

PROGRAMME RUNNING TIMES, BREAKS & LENGTHS OF PARTS

Advised programme running times, breaks and lengths of parts for Channel4, E4 and More4. The number of breaks is regulated by Ofcom and should not be deviated from.

It is the intention that all programmes should work for the viewer so editorial considerations will be taken into consideration. If you have any questions about the requirements outlined in this document then please contact as follows:

Media Planning (x8576). Alternatively you can contact Ad Sales (x8258)

1) PROGRAMME SLOT RUNNING TIMES

Slot	Running Time	Parts It is preferable to have all parts as even as possible.	Centre Breaks	Maximum Credit Durations
30'	23'30	2 parts, 1 break	1	25 secs
40'	30'30	2 parts, 1 break	1	25 secs
45'	36'	3 parts, 2 breaks	2	25 secs
55'	41'30	4 parts, 3 breaks	3	30 secs
60'	48'00 (49'00 for SPORT Commissions)	4 parts, 3 breaks (Excl SPORT and DISPATCHES which should be 3 parts, 2 breaks.	3	30 secs (Factual) 40 secs (non- factual)
70'	52'	5 parts, 4 breaks	4	30 secs (Factual) 40 secs (non- factual)
75'	62'	5 parts, 4 breaks	4	40 secs
90'	72'	6 parts, 5 breaks	5	40 secs

110'	87'	7 parts, 6 breaks	6	40 secs
120'	97'	7 parts, 6 breaks	6	40 secs
135'	108'	8 parts, 7 breaks	7	40 secs
150'	Approx 120'	9 parts, 8 breaks	8	40 secs

Education Commissions should be delivered in one seamless part (please contact your Commissioning Assistant if you require guidance)

Any variations to the above rules requires special exemption. The Commissioning Editor concerned should talk to Media Planning (x8576).

2) SPONSORED PROGRAMMES (ALL CHANNELS)

The running times of programmes that are sponsored may require further reduction. This is to accommodate the sponsor's credits and will depend upon where the programme is scheduled.

The Commissioning Editor will be advised by Media Planning (x8576) or Sponsorship (x3732) if further reduction is necessary.

3) BREAK BUMPERS (ALL CHANNELS)

The **end of a programme part**, prior to a commercial break should be indicated with a 3 second break bumper.

This should consist of the programme title only (not series or strand titles **excluding DISPATCHES where titles and break bumpers will be supplied by the Commissioning Assistant.**). Part numbers e.g. End of part 1 should **NOT** be used.

The title can be over action, black or still.

The bumper should remain on screen for 3 seconds and audio must be faded to silence before the out point. The vision should be held for a further 5 seconds.

The beginning of a part should also be indicated by a 3 second break bumper.

Audio to start + 12 frames. This should consist of the title only (not series or strand title). Part numbers again should **NOT** be used.

All bumpers should be included in overall running time of the Programme.

CONTACTS

If you have any questions about any of the above then please first contact Media Planning on x8576. Alternatively contact Ad Sales on x8258.