

# Guidance Note

INTERNAL USE ONLY

November 2019



## Policy for the Placement of Internal Breaks in SBS Television Programs

### Purpose

SBS's policy on the placement of breaks in SBS television programs (on SBS's television channels SBS, SBS VICELAND, SBS Food, NITV and SBS World Movies) is set out in the [SBS Editorial Guidelines \(Guideline 5\)](#).

### Indicative guide for the placement of breaks in programs up to 60 minutes

The following schedule provides an indicative guide for the placement of internal breaks in SBS Television programs.

Program Time	Segments / Internal Breaks*
< 10 minutes	No break
10 < 35 minutes	3 parts / 2 breaks
35 < 60 minutes	4 parts/ 3 breaks

\* Does not include station breaks. Station breaks may also be taken between programs.

Where the interests of viewers would be better served by a different format for example to fit in with a particularly suitable interruption of continuity, or where contractual obligations exist that require programming to be aired in the segmentation it is delivered, for example some SBS Food content, there may be deviation from this guide. This will be assessed on a case-by-case basis.

### Treatment of movies and feature length documentaries

SBS has additional guidelines for the placement of breaks in movies and feature length documentaries, as follows. This policy may be revised from time to time.

Program Time	Segments / Internal Breaks*
60 < 90 minutes (1-1½ hrs)	4 segments / 3 breaks
90 < 120 minutes (1½ -2hrs)	5 segments / 4 breaks
120 < 150 minutes (2-2½ hrs)	6 segments / 5 breaks
150 < 180 minutes (2½-3hrs)	7 segments/ 6 breaks
180+ minutes (3+ hrs)	One additional program part every 30 minutes.

\* Does not include station breaks. Station breaks may also be taken between programs.



## Identification of breaks

Section 45 of the *Special Broadcasting Service Act, 1991 (SBS Act)* states that SBS may broadcast advertisements and sponsorship announcements before or after programs and during natural breaks, and that run in total for not more than five minutes in any hour of broadcasting.

Editorial considerations and the interests of viewer experience will be taken into account when considering the placement of breaks. If a program has been deemed unsuitable for internal breaks due to the editorial narrative, for example a one-shot feature film, it will go to air without commercial breaks.

The [SBS Editorial Guidelines \(5.5.8.5\)](#) set out matters to take into account when identifying breaks.

## Application

The policy applies to: all SBS programs with the exception of live sporting events that are managed on a case by case basis.

## Further information

- Code 5, [SBS Codes of Practice](#)
- [SBS Editorial Guidelines](#)
- [SBS Online Video Advertising Guidelines](#)
- *Special Broadcasting Service Act 1991*

## Reference

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