

14:00-22:00-2 acts 1 break

Magnolia Network Mid Form Program Format



Description (SMPTe drop frame time code is mandatory)		Timecode In hh:mm:ss;ff (29.97)	Timecode In hh:mm:ss;ff (25)	Duration mm:ss;ff	Timecode Out hh:mm:ss;ff (29.97)	Timecode Out hh:mm:ss;ff (25)
Bars & Tone		00;59;40;00	09:59:40:00	00:04:00	00;59;44;00	09:59:44:00
Black	Black	00;59;44;00	09:59:44:00	00:01:00	00;59;45;00	09:59:45:00
Slate	Slate(s) main + supplemental (woos, other) :05 each	00;59;45;00	09:59:45:00	00:10:00	00;59;55;00	09:59:55:00
Countdown	Countdown from :05 to :03 (with audible tone at each 1 second interval)	00;59;55;00	09:59:55:00	00:03:00	00;59;57;02	09:59:57:02
Black	Black	00;59;57;02	09:59:57:02	00:00:06	00;59;57;06	09:59:57:06
White	Sync Indicator (two frames of white video and 1 khz tone)	00;59;57;06	09:59:57:06	00:00:02	00;59;57;08	09:59:57:08
Black	Black	00;59;57;08	09:59:57:08	00:02:20 (29.97) 00:02:15 (25)	01:00;00;00	10:00:00:00
Content Act #1	Act #1 Should be longest Act (Min 6 min, 9-10 average)	01;00;00;00	10:00:00:00			
BREAK #1	Black			00:05:00		
Content Act #2	Act #2 (Act length minimum 4 mins)					
Credits	*See Credits Note (on page 2)			00:30:00		

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PROGRAM FORMAT SPECIFICATIONS FOR NTSC/PAL:

- First program video and/or audio must hit at timecode 01;00;00;00 (29.97) / 10:00:00:00 (25).
- Total Content Time **14:00-22:00**
(Content Time Includes: disclaimers, program tease/open, graphic titles, Acts 1-2, and credits. **Any other elements (promotional, ad sales, etc.) should be submitted as a separate file as snap-ins**)
- Breaks (:05 x 1 breaks) **00:05**
- TOTAL RUNNING TIME (TRT) **14:05-22:05**

***Credits Note**

:30 second credits, cards over black, as part of program TRT. Please see Delivery & Credits Guidelines for additional details.

Editing Guidelines:

- Segments do not have to begin and end at :00 frames, **except** the beginning of segment 1 and the end of segment 2.
- Act #1 should be the longest act in the program.
- Act #2 should be no shorter than 4 minutes of content time.
- **See your Magnolia Network Production Team for details if there are any questions regarding segment length etc.**

***Special Note** – The information below applies to programs delivering to Discovery in **1080p 23.98**. After Discovery converts the program to 1080i 59.94 with 29.97 drop frame time code the program will match the clock.

PROGRAM FORMAT SPECIFICATIONS FOR 1080p 23.98:

- First program video and/or audio must hit at time code 01:00:00:00.
- Total Content Time including credits **1;14;00;00-1:22:00:00** when timecode converted to 29.97DF
(Content Time Includes: disclaimers, program tease/open, graphic titles, Acts 1-2, credits)
- Breaks (:05 x 1 break)
- TOTAL RUNNING TIME (TRT) **1;14;05;00-1:22:05:00** when converted to 29.97DF.