

ITV Digital Channels Running Times For Commission Programmes
March 2024 (RADA rules have been taken in account)

Rules to be implemented from a 50' onwards

To Account for maximum 12 minutes per advertising hour

Opening Sponsorship Credits 15 secs

Break Bumpers 10 secs either side

Closing Sponsorship Credits 5 Secs

Slot Duration	R/T inc Spon	R/T exc Spon		Parts	Breaks	Total Spon
05'00	04'55	N/A	Only PPB/PEB's inc Top and Tail	1	0	
05'00	04'30	04'05	All other Programming	1	0	
10'00	07'00	6'35	All Programming	1	0	
15'00	10'00	9'35	All Programming	1	0	
20'00	15'00	14'35	Children, Religion and Documentary	1	0	
20'00	13'15	12'35		2	1	0'40
25'00	20'00	19'35	Children, Religion and Documentary	1	0	
25'00	18'30	17'50		2	1	
30'00	23'00	22'20		2	1	
35'00	26'30	25'50		2	1	
40'00	33'00	32'00		3	2	1'00
45'00	34'00	33'00		3	2	
50'00	38'00	37'00	RADA RULES TO BE IMPLEMENTED	4	3	1'20
55'00	44'00	43'00	FROM A 50' SLOT ONWARDS	4	3	
60'00	47'00	45'40		4	3	
65'00	50'30	49'10		4	3	
66'00	50'30	49'10		5	4	1'40
70'00	54'00	52'40		5	4	
75'00	58'00	56'40		5	4	
80'00	61'30	59'50		5	4	
85'00	65'00	63'20		5	4	
86'00	65'00	63'20		6	5	2'00
90'00	69'00	67'20		6	5	
95'00	72'30	70'50		6	5	
100'00	76'00	74'00		6	5	
105'00	80'00	78'00		6	5	
106'00	80'00	78'00		7	6	2'20
110'00	84'30	82'30		7	6	
115'00	90'30	88'30		7	6	
120'00	95'00	92'40		7	6	
125'00	100'00	97'40		7	6	
126'00	100'00	97'40		8	7	2'40
130'00	105'00	102'40		8	7	
135'00	110'00	107'40		8	7	
140'00	112'00	109'20		8	7	
145'00	117'00	114'20		8	7	
146'00	117'00	114'20		9	8	3'00
150'00	122'00	119'20		9	8	
155'00	127'00	124'20		9	8	
160'00	131'30	128'30		9	8	
165'00	135'00	132'00		9	8	
170'00	140'00	137'00		9	8	
175'00	145'00	142'00		9	8	
180'00	149'00	145'40		9	8	