

# TV Now Network Standards and Guidelines Manual

## Welcome to TV Now

At TV Now, we are committed to delivering quality entertainment to our diverse audience. We aim to work with creative content creators to develop, produce, and broadcast exceptional shows. This document outlines our standards and guidelines for submitting and producing content for TV Now.

By following these standards, you will ensure that your content is suitable for airing and meets our technical and creative requirements.

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## 1. Content Submission Guidelines

### 1.1 Content Requirements

We are open to a variety of genres, including (but not limited to) reality shows, scripted dramas, comedies, talk shows, docuseries, and educational programs. Content must meet the following criteria:

- **Originality:** Your show should bring something new to the table, demonstrating unique ideas or perspectives.
- **Appropriateness:** Content must be suitable for the intended audience. Avoid offensive language, hate speech, and content that incites violence.
- **Compliance:** Your content must comply with all relevant laws and industry standards, including intellectual property laws. All music, video clips, and images used must be properly licensed or royalty-free.

### 1.2 Episode Length

- **Half-hour shows:** 22 minutes of content (plus 8 minutes of commercial space)
- **One-hour shows:** 44 minutes of content (plus 16 minutes of commercial space)
- **Infomercials:** 30-60 minutes, depending on the agreement

## 1.3 Video Specifications

To ensure high-quality broadcasting, your content must adhere to the following technical specifications:

- **Resolution:** 1920x1080 (Full HD) preferred; 1280x720 (HD) accepted
- **Frame Rate:** 24, 25, or 30 frames per second (consistent throughout the episode)
- **Aspect Ratio:** 16:9 widescreen
- **File Format:** .mp4 or .mov preferred
- **Audio:** Stereo sound with no clipping or distortion, normalized to -6dB for the final mix

## 1.4 Submission Process

- Upload your video files through our **secure content submission link** or provide a video link (e.g., Vimeo, YouTube).
  - Include a **pitch document** that provides a detailed overview of your show, including your target audience, season outline, and any marketing materials (if available).
  - Include all necessary legal documents showing ownership or licensing of the content.
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# 2. Creative Guidelines

## 2.1 Storytelling and Format

- Content should be **engaging and well-structured** to keep viewers interested.
- Every show should have a **clear narrative or format** that allows for consistency across episodes.
- For reality shows, ensure that the story flows naturally, avoiding forced or staged drama. Authenticity is key.
- For scripted series, maintain professional writing standards. Plotlines should be cohesive, and characters should be fully developed.

## 2.2 Audience Considerations

- Know your target audience. If your show is geared towards a family-friendly audience, avoid mature content. For adult audiences, ensure you label your show accordingly (e.g., TV-14, TV-MA).
  - TV Now prides itself on **diverse representation**. We encourage shows that reflect a wide range of experiences, backgrounds, and perspectives.
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## 3. Commercial and Sponsorship Opportunities

### 3.1 Ad Breaks

- You are required to structure your episodes to include commercial breaks.
- Half-hour episodes should allow for two **4-minute ad breaks**.
- One-hour episodes should allow for four **4-minute ad breaks**.

### 3.2 Sponsorship

- If your show has brand sponsorships, they must be disclosed in the pitch document.
  - Sponsored segments should be incorporated naturally and cannot dominate the entire episode.
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## 4. Compliance and Legal Requirements

### 4.1 Copyright and Licensing

- All content must comply with copyright laws. You must have legal rights to all materials used, including music, images, and video footage.
- If using third-party content, submit all appropriate licenses and permissions with your content.
- Music must be royalty-free or properly licensed. Avoid using popular songs unless you have explicit permission.

### 4.2 Content Ownership

- By submitting your content to TV Now, you agree that TV Now has the right to broadcast the content as agreed upon in the contract.
- TV Now does not claim ownership of your content, but you grant us a license to distribute your show during the contracted period.

### 4.3 Liability

- You are responsible for ensuring that your content does not infringe on any third-party rights. TV Now is not liable for any legal issues that arise from the broadcast of your show.
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## 5. Broadcast and Distribution

### 5.1 Scheduling

- TV Now reserves the right to determine the broadcast schedule of your show.
- Airing dates will be discussed with you, but TV Now has final authority on when your show will be broadcast.

### 5.2 Distribution

- Your show may be aired across multiple platforms, including linear TV, streaming services, and our digital platform. Additional distribution details will be included in your contract.
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## 6. Contractual and Payment Terms

### 6.1 Compensation

- Compensation structures, such as revenue-sharing models or flat-rate payments, will be outlined in your contract. Terms may vary depending on the type of content and agreements reached during negotiations.

### 6.2 Performance Reviews

- After a defined period (typically 6 months), TV Now will evaluate the performance of your show based on viewership, ad revenue, and audience feedback. This will help determine future contracts and programming decisions.
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## 7. Submission Checklist

Before submitting, ensure that you have included the following:

1. A **pitch document** with a show overview, target audience, and episode outline.
  2. A **fully edited and finalized episode** or pilot adhering to our technical requirements.
  3. All **legal documents** showing ownership or licensing rights.
  4. The **submission form** filled out completely, including a brief bio of your team.
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