode) will update the original form.

It’s possible to use this method to copy more than one copyrights form though they must be copied one at a time. This may be useful when two 30 minute slots are combined to make one 1-hour slot.
Cue Sheet

Completing the Silvermouse Cue Sheet

Please ensure that all the fields on the music cue sheet are fully and accurately completed. Inaccurate or missing details may result in your music cue sheet being rejected and you having to resubmit it.

Every single item of music in the programme, however short, must be shown on the music cue sheet. This includes music that is hummed/whistled/etc; recorded on location; part of a filmed insert/clip or other extract.

The cue sheet must be in the same running order as the programme and each music cue should have an individual timing, precise to the exact second.

The following fields are mandatory at all times, for all tracks:

- Cue Title (Track Title)
- Composer
- Publisher
- Music Origin
- Use
- Duration (Timecode is desirable)

The following fields are also mandatory for Commercial Recordings and Music Videos:

- Record/Video Label
- Record Cat No / ISRC Code
- Performer

If a mandatory field is not completed, Silvermouse will prompt you to enter the missing information.

Please make use of the information you were given during the Music Clearance process. For most commercial tracks, you should have received an ISRC or Catalogue Number; for clips, live performances, commissions and MCPS library music you should have been given all required details.

Where you have all the required details, you can enter them directly into the Edit Bar (skip to the section entitled Adding New Music Details). Otherwise, use either of the following
functions to look up the correct information:

- The Silvermouse PRS Search (PRS Search on the edit bar)
- The Silvermouse Track Library (available via the Simple Search / Trk Check button on the Edit Bar)

**Silvermouse PRS Search**

This function opens a new window in which you can search PRS’s database of musical works and sound recordings and add copyright information to the cue sheet without needing to have full details of the song or recording to hand.

There are various ways of using the PRS Search but the most common ones involve using a Catalogue Number or ISRC Code to find the details for a Commercial Recording. To do this, click on PRS Search on the edit bar, followed by the “Show Advanced Options” on the right hand side of the new window.

This will extend the window and show a series of boxes beneath “Other Search Criteria”.

From the first drop down, select either “ISRC Number” or “Catalogue Number” and follow the instructions:

**ISRC Code**

An International Standard Recording Code (ISRC) is a combination of six letters and up to seven numbers, i.e. GBUM71406823.

Enter your code into the search box and click on “Search”. If the system recognises the ISRC code, the results will appear on the screen.
Check that the artist and title matches the track you're expecting to find. If so, click on “Use” at the right of the page. The copyright details will then be added to the Edit Bar.

If the ISRC code isn’t recognised, you can search in the PRS database for a Catalogue Number:

**Catalogue Number**

Select “Catalogue Number” from the search drop-down, enter the catalogue number and click on “Search”:

As a Catalogue Number refers to an album or product containing multiple tracks, you’ll need to click on the “Recordings” tab in the results window to show all the songs on the album.
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Writers</th>
<th>Production Year</th>
<th>ISRC Number</th>
<th>Catalogue Number</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronation Street</td>
<td>UNKNOWN ENSEMBLE</td>
<td>Spear</td>
<td>1960</td>
<td>GBKQX0500001</td>
<td>VTCD 747</td>
<td></td>
</tr>
<tr>
<td>Crossroads</td>
<td>TONY HATCH AND HIS ORCHESTRA</td>
<td>Hatch</td>
<td>1965</td>
<td>GBAJE0600327</td>
<td>VTCD 747</td>
<td></td>
</tr>
<tr>
<td>Emmerdale Farm</td>
<td>TONY HATCH AND HIS ORCHESTRA</td>
<td>Hatch</td>
<td>1974</td>
<td>GBAJE0600257</td>
<td>VTCD 747</td>
<td></td>
</tr>
<tr>
<td>The Darling Buds Of May</td>
<td>Barrie GUARD ENGLISH LIGHT CONCERT ORCHESTRA</td>
<td>Guard Burley</td>
<td>1991</td>
<td>VTCD 747</td>
<td>VTCD 747</td>
<td></td>
</tr>
<tr>
<td>Inspector Morse (Opening Titles)</td>
<td>Barrington PHELOUNG</td>
<td>Pheloug</td>
<td>1990</td>
<td>GBKQX0500006</td>
<td>VTCD 747</td>
<td></td>
</tr>
<tr>
<td>Jack Frost (Closing Titles)</td>
<td>Ray RUSSELL</td>
<td>Thompson Hiseman</td>
<td>2003</td>
<td>GBEKZ0300122</td>
<td>VTCD 747</td>
<td></td>
</tr>
<tr>
<td>The Ruth Rondell Mysteries</td>
<td>Brian BENNETT</td>
<td>Bennett</td>
<td>1992</td>
<td>VTCD 747</td>
<td>VTCD 747</td>
<td></td>
</tr>
</tbody>
</table>
Find the track you’re looking for, and check that the Artist and Title are as expected. If so, click on "Use" to add the details to the Edit Bar:

In either method, you may see this message after clicking “Use”:

![Message: This track doesn't contain all mandatory fields. Would you like to use this to create a new track?]

Click “OK” to add the details and review the Edit Bar for any missing information such as Music Origin. Add the details where required and complete the line.

This search is not limited to searching for recordings. Works can be found by searching via title and/or composer.

For further information on how to use other PRS Search functions, please contact ITV Music or Silvermouse Queries.

**Silvermouse Track Library**

If a work or recording isn’t already in the PRS database, it could be in the Silvermouse Track Library. Press the TRK Check button to open a new window, which will allow you search for a song title and view all existing matching entries.

The screenshot below shows the results of a search for ‘My Way’, which has various recordings and versions associated with it, for example a Frank Sinatra recording and a Robbie Williams live performance. Some repetition of works-recordings is possible; Silvermouse does perform a behind-the-scenes de-duplication process but cannot pick up all possible duplicates due to the amount of complex data sitting behind each specific version.
When you have found the correct work or recording, click Use.

Other Data Sources
Your company may also have access to the separate PRS online database, which provides composer, publisher and catalogue number details. Many MCPS library companies provide a full search facility on their websites. If you have tried these sources and are still unable to decide what to report, then please contact your ITV Music contact or Silvermouse Queries for guidance.

Adding New Music Details
If you have been unable to find the track you need in the PRS Search or Silvermouse Track Database, then you can enter a new Track by completing all the required fields on the Edit Bar.

Each version of each work should only be in the Track Database once. To avoid duplication in the system and confusing other users, please do not enter new music details unless you are sure the correct data is not available by other means.

ISWC / ISRC / Tunecodes
With any musical work there exists two reference codes unique to that song; the PRS Tune code and ISWC (International Standard Work Code). For recordings, the unique identifier is an ISRC (International Standard Recording Code). If the PRS Database is used to populate cue sheets, these codes are sent through automatically. The ISWC and ISRC, however, can be entered manually with care.

- ISWCs should only be entered in the correct format e.g T-345246800-1 (with or without the dashes) and only in the ISWC field (7b). If you have another number that is not in this format, please leave this field blank as it is not a mandatory field. A wrong number in this field can cause reporting issues.
• ISRCs should always be entered manually when adding them for music videos in the Record Cat No. field. However, please ensure these are entered accurately and in the correct format e.g.GB-AHS-0004276 (with or without the dashes). If you are unable to locate the ISRC for a music video please add UNKNOWN only.

• ISRCs may also be added for commercial recordings in the Record Cat. No. field in the absence of a catalogue number.

N.B. Tunecodes can't be added manually. In addition, they refer to a specific song, not a recording, so can't be used instead of a catalogue number or ISRC code. However you may search for these via the PRS Search.

Music Origin

Each Track must be given a Music Origin and Use Code.

This relates to the source of the music. The categories are:

• Commercial / Retail – This should be used for PPL recordings (music commercially available on sale to the general public which is owned or issued by a PPL member label). You can search for PPL tracks on their website.

• Commissioned – this is music that has been specially composed for a particular series / episode / feature e.g. theme tune and / or incidental music, and where the ownership resides entirely with the production company and/or its designated music publisher. Note: for ITV published works the ITV Published Works box must be ticked.

N.B. When returning Specially Composed or Commissioned Works, please double check the correct Title of the work and the names of the composer(s). The title should be as registered with PRS and should not be the composer cue reference e.g. 1m01. Reporting these details incorrectly can result in the composer’s royalties being delayed or paid to someone else altogether!

• Library / Production Music - music specifically written for inclusion in audio and audio-visual productions, usually controlled by PRS For Music (exceptions as detailed below) and can usually be found on CD or online. PRS’s database of Library labels can be found here.

• Live Performance is any music performed live, or music recorded and replayed ‘as live’, whether it’s a traditional live performance or a character on a drama whistling the tune.

• Prod Library (Non MCPS) - Independent music libraries which are not controlled by MCPS, i.e. Audio Network, Active, Cut to the Beat and Playback.

• Non Copyright Recordings - This code should only be used when it can be proven that the copyright in a sound recording has expired. Do not confuse the copyright within the work with the copyright within the recording; a recording can be out of copyright whilst the work is in copyright and vice versa. If in doubt, use one of the normal copyright recording codes.

• Non PPL Commercial - As above, any piece of music that is commercially available on sale to the general public though not a member of PPL. Non PPL companies currently include Lakeshore Records; Varese Sarabande and a number of Karaoke based record labels. Please contact a member of the music department if you are unsure about whether a track is part of the PPL repertoire.
- Specially Recorded – recordings specifically created for use in the production and which do not fit into any other Music Origin category. This should be used for acquired productions and sponsorship bumpers where appropriate instead of Commissioned.

- Video (VPL) should be used for pop music videos and not long form concert DVD’s programme or film clips. Mute videos should be reported on the cue sheet as if the sound was being heard. VPL is also known as the PPL Video Store. ISRC Numbers for VPL Videos can be found [here](#). All video usage must be reported as Featured (see below).

If you are unsure about how to classify a track; whether a library is a member of PRS or whether a track is covered by the ITV/PPL agreement, please contact the relevant ITV Music Department who will be able to confirm this for you.

**Use Code**

When inserting any line of music you will be required to select a Use Code. Each code refers to how each piece of music has been used.

There are five types of use:

- **Background**
  Music that is dubbed on to the programme for effect after filming and would not be heard by the people on screen or studio audience.

- **Featured**
  Music which is, or which appears to be, audible to the people on the screen, for example, music performed or played as part of a studio performance/live concert, or music which appears to be playing on a CD/radio/jukebox, etc

- **Signature**
  Signature music includes music used over opening titles, closing titles and break bumpers. If any part of the cue plays over these areas, then the entire cue should be returned as signature music. It is possible for a programme to have more than one signature tune.

- **Sponsorship**
  This should only be used when music is heard on a sponsorship bumper. Usually these exist as stand-alone items but there are occasions where the sponsorship forms part of the production itself e.g. some sports broadcasts and regional weather bulletins.

- **Clips**
  Music featured in any clip within a production. Use the Use of ‘Clips’ instead of the usual ‘Background’ or ‘Featured’. For the Music Origin preserve the original source of the music e.g. if the piece of music in the clip is from a live performance use ‘Live Performance’, if it’s a commercial work use ‘Commercial’ and so on.

**Editing Existing Track Details**

Silvermouse currently allows users to edit existing Music Track details using the Edit function. When the ‘Edit’ functionality is used, users are able to edit the chosen work individually or multiple times within that specific cue sheet wherever that track lies.

Functionality to edit tracks across multiple cue sheets is restricted to a small number of
users. Should you need to edit tracks in this way, please email Silvermouse Queries or contact your usual representative in the music department for guidance.

Alternatively, works can be edited using the Copy function. The Editable Copy facility creates new works with the changes users have made rather than edit existing ones. However, a search should always be performed first in the track libraries to avoid duplication.

Copying Cue Sheets

If details remain the same from episode to episode, or version to version, it is possible to copy an entire cue sheet into another episode or version.

- Open the cue sheet for the episode / version you wish to copy into.
- Click Copy (located by the Submit to Broadcaster button)
- Type in the series, episode title or production number and Search

If you are unsure of the exact title, ticking the box ‘contains with’ will run a less specific search and bring back more results.
Select Preview to view the details in the selected programme. If the details are correct, close the Preview screen and select Copy.

The usage and duration can be changed without affecting the original form.

Within the cue sheet itself, multiple cues can be copied at once by using the Copy Multiple Cues function.

GE versions of cue sheets also exist in Silvermouse. In many cases there are significant changes to the music details within a GE version compared to the UK version so be careful when copying and ensure you are copying the right version e.g. a UK version to another UK version. If a GE version is copied to a UK version or vice versa this will result in misreporting to the collecting societies.

Do not worry about changes to the duration of the programme unless the difference is significant e.g. there is a difference of approximately 5 minutes from programme to programme.

Approval
When complete, select Submit to Broadcaster. Once submitted, the form is reviewed by the relevant music department and/or Reporting Operations and will be approved or rejected depending on the level of detail added.

Contact for more information:

General Assistance
Silvermouse Queries - silvermousequeries@itv.com (managed by Reporting Operations)

For all Music Clearance issues please contact:

All ITV Scripted Programming (Drama, Drama Serials, Comedy Drama)
Dianne Hull (Music Manager)

All ITV Non-Scripted Programming (Entertainment, Factuals, ITV Creative, CITV, News)
Jennifer Noya (Music Executive)
Materials and Synopsis

This form is designed to hold three batches of information:
- Synopsis
- Transmission
- Materials

Synopsis Guidance

A meaningful synopsis is part of the basic ITV metadata set, providing information about the type and style of a programme. It assists in the understanding of how a programme can be shown and exploited in the future within the ITV catalogue.

The synopsis for each programme may vary dependent on the genre; however the overall purpose of the information is to identify what took place during each episode as concisely and meaningfully as possible.

The synopsis field asks for a full and detailed description. It is not a billing or an electronic press guide style synopsis so can contain more detailed information. The Archive Intake team, who are responsible for the approval of the Materials and Synopsis form, will use the synopsis entered here to craft a set of synopses (Default, Thousand, EPG, Ninety) in the ITV Product Catalogue. While the detail of what you supply here may well be tailored to create such synopses - including a full spelling and grammar check - please be aware that what you enter will not be public facing.

The important elements to bear in mind when writing a synopsis are as follows:

- Clarity and context
  Your synopsis will be read by people who may not have prior knowledge of the series or episode.

  Where possible begin with an opening phrase that captures the essentials of the programme. Give a clear, rounded synopsis with enough background on the significant issues to allow a newcomer to understand the context.

- Accuracy and inclusiveness
  Mention the major stars or guests who appeared and the main discussion / topics / type of competition etc. taking place.

- Style & tone
  Write good, plain prose that gives a flavour or the feel of the programme. Avoid hype, jargon and slang. Where jargon is unavoidable work an explanation into your synopsis.

- Genres
  Unless a series is universally recognised – e.g. a soap - or has the genre contained in the title - e.g. World Cup Final – readers should be able to understand what kind of programme is being reported, e.g. "Series about a young policeman whose beat is in a small Yorkshire town" could be a documentary, a comedy, a drama etc. whereas "Drama series about a young policeman whose beat is in a small Yorkshire town" provides instant understanding.

- Lack of ambiguity
  Your description should leave no doubt about the type of subject matter, e.g. does "family drama" mean a drama about a family or one suitable for a family?
Remember........
A well-written synopsis will ensure your programme can be found, accurately reported, categorised and selected from the ITV catalogue for showing again across new and emerging broadcast platforms.

Below is an example of such a synopsis:

Rachel Bailey (Suranne Jones) works in Syndicate 9, a police unit in Manchester which specialises in murder. She’s a great copper but lousy at relationships. We meet her as she’s being publicly dumped by boyfriend Nick Savage (Rupert Graves) over dinner. He tells her that he’s just moved on. Rachel gives Nick both barrels but we can see she’s really hurt, especially when she suspects he’s seeing someone else. Best friend, and colleague Janet Scott (Lesley Sharp) is there, as ever, to pick up the pieces at work the next day. Their boss, Gill Murray (Amelia Bullmore), takes the team through their new murder case. A young, married Turkish girl, Emel, has been killed in her home, and the murder has clearly been made to look like suicide and there’s no evidence of a break-in. Rachel throws herself into the investigation, soon discovering that Emel’s husband, Gokhan, was having an affair, with a young woman from Leeds named Mana. But Mana calmly refutes all accusations that she intended to harm Emel. Rachel takes a huge risk in a tense interview with Mana – has she jeopardised the case, or will her high-stakes approach get results? Meanwhile Rachel is using her police privileges to carry out her own investigation into Nick – and is horrified to discover he’s married with two children. Rachel is provoked into making a rash and dangerous threat. Janet has her own shock in store when she’s contacted by Geoff Hastings, brother of an old school friend, Veronica, who was abducted and murdered when they were still at primary school. Geoff asks Janet if she’ll re-open the case. Janet, has always been haunted by Veronica’s death and agrees to take another look at the evidence.

Transmission

The following information is optional and if not completed will not result in the Materials & Synopsis form being rejected:

- Hard Parted durations
  Please enter the Part no, Start Time code and End Time code. The duration of the part will be automatically calculated from the two time codes.

![Hard Parted durations table]

Materials Guidance

A credit list must be attached to the Materials section of Silvermouse which must contain (where applicable):

- Full end credits or scripts where they contain the end credits
- Opening credits or scripts where they contain the opening credits
This allows the Archive Intake Department to rank contributors where required.

Ranking is undertaken in order to:
- Identify the main contributors to a production within PARIS (Programme and Rights Information System).
- Align the structure of data in PARIS with Rights contractual requirements.
- Ensure the top ranked contributors are displayed according to contractual requirements in systems that PARIS populates.
Why we need Credits to be attached to the PasC information

Whilst the Contributors form captures some elements, future exploitation of the programme depends on having the most complete record of the production captured at the earliest stage.

The Credit List will provide:

- Copyright notice information
- The names of those not contained within the Contributor form, e.g. camera people, sound people
- Provide a view of how actors were ranked which may affect payment
- Provide a full historical record minimising the amount of future research if more information is needed for future exploitation
- Compliments the Contributors list by covering all those involved in the production as well as those actually featured

What Not to Attach

To guide users, the following are available from the drop down list:

- Credit List (mandatory)
- Metadata file delivery form (optional)
- Other (non sensitive information)

Any form containing personal or sensitive information about an individual should not be uploaded e.g. addresses, phone numbers, DOB.

Contracts, Release & Consent forms and other contractual paperwork should not be attached to this or any form.

How to add Documentation

- To search for documents already stored on the database, select the Search tab
- Select the item type from the drop down list, enter the item description and click Search
- It is then possible to Download the item
- To add a new document, select the Create tab, then select the File Type
- Enter a Name for the file
- Click Browse to find a file saved on your computer. Please ensure no commas are placed in filenames as Chrome and Safari are unable to upload these for other users.
• The attachments can be tagged to aid future searching. Enter a description and then select Add Tag

• Enter any relevant notes and then select Create

The End Credits stored here should be an exact replica of everything contained within the end roller. Future exploitation of the programme depends on having the most complete record of the production captured at the earliest stage.

It is also possible to link an attachment to a Copyright, Individual or Track by clicking on Link to Media Object.

Removing Documentation

In the event an incorrect file is uploaded to the Materials and Synopsis form, it can be removed as follows:

• Tick the box against the relevant file to be removed.

• Select Remove Programme Material from the drop down list

• Click on Process and when prompted, select OK.

Approval

When complete, select Submit to Broadcaster. Once submitted, the form is reviewed by Archive Intake and will be approved or rejected depending on the level of detail added.

Contact for more information: ITV Archive Intake (archive@itv.com) or Silvermouse Queries (silvermousequeries@itv.com)
Sign Off

The Sign Off form is used as a final check by ITV to ensure all forms have been approved, and provides a formal sign off for the PasC information.

- The Sign Off form becomes available to edit once all other forms have been submitted to ITV for approval.
- Enter your Username and Password and click Confirm
- Submit to Broadcaster as per all other forms

Note: should another form in the PasC be rejected, the Sign Off form will be rejected also. It will need to be resubmitted once the other rejected form/s have been resubmitted.

Contact for more information: silvermousequeries@itv.com
Printing

- To print an individual form, select the form you wish to print. Select PDF Version located on the right hand side of the screen.

- To print the entire PasC, from the library click on the episode title

- This will open another window listing all forms and their status

- Select Full PDF Version

- The PasC / form will then be displayed in PDF format, which you can then save and / or print

- Select the printer icon from the top of the page to print the form
Key Contacts

For any technical difficulties with Silvermouse, please email silvermousequeries@itv.com with details of the error message; time and date; process being conducted; your browser and version.

For any operational issues, such as missing productions, please email silvermousequeries@itv.com.

For user access / password issues, ITV users should contact Silvermouse.Access@itv.com; external production users should contact info@silvermouse.com
Frequently Asked Questions

Q  How do I amend information once I have submitted the form to ITV?
A  Email silvermousequeries@itv.com detailing what you need to change and why. Silvermouse Queries will then assess the request and reject the form if necessary. This will send the form back to the inbox.

Q  Do I need to add Stunts?
A  Yes. Stunt performers/co-ordinators are entitled to payments from sales/repeats along with the other talent so should be noted in Silvermouse.

Q  Do I need to add those people who are edited out?
A  Yes. This is the only record that Rights Management have of who didn’t make the final cut and are not entitled to a payment from sales/repeats.

Q  Do I need to include details of Artists featured in opening/closing credits?
A  Yes but only if their original contract says the Artist would be entitled to a payment from this.

Q  Do I need to include script writers on the Contributors form?
A  Yes. This is the only record that Rights Management have of who wrote each episode.

Q  Do I need to upload contracts to the Contributors form?
A  No. No documents at all should be uploaded to the Contributors or Copyrights forms. Contracts for ITV Studios should be sent to Document Archive; contracts for Independent Production companies should be retained by the individual Production company.

Q  Can I upload any documents to Silvermouse?
A  It is possible to upload any file to the Materials & Synopsis form but ITV ask that no file is uploaded where it contains personal or sensitive data. Files required in this form by ITV are: opening titles; end credits and the Commissioning Commitment form.

Q  I’m unable to upload a document from the Materials & Synopsis form.
A  If the filename contains a comma, Chrome is unable to process this file. Please use Firefox or Internet Explorer in this instance.

Q  Is there a copy function on the form which will allow me to copy sections or a complete form?
A  Yes. It is possible to copy either an entire form into another episode or select specific contributors from one form to copy to another. Please see the training guide for detail.

Q  What if there is no archive/stills in the programme
A  If no footage and stills were used in the programme, you must tick the box that says; 'no copyrights were used in this programme' before submitting the form.
Q  Do I need to include footage owned/sourced from ITV Studios on the form?
A  Yes this should be included in exactly the same way as any external/third party footage so that Rights Management can identify every piece of archive featured in the programme.

Q  Should I include production assistants and production executives in the contributors form?
A  No, the credits detail captured in the Material form will be where these roles are captured.

Q  A form hasn’t appeared, who do I contact?
A  Email silvermousequeries@itv.com giving them details of the Programme Title and Production Number.

Q  I can’t see the PasCs for my Programme, who do I contact?
A  Email silvermousequeries@itv.com giving them details of the Programme Title and Production Number.

Q  How do I create a new version of a PasC?
A  Email silvermousequeries@itv.com giving them details of the Programme Title and Production Number for which you need a new version.

Q  Is there a deadline for submitting a PasC?
A  All forms within the PasC should be delivered as part of the production deliverables or soon as possible thereafter within 4 weeks of delivery.

Q  I have forgotten my password. Who do I contact?
A  If you have used Silvermouse within the previous 80 days you can use the forgotten password link on the website. This will trigger an email with a temporary password. Use this to login after which you will be required to create a new password.

Q  My password has expired. Who do I contact?
A  As per ITV’s security policy, your line manager should email Silvermouse.Access@itv.com on your behalf to request your password be reset. Please allow 24 hours for this to be done.

Q  Can I share my password with my colleague?
A  Under the security terms of reference for both ITV and Silvermouse, it is a breach of policy to share your password. To request a login for a new user, the relevant line manager should email Silvermouse.Access@itv.com accordingly. Please allow 24 hours for this to be done.

Q  The Reset Password screen doesn’t seem to be working
A  This can be temperamental but also doesn’t work if your account has not been active for 80 days or more. Email Silvermouse.Access@itv.com along with line manager approval for a new password.
Distribution

All users responsible for inputting, reviewing and approving Programme as Complete data captured via ITV’s Silvermouse application.
Appendix A

Guidance on how to map mandatory roles required by Archive Intake to those available in Silvermouse.

<table>
<thead>
<tr>
<th>On Screen</th>
<th>For these roles (Please specify in free text notes the exact role)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contributor / Main Contributor / Third Party Contributor</strong></td>
<td>Backing Singer</td>
</tr>
<tr>
<td></td>
<td>Choir</td>
</tr>
<tr>
<td></td>
<td>Conductor</td>
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<td></td>
<td>Contestant</td>
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<tr>
<td></td>
<td>Contributor</td>
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<td></td>
<td>Dancer</td>
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<td></td>
<td>Singer</td>
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<tr>
<td><strong>Featured Artist</strong></td>
<td>Actor</td>
</tr>
<tr>
<td></td>
<td>Singer</td>
</tr>
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<td></td>
<td>Voice of</td>
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<tr>
<td><strong>Interviewee</strong></td>
<td>Interviewee</td>
</tr>
<tr>
<td></td>
<td>Guest</td>
</tr>
<tr>
<td><strong>Journalist</strong></td>
<td>Reporter</td>
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<tr>
<td><strong>Presenter</strong></td>
<td>Host</td>
</tr>
<tr>
<td></td>
<td>Presenter</td>
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<tr>
<td><strong>Stunt Performer</strong></td>
<td>Stunt Double</td>
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<tr>
<td></td>
<td>Stunt Performer</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Off Screen</th>
<th>For these roles (Please specify in free text notes the exact role)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choreographer</strong></td>
<td>Choreographer</td>
</tr>
<tr>
<td><strong>Composer</strong></td>
<td>Composer</td>
</tr>
<tr>
<td>Role</td>
<td>Title</td>
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<tr>
<td>-------------------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Contributor / Main Contributor / Third Party Contributor</td>
<td>Adapted By</td>
</tr>
<tr>
<td></td>
<td>Author</td>
</tr>
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<td></td>
<td>Created By</td>
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<td></td>
<td>Devised By</td>
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<td></td>
<td>Inspired By</td>
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<tr>
<td>Co Producer</td>
<td>Co Producer</td>
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<tr>
<td>Director</td>
<td>Director</td>
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<td></td>
<td>Director, Musical</td>
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<td>Director, Studio</td>
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<td>Series Director</td>
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<td>Executive Producer</td>
<td>Executive Producer</td>
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<td>Musician</td>
<td>Conductor</td>
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<td>Music</td>
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<td>Musical Associate</td>
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<tr>
<td></td>
<td>Musician</td>
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<tr>
<td>Producer</td>
<td>Producer</td>
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<td></td>
<td>Series Producer</td>
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<td>Producer/Director</td>
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<tr>
<td>Script Writer</td>
<td>Writer</td>
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<tr>
<td></td>
<td>Script Writer</td>
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<tr>
<td>Stunt Coordinator</td>
<td>Fight Arranger</td>
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<td>Stunt Arranger</td>
</tr>
<tr>
<td></td>
<td>Stunt Coordinator</td>
</tr>
<tr>
<td>Voice Over Artist/Narrator</td>
<td>Narrator</td>
</tr>
<tr>
<td></td>
<td>Voice of</td>
</tr>
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<td></td>
<td>Voice Over</td>
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