

DISCLAIMER: IF THERE ARE ANY UNCERTAINTIES REGARDING CONTENT TOTAL RUN TIMES OR SEGMENTS, OUR DEFAULT IS TO CONTACT Corus-MediaServices@corusent.com DIRECTLY, WHO WILL LIAISE WITH PROGRAMMING AND PROVIDE US WITH A DEFINITIVE ANSWER. TOTAL RUN TIMES & SEGMENTS ARE NEVER ETCHED IN STONE. THIS DOCUMENT IS FOR REFERENCE ONLY.

ENGLISH PROGRAM FORMATS

- * Content with a duration from 44 minutes to 48 minutes can stay with the existing format if it has 4, 5 or 6 breaks.
- * Content with a duration from 21 minutes to 23:30 minutes can stay with the existing format if it has 2, 3 or 4 breaks.
- * Content with a duration from 15 minutes or less can stay with the existing format if it has 1 break.
- * Commercial Blacks should be 10 seconds in length.

FOREIGN				CANADIAN			
1 Hour				1 Hour			
Content Length	Breaks	Segments	Break time	Content Length	Breaks	Segments	Break time
46:30:00	5	6	13:30	44:00:00	5	6	16:00

1/2 Hour				1/2 Hour			
Content Length	Breaks	Segments	Break time	Content Length	Breaks	Segments	Break time
15:01:00 - 22:30:00	3	4	7:30	15:01:00 - 22:00:00	3	4	8:00

1/4 Hour				1/4 Hour			
Content Length	Breaks	Segments	Break time	Content Length	Breaks	Segments	Break time
15:00 or less	0	1		15:00 or less	0	1	

Standardized Times			
45 Minute Format		1 Hour Format	
Target Time	Format	Target Time	Format
30:00 - 35:00	4 breaks 5 segments	44:00 - 46:00	5 breaks 6 segments
Approximate Break Lengths: 3:30-4:00		Approximate Break Lengths: 3:30-4:00	
75 Minute Format		1.5 Hour Format	
Target Time	Format	Target Time	Format
51:00-59:00	6 breaks 7 segments	66:00 - 73:30	6 breaks 7 segments
Approximate Break Lengths: 3:30-4:00		Approximate Break Lengths: 3:30-4:00	
2 Hour Format		2.5 Hour Format	
Target Time	Format	Target Time	Format
88:00 - 94:00	8 breaks 9 segments	100:00 - 117:30	10 breaks 11 segments
Approximate Break Lengths: 3:30-4:00		Approximate Break Lengths: 3:30-4:00	
3 Hour Format		3.5 Hour Format	
Target Time	Format	Target Time	Format
132:00 - 141:00	12 breaks 13 segments	154:00 - 164:30	14 breaks 15 segments
Approximate Break Lengths: 3:30-4:00		Approximate Break Lengths: 3:30-4:00	

SALES & MARKETING REQUIREMENTS PER HOUR:

Commercial	12:00
CC/BB	:34
Disclaimers	:30
Marketing (1:30 - 3:00 max)	2:00

Approximate Total Time 15:04

SALES & MARKETING REQUIREMENTS PER HALF HOUR:

Commercial	6:00
CC/BB	:17
Disclaimers	:20
Marketing (2:00 max)	1:00

Approximate Total Time 7:37