

## PROGRAMME RUNNING TIMES, BREAKS & LENGTHS OF PARTS

Advised programme running times, breaks and lengths of parts for Channel4, E4 and More4. Length of parts and number of breaks are 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 (CHANNEL 4)

Slot	Running Time	Beginning and end parts cannot be shorter than 5 mins. It is preferable to have all parts as even as possible. See below for rules on minimum durations for parts 2, 3 and 4	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'	36'00	3 parts, 2 breaks <b>Part 2 have to be a minimum of 16mins</b>	2	As above
60'	48'00 (49'00 for SPORT Commissions)	4 parts, 3 breaks <b>Parts 2 and 3 have to be a minimum of 16mins (Excl SPORT and DISPATCHES which should be 3 parts, 2 breaks. Part 2 to be a minimum of 16 mins)</b>	3	30 secs (Factual) 40 secs (non-factual)
75'	62'00	4 parts, 3 breaks <b>Parts 2 and 3 have to be a minimum of 16mins</b>	3	40 secs
90'	75'40	5 parts, 4 breaks <b>Parts 2, 3 and 4 have to be a minimum of 16mins</b>	4	40 secs
105'	87'00	5 parts, 4 breaks <b>Parts 2, 3 and 4 have to be a minimum of 16mins</b>	4	40 secs
120'	101'15	<b>6 parts, 5 breaks Parts 2,3,4 and 5 have to be a minimum of 16mins</b>	5	40 secs
150'	Approx 129'00	<b>7 parts, 6 breaks 5 have to be a minimum of 16mins</b>	6	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.

This 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.