Skype Broadcast Guidelines

For TV, film, and radio

Microsoft

Contents

Welcome to Skype. These are our guidelines for using Skype software in broadcast and film.

Introduction

Broadcasters and studios can introduce live, face-to-face video calls to TV and film in order to reach remote locations, interview people from the comfort of their homes, and engage with experts from around the world. Skype can also be used for free Skype-to-Skype calls during radio programming.

These guidelines will provide you with the tools you need to brand your calls correctly and consistently with the Skype experience.

Following are the different versions of Skype software that you may use:

Name	Description
Skype	This is the Skype that most consumers use
Skype for Business	Skype for Business allows larger organizations to easily integrate Skype with their existing Exchange Server.
Skype TX	Skype TX allows producers and contributors to enhance programming with real-time contributions from Skype users and collaborate with them easily wherever they are, whatever device they have.
Skype Room Systems	Skype Room Systems is Microsoft's conferencing solution designed to transform your meeting room into a rich, collaborative Skype for Business experience.

The Skype brand

When you are creating a Skype call, it needs to look authentic. We want it to be instantly recognizable when seen in a feature film or live TV broadcast.

To allow this authenticity, we have provided guidance on the following areas to help you brand your broadcasts.

Watermark icon
Learn how to identify the watermark icon and incorporate it correctly into your branding.
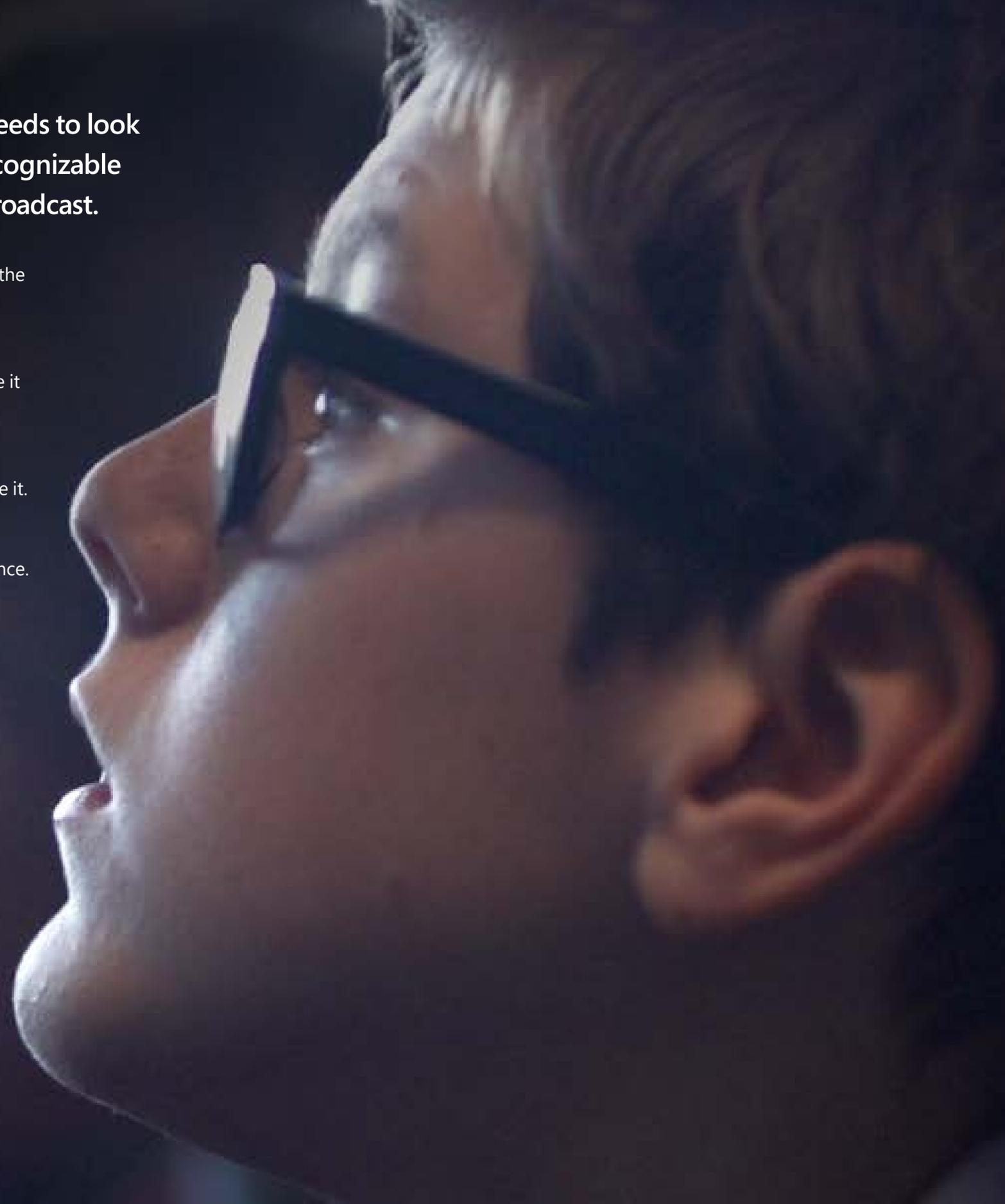
Watermark size and position
Learn how to use the Skype watermark and where to place it.

Picture-in-picture (PIP) size and position
Learn how to replicate a picture-in-picture Skype experience.

Performance guidance
Find tips for getting the best sound and video during a Skype taping, including system requirements.

Watermark icon

The Skype logo is no longer in use. It is being replaced by a watermark icon on screens. The Skype watermark icon should be used when representing the user interface, placed in the corner of the screen.

Please don't alter the standard watermark icon's shape, color, or proportions, and use the icon as outlined in the following pages.

The watermark icon should not be used anywhere other than the Skype-user interface, and should not be used on Skype video messages.

Please make sure you are using the latest version of the Skype software. The following pages cover the positioning and usage of the watermark icon.

Watermark icon

Watermark opacity 60%

Watermark icon in place

Watermark icon

Size chart

720 x 480
Watermark = 34px high
Margin = 17px

768 x 576
Watermark = 40px high
Margin = 20px

1024 x 768
Watermark = 54px high
Margin = 27px

1280 x 720
Watermark = 50px high
Margin = 25px

1920 x 1080
Watermark = 76px high
Margin = 38px

Device-specific user interface

When footage needs to match a device-specific user interface, use the guidance below to position the Skype watermark.

If no specific device-specific user interface is being mimicked, the height of the watermark icon should be **7%** of the height of the screen (**7% of y**) and positioned **3.5% of the height of the screen** (**3.5% of y**) away from the edge (margin).

720 x 480 - DV NTSC/VGA

768 x 576 - PAL

1280 x 720 - HDTV

1024 x 768 - XGA

1920 x 1080 - HDTV
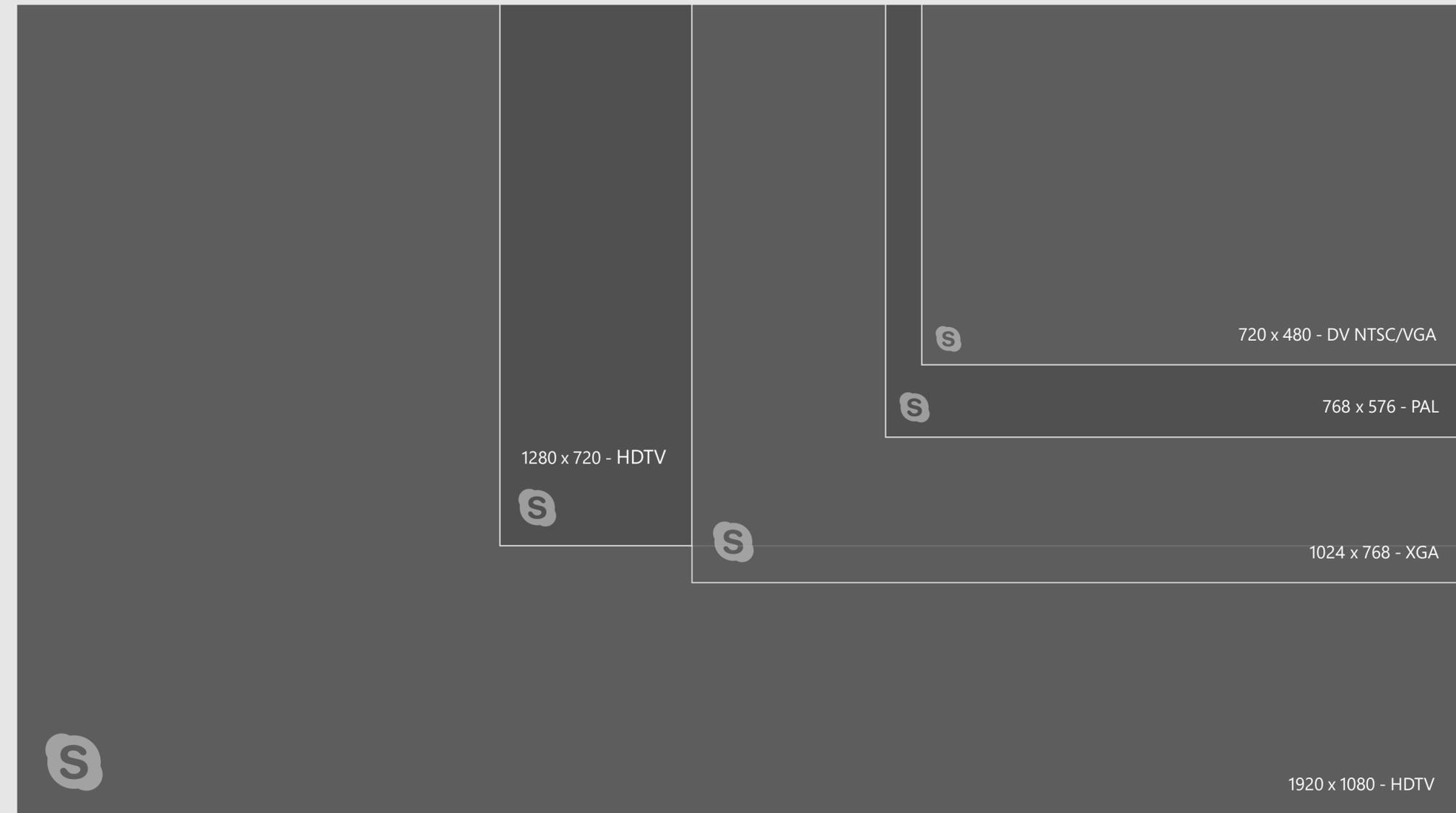
Watermark icon

Things to avoid

There are certain things you can't do with our watermark icon.
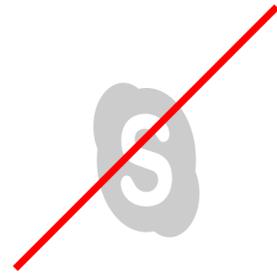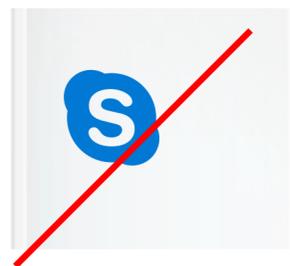
Don't squish or rotate it.

Don't put any version of the standard logo on flat-colored backgrounds that clash.

Don't change the color or add drop shadows or effects.

Don't assume you have the correct logo, always check the brand site for the latest version.

Don't use the watermark icon for anything other than launching applications. Don't modify it.
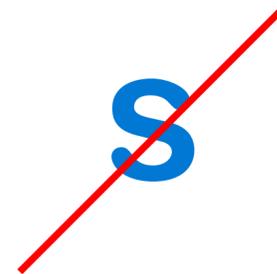
Don't separate the watermark icon from its bubble.
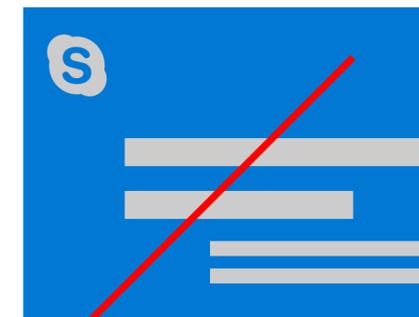
Don't use the Watermark icon for anything other than representing the user interface.

Never use the Skype watermark icon in a lock-up that suggests a new brand without approval by the brand team.

Watermark icon

Example

This image shows the standard Skype watermark icon being used along with a graphical overlay in the lower third.

Skype user interface

Look like Skype

Being true to the Skype user interface is key to creating a believable and authentic Skype call.

To ensure your call represents a true Skype experience, always compare it to the latest version of the Skype client. For licensing reasons, ensure you remove the placeholder avatar and calling images, and replace with your own.

Video call on Skype for Android

Video call on Skype for iPhone
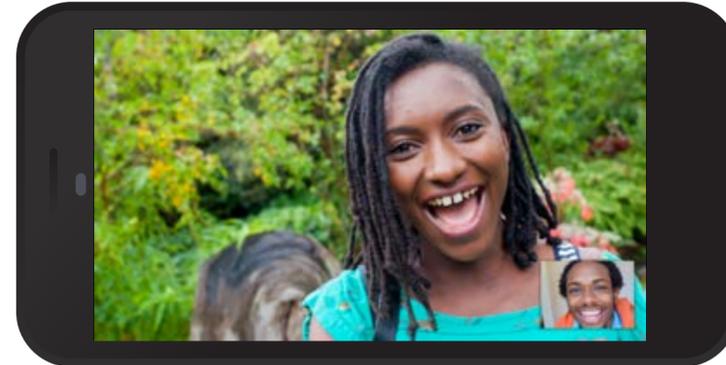
Group video call on Windows desktop
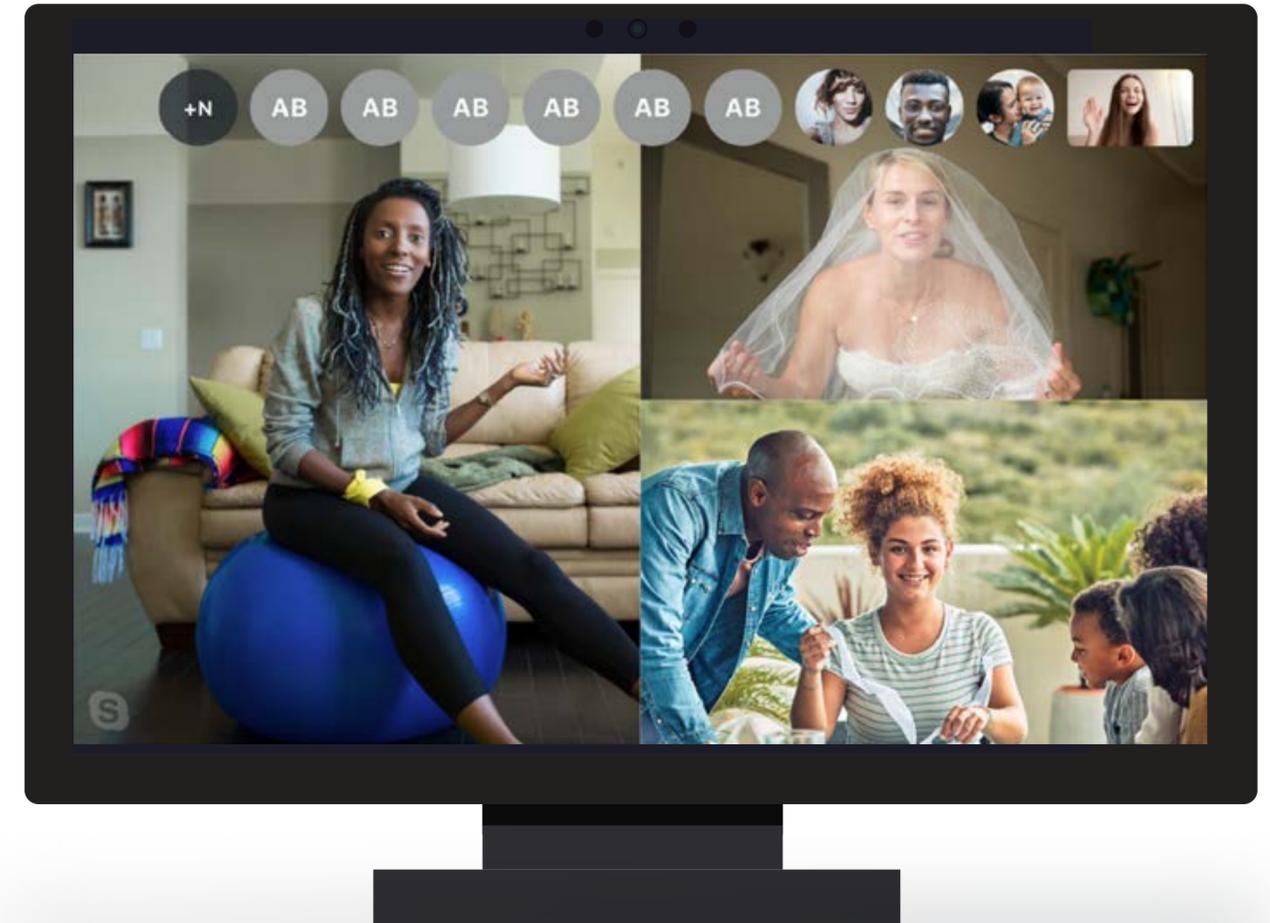
Using a picture-in-picture (PIP)

The use of a PIP is optional and not always necessary when visualizing Skype in a broadcast environment.

When emulating a PIP, be true to Skype's user interface with regards to the size and positioning on the screen.

Align the PiP formatting to match the look and feel of Skype on the device you are using.

Device-specific user interface

When footage needs to match a device-specific user interface, please refer to the device-specific watermark information on page 6.

You may wish to capture both sides of a Skype call on different devices. To avoid the watermark icon and PIP jumping around in the edit, keep the size and position of the elements consistent, matching one of the device UIs and applying to both sides of the conversation.

Skype TX

Broadcast HD-quality Skype video calls with Skype TX

Skype TX allows producers and contributors to enhance programming with real-time content from Skype users and collaborate with them easily wherever they are, with whatever device they have. Skype TX gives them the tools needed to easily control, adjust, and preview multiple Skype calls in your workflow.

Skype TX broadcast-ready, enhanced software, and control room tools take Skype video calls to the next level. The Skype TX hardware provides HD-SDI, analog audio or IP work flows via Network Device Interface (NDI) to accommodate all production facilities. The controller gives users an easy way to manage calls in your production workflow with Tally and Talkback tools to give added abilities to Skype. Talkback allows producers to talk to the talent privately during the broadcast and Tally is an indicator to show the talent when they are on air. Skype TX can manage up to 14 individual channels concurrently.
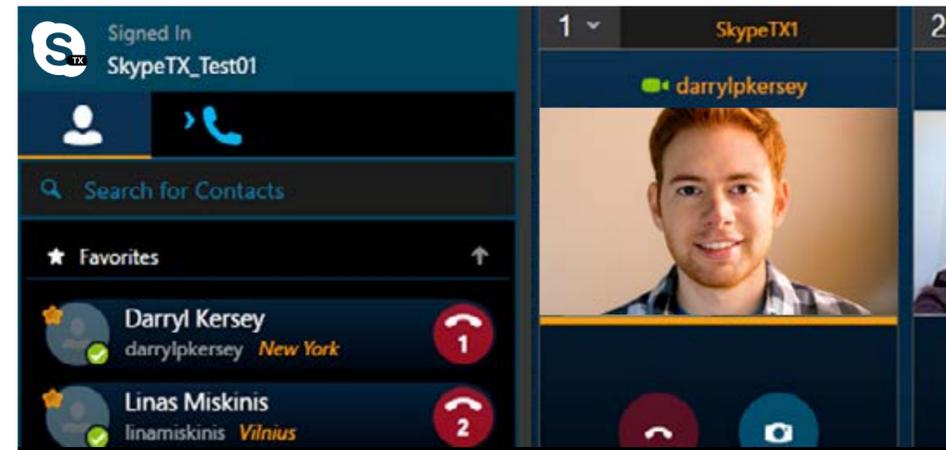
You can work with Skype TX in one of two ways:

Use the default Skype logo anywhere on the screen during the broadcast.

Announce Skype at regular intervals during the broadcast instead of using the Skype watermark. Guidance for Skype announcements is on .

Sound

Skype sounds

Sonic elements are really important to our brand. We have a variety of sounds that are instantly recognized as 'Skype'. Click on the icons below to hear them.

Each sound is specific to a Skype feature and should only be used to represent that feature. Skype sounds shouldn't be used as sound effects for unrelated actions.

Product sounds should always be added in post-production. You should consider the device and the environment in which they are occurring.

Please ensure that these sounds are used in the correct context and that they match up with the action on-screen.

Always check that the sounds you are using are up to date.

Use this sound when a call is reconnecting.

Use this sound when signing into Skype.

Use this sound on a loop while a call is connecting.

Use this sound for an incoming audio call and incoming video call.

Use this sound when a call is resumed.

Use this sound when a file transfer is incoming.

Use this dialing sound once the "call" button has been pressed and before the outgoing call sound starts.

Use this sound when there is no answer.

Use this sound when a file transfer has completed.

Use this sound when an instant message has been received.

Use this call hang-up sound once a call has been terminated.

Use this sound for an outgoing audio call and outgoing video call.

Use this sound when a transfer has failed.

Use this sound when an instant message has been sent.

Verbal and visual mentions of Skype

Contact Skype Brand Help

Audio

For audio-only programs where no visual representation of the brand is possible, mentions of Skype should be done by a verbal announcement.

If the call is less than 15 minutes, an announcement should be made at the beginning of the call. For calls longer than 15 minutes, you should make the announcement at the beginning and end of the call, and at no less than 15-minute intervals.

Visual

In any program that uses or includes a visual depiction of the Skype software, you should place the Skype watermark icon in such a way that it is scaled proportionately and to a reasonable size so that it is clearly legible. Your use of the Skype watermark icon must comply with all requirements identified in these guidelines.

If you want to mimic a specific device in your program, only use the Skype User Interface appropriate to the device.

If you wish to include in any program a sound to represent a particular Skype-calling feature or action (for example, a "call answer" sound for when a call is accepted or a "call hang-up" sound for when a call is terminated), use only the sounds located in Skype.

What to do

"Newscaster [Nina] is joining us on a Skype video call."

"We are chatting with [Nina] on a Skype video call."

"Video calling with [Nina] on Skype."

"We are speaking to [Nina] on a Skype video call."

Voice-only usage

"We are talking to [Nina] on Skype."

"Over to newscaster [Nina] on a Skype call."

"Calling [Nina] on Skype."

What not to do

Avoid using "connect" or "connecting". Skype doesn't connect calls, it helps you keep in touch or reach people.

System requirements

The best calls have good quality video and sound. These pages have some technical tips that will help you get the best performance from a live Skype call.

See here for the most recent system requirements

Computer

Your computer hardware needs to meet the minimum requirements to broadcast HD video as best as possible. Restart your computer before the broadcast, switch off all background applications, and disable firewalls and virus scanners during the broadcast. If you are using a laptop, it should be mains powered where possible, and set to "optimal performance mode."

Always make sure the user has the latest version of Skype.

Minimum requirements Windows

Classic version of Skype: PC running Windows XP with SP3, Vista, 7, 8, 8.1, or 10. Both 32- and 64-bit operating systems.

New Skype for Windows 10: Windows 10 Anniversary Update (OS Version 1607 or higher)

Processor: At least 1 GHz

RAM: At least 512 MB

Additional software: DirectX v9.0 or above

Mac

Version: Mac OS X 10.9 or higher

New Skype on Mac: Mac OS X 10.10 or higher

Processor: At least 1 GHz Intel processor (Core 2 Duo)

RAM: At least 1 GB

Additional software: Latest version of QuickTime

Linux

Version: 64-bit Ubuntu 14.04+, 64-bit Debian 8.0+, 64-bit OpenSUSE 13.3+, 64-bit Fedora Linux 24+

Processor: An Intel Pentium 4 processor or later that's SSE2 capable RAM: At least 512 MB Optional

RAM: At least 512 MB

Optional software: libappindicator1 or GtkStatusIcon to make the tray icon work

Internet connection

Check that your internet connection speeds are suitable for video calls. You need at least 400 kbps upload and 500 kbps download speed.

Test the caller's internet speed to determine what quality to expect from the call: www.speedtest.net.

Use a dedicated broadband internet access with greater than 1.2 Mbps bandwidth for HD calling (Dedicated Wired Broadband or LAN, then WI-FI, or 3g/4g in order of preference).

For a good HD call, the download speed should be 10 Mbps down with 5 Mbps up. For a robust HD call, the internet connection should have headroom.

Minimum specs for Skype video

Standard Def: Download 0.5 Mbps / Upload 0.5 Mbps

720: Download 1.2 Mbps / Upload 1.5 Mbps

1080: Download 3.5 Mbps / Upload 5 Mbps

Government and public buildings such as schools and town halls are notorious for having firewalls that throttle Skype's quality, so the first thing to do is contact their IT administrator.

Tips for video performance

Audio

The best calls have good-quality video and sound. The following are some technical tips that will help you get the best performance from a live Skype call.

For questions regarding technical support for your production, please contact Skype Brand Help.

Simple tips for best performance

Everything that is visible on the computer screen will also be visible on the recording. Therefore, it is best to avoid mouse movements over the picture, and to disable pop-ups, screen-savers, and sleep mode. You should also set Skype to "do not disturb" to avoid incoming calls and messages.

Set your shot. You'll need an HD webcam or camera in order to record and broadcast HD video content.

Get your acoustics and audio right. Set the lighting for improved performance. Don't backlight, and try to avoid sudden movements.

Participants should wear plain clothing, as patterns and black or white clothing can be difficult for cameras to decode.

Even if the user has an HD cam, if they are on a low-powered netbook or their CPU usage is high, you will never obtain a high-quality feed.

Allow the call to stabilize before recording. The quality of the call will improve gradually as the system optimizes. This can take roughly 1 minute.

Equipment for remote participants

Video

Most external cameras will produce better quality results than any internal camera.

Mobile

Mobile phones should not be used for TV interviews.

Tips for audio performance

The best calls have good-quality video and sound. The following are some technical tips that will help you get the best performance from a live Skype call.

For questions regarding technical support for your production, please contact Skype Brand Help.

Simple tips for best performance

Use a separate high-quality microphone and pre-amp setup with balanced cables. In-built systems tend to pick up more background noise and therefore should be avoided for professional use.

During the broadcast, mute all microphones when not in use. Use wind screens on microphones to prevent environmental interference and ambient bleed.

Ensure that microphones are as far away as possible from loud sources of ambient noise and close to the intended sound source (voice).

Capture ambient sounds using an alternate microphone.

When recording a conversation over Skype, the preferred order of audio capture for recording conversational Skype audio is as follows:

- Skype TX.

- Sound card audio capture programs (such as Soundflower, Audio Hijack, Free Sound Recorder).

- Stereo headphone output to the line-in of auxiliary device or workstation.

- "Over-the-Shoulder" camera capture of audio.

Equipment for remote participants

Audio

A good set of headphones with a noise-reducing speaker will produce the best results. But, a pair of generic headphones with no access to a USB mic is better than having the caller listen to the return video via the internal speakers.

Mobile

Mobile phones should not be used for TV interviews.

Broadcast Terms of Service (TOS)

1. Broadcast TOS Applicability

Unless agreed otherwise in writing by Skype, any use of Skype software in a Program (as defined below) for Broadcast (as defined below) shall be subject to these Broadcast TOS.

If You want to use Skype software in a Program for Broadcast, You must agree to these Broadcast TOS. Unless agreed otherwise in writing by Skype, if You do not agree to these Broadcast TOS You may not use Skype software in a Program for Broadcast.

2. Skype Identification in Programs for Broadcast

When using Skype software in any Program for Broadcast, You agree to comply with any applicable terms of the Skype Broadcast Guidelines (as may be updated from time to time) and the following additional requirements, except where prohibited by law:

2.1 Audio Programs. With respect to any Program where there is no visual image being Broadcast, the following requirements apply:

(a) For any Program where use of the Skype software will be fifteen (15) minutes or less in duration, You shall transmit an identification announcement at the beginning and end of such use, as described in the Skype Broadcast Guidelines;

(b) For any Program where the use of the Skype software will be fifteen (15) minutes or more in duration,

You shall transmit an identification announcement at the beginning and end of such use and over the course of the Program in no less than fifteen (15) minute intervals, as described in the Skype Broadcast Guidelines; and

(c) If You wish to include in any Program a sound to represent a particular Skype-calling feature or action (for example, but without limitation, a "call answer" sound for when a call is accepted or a "hang-up" sound for when a call is terminated), You shall use only the Skype specific sounds found in Skype and You shall further comply with the requirements relating to the use of Skype sounds set out in the Skype Broadcast Guidelines.

2.2 Audiovisual Programs. With respect to any audiovisual Program (i.e., where a visual image is Broadcast with an accompanying audio signal) in which You use Skype software or include a video depiction of the Skype software, the following requirements apply:

(a) Any Program that uses or includes a visual depiction of the Skype software requires Microsoft approval and license. Upon receiving a license, Your use of the Skype watermark icon must comply with all requirements set out in the Skype Broadcast Guidelines. To request a license, submit a request [here].

(b) If You want to mimic a specific device in your Program, You shall only use the Skype user interface appropriate to the device as shown in the Skype Broadcast Guidelines. (c) If You wish to include in any Program a sound to represent a particular Skype-calling feature or action (for example, but without limitation, a "call answer" sound for when a call is accepted or a "call hang-up" sound for when a call is terminated), You shall use only the Skype specific sounds found in Skype and

You shall further comply with the requirements relating to the use of Skype sounds set it in the Skype Broadcast Guidelines.

3. General Provisions

3.1 Definitions

3.1.1 "Broadcast" means to transmit simultaneously to the general public through any now known and unknown media and formats, including, without limitation, a data communications network, the Internet, electronic mail system, television, radio or satellite system, or point to multi-point transmission over a wired, wireless or fiber network; and for purposes of these Broadcast TOS shall also include narrowcasting and multicasting.

3.1.2 "Program" means a live or pre-recorded audio or visual performance.

3.2 You represent and warrant that You are authorized to agree to and comply with the terms and conditions of these Broadcast TOS. You are responsible for clearing all rights and paying all licensing fees and other costs and expenses arising from the Program and the Broadcast. In no event shall Skype be responsible for any costs or expenses incurred in connection with the Program or the Broadcast.

3.3 You shall be responsible, at Your expense, for compliance with all applicable laws pertaining to the Program and the Broadcast. You agree to indemnify,

defend, and hold Skype, its Affiliates, and the Skype staff harmless from and against any and all losses, costs, liabilities, damages, and expenses (including reasonable legal fees and other expenses incidental thereto) of every kind, nature, and description, arising from: (i) the Broadcasts and the Programs; (ii) any misrepresentation or breach of any warranty of Yours contained in these Broadcast TOS; or (iii) any breach of any covenant, agreement, or obligation of Yours contained in these Broadcast TOS.

3.4 You will take care to observe and exercise reasonable diligence to ensure that the Programs, Broadcast, and/or the Skype software will not: (i) be used as a medium for attack on any individual, organization, faith, denomination, or sect; (ii) contain any announcements or promotions prohibited by law; (iii) be used to make false or unwarranted claims for any product or service; (iv) contain any content or announcements that are slanderous, obscene, profane, indecent, vulgar, repulsive, or offensive, either in theme or in treatment; (v) contain any testimonials which cannot be authenticated; (vi) contain any descriptions or references to matters which are not considered acceptable topics of discussion in social groups (e.g., profanity, obscenity); or (vii) be used in connection with any advertising matter or announcement which may, in the opinion of Skype, be injurious or prejudicial to the interests of the public, Skype, or honest advertising and reputable business in general.

3.5 The rights granted to You hereunder are non-exclusive and revocable. You shall not acquire any right, title or interest in or to any Skype logos, trademarks, or other indicia of origin (collectively, the "Skype Brand") and You hereby acknowledge that as between You and Skype, that Skype is the exclusive owner of all right, title, and interest in and to the Skype Brand. Your use of the Skype Brand hereunder shall inure to the benefit of Skype. Skype reserves the right to instruct You on the use of the Skype Brand and how the Skype Brand is presented during the course of the Programs. Skype may also instruct You to cease use of the Skype Brand in the event such usage is, in Skype's sole and absolute discretion, unacceptable to Skype. In the event You are so instructed to cease use of the Skype Brand, You shall immediately do so (and if such instruction relates to a particular Program, You shall no longer be permitted to Broadcast or license the Broadcast of such Program with the Skype Brand).

3.6 Skype reserves the right to modify these Broadcast TOS at any time. Your continued usage of the Skype software as authorized herein shall constitute Your acceptance to be bound by the terms and conditions of the revised Broadcast TOS. Skype will not be liable in relation to any damage caused by the modification of these Broadcast TOS and/or the termination thereof.

3.7 YOU EXPRESSLY ACKNOWLEDGE THAT YOU HAVE READ THESE BROADCAST TOS AND UNDERSTAND THE RIGHTS, OBLIGATIONS, TERMS, AND CONDITIONS SET FORTH HEREIN. BY USING THE SKYPE SOFTWARE IN THE MANNER AUTHORIZED HEREIN, YOU EXPRESSLY CONSENT TO BE BOUND BY THESE TERMS AND CONDITIONS AND GRANT TO SKYPE THE RIGHTS SET FORTH HEREIN.

Contact us

If you have any questions about these guidelines,
please contact **Skype Brand Help**.

PIP size and position

This page shows how the PIP is sized and positioned on various standard screen sizes using the fallback 19% of the height of the screen rule.

Size chart

720 x 480
PIP = 136 x 91
Margin = 17px

768 x 576
PIP = 146 x 109
Margin = 20px

1024 x 768
PIP = 195 x 146
Margin = 27px

1280 x 720
PIP = 243 x 137
Margin = 25px

1920 x 1080
PIP = 365 x 205
Margin = 38px

1920 x 1080 - HDTV

1024 x 768 - XGA

768 x 576 - PAL

720 x 480 - DV NTSC/VGA

1280 x 720 - HDTV