



ITV PROGRAMME RUNNING TIMES - 2024

PLEASE NOTE: Any running time that exceeds 10” over the nominal duration or 30” under, please refer to the Controller of Specialist Media Services, Jane Laurance at jane.laurance@itv.com.

EXCEPTION: The running times set out below **do not** apply to Night-time Commissions, Acquired programmes, Daytime, Children’s and Current Affairs Programmes.

DRAMAS:

Part restrictions for Dramas

For dramas, each act should be as equally weighted as possible.

Each part should run around 10’ - with a minimum duration of 9’.

Some parts may run longer than 10’, that is also acceptable.

SLOT	BREAKS	EDITORIAL RUNNING TIME EXC SPONSORSHIP BUMPER	TOTAL RUNNING TIME INC SPONSORSHIP BUMPERS (if any)*
5’	0	04.35	04.55
10’	0	08.25	08.45
15’	0	10.40	11.00
20’	0	14.40	15.00
25’Doc/Drama	0	19.40	20.00
25 Religion	0	20.30	20.30
25 Animated	0	22.10	22.30
25 Other	1	18.20	19.00
30’	1	22.20	23.00
30’	0	23.45	24.05
40’	1	31.20	32.00
45’	2	31.00	32.00



50'	2	37.00	38.00
55'	3	41.40	43.00
60'	3	46.40	48.00
60' – AT 15.00 (Weekday only)	3	46.20	47.40
60' – AT 17.00 (Weekday only)	3	45.20	46.40
60' – AT 21.00 (Weekday Only) 60' – AT 21.00 (Programmes not Sponsored)	3	46.10	47.30 47.30
60' ACT OF WORSHIP ONLY	0	55.40	N/A
70'	4	51.10	52.50
75'	4	55.10	56.50
85'	4	62.10	63.50
90'	5	65.20	67.20
100'	5	74.20	76.20
105'	5	79.20	81.20
110'	6	82.50	85.10
115'	6	87.50	90.10
120'	6	89.30	91.50
150'	8	116.00	119.00



Breakdown on slots and breaks for 120' slots upwards.

120 to 125 = 6 breaks

130 to 145 = 7 breaks

150 to 180 = 8 breaks

One off Dramas

100'	3	84.00	85.20
105'	3	89.00	90.20
110'	3	94.00	95.20
115'	3	99.00	100.20
120'	4	100.00	101.40

Break Restrictions for programmes scheduled on the hour.

Below are some guidelines regarding the break restrictions for the impacted slots we regularly use. If you are unsure as to whether these are relevant for your specific programme please contact Jane Laurance or the ITV Scheduling team.

75 Minute Slots:

Parts 1 to 3 need to run a maximum of 45.00.

Parts 1 to 4 need to run a minimum of 48.00.

This will ensure the first 3 breaks fall within the first 60 minutes of the programme.

90 Minute Slots:

Parts 1 to 3 need to run a maximum of 45.00.

Parts 1 to 4 need to run a minimum of 48.00.

This will ensure the first 3 breaks fall within the first 60 minutes of the programme.

120 Minute Slots:

Parts 1 to 3 need to run a maximum of 45.00.

Parts 1 to 4 need to run a minimum of 48.00.

This will ensure the first 3 breaks fall within the first 60 minutes of the programme.

***SPONSORSHIP DETAILS**

15" Opening Bumpers

10" Break Bumpers

5" Closing Bumpers

Part Restrictions exc Dramas

All parts need to run a minimum of 5'.

There isn't a maximum duration for parts.

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