BILLYRX · 28:00 BILINGUAL DRTV BLOCK · ENGLISH MASTER

THE OPEN DOOR

The 10:00 long-form program — AV script

September 28, 2026 · FOR REVIEW — not yet through claims/legal review

Block runtime	14:00, run twice to fill the 28:00 half hour.
Of that 14:00	A 10:00 program plus the :60 placed four times: it opens the block, then airs at 4:14.5, 8:33.6 and 11:29.3.
On camera	Rosa, the host, in studio and in voice-over. Four short dramatized stories from the long-form cast: Gloria (the one character still to cast, in two stories), Rafael (the customer) and Marisol (his wife). The provider appears in her office and in the message thread, played by a cast performer, never as a testimonial. Carmen and Dr. Alvarez appear only in the :60.
Standing element	The persistent bar on every frame of the program: BillyRx · CALL 1-800-XXX-XXXX, large · QR code, “Scan to order” · $125/mo*, which drops off while the tablet is on screen. Never over the :60.
Timing	Part 1 3:14.5 (cold open through the first coming-up bumper) · Part 2 3:19.1 · Part 3 1:55.6 · Part 4 1:30.7, fixed so the four :60 slots never move. The offer is spoken at about 0:50 of program and the first call-or-scan ask follows at about 1:05, both before Segment 1. After that, a spoken ask comes about every minute, and the longest stretch between two asks is about eighty seconds, in Segment 5. Times are planned to the host's read; see Appendix A.
Language	English master. The Spanish is written for the Spanish audience, in its own idiom and rhythm, not translated line by line. English and Spanish together: 22:00 produced.

THE BLOCK — RUNDOWN

Block clock, 0:00 – 14:00. The :60 placements are shaded. Program time runs 0:00 – 10:00 across the four parts.

SEGMENT	RUNS (BLOCK)	PROGRAM	LENGTH	BARRIER REMOVED
:60 · PLACEMENT 1 OF 4	0:00 – 1:00		1:00	"The Open Door" :60
COLD OPEN	1:00 – 1:28	0:00 – 0:28	:28	*I'll deal with it next year.*
SHOW OPEN	1:28 – 2:09	0:28 – 1:09	:40	
SEGMENT 1 · THE NUMBER	2:09 – 3:14	1:09 – 2:14	1:05	*I can't afford it.*
SEGMENT 2 · NO INSURANCE	3:14 – 4:14.5	2:14 – 3:15	1:01	*What about insurance? Am I covered?*
:60 · PLACEMENT 2 OF 4	4:14.5 – 5:14.5		1:00	"The Open Door" :60
SEGMENT 3 · NO NEEDLES	5:14.5 – 6:28	3:15 – 4:28	1:14	*I'm not doing a needle every week.*
SEGMENT 4 · IS THIS REAL	6:28 – 8:33.6	4:28 – 6:34	2:05	*Is this even real?*
:60 · PLACEMENT 3 OF 4	8:33.6 – 9:33.6		1:00	"The Open Door" :60
SEGMENT 5 · WHAT HAPPENS WHEN YOU CALL OR SCAN	9:33.6 – 11:29.3	6:34 – 8:29	1:56	*What happens after I call or scan?*
:60 · PLACEMENT 4 OF 4	11:29.3 – 12:29.3		1:00	"The Open Door" :60
SEGMENT 6 · SOMEONE LIKE ME · CLOSE	12:29.3 – 14:00	8:29 – 10:00	1:31	*It's not for someone like me.*
Program total		0:00 – 10:00	**10:00**	+ 4:00 of the :60 (one :60 placed four times) = 14:00 block, run twice = 28:00 on air

0:00 1:00 **:60 COMMERCIAL · PLACEMENT 1 OF 4**	**THE :60** “The Open Door” *Opens the block.*

COLD OPEN 1:00 – 1:28 · :28 · program 0:00 – 0:28

Barrier removed: *I'll deal with it next year.*

Straight out of the :60, the program opens on the viewer's own excuse, NEXT YEAR, stamped on screen, then says what they really want, asks the question they might not ask out loud, “Why haven't you started?”, and names the four things in the way. It puts all three story people on screen in the first twenty seconds and sets up the bookend at the close.

VIDEO	AUDIO
1:00 :05 Hard cut from the :60 to bare peach. On “Next year.” huge navy type SLAMS in, full frame: NEXT YEAR. On “How many times” it stamps again, bigger and offset; on the second “Next year” a third stamp lands in coral, cracks down the middle and falls away to clean peach. The persistent bar is up from this first frame of the program and never leaves (see Standing elements). SUPER **Individual results vary.**	**MUSIC / SFX** *No bed under the stamps: one hard percussive hit on each NEXT YEAR. The bed comes in under the wants that follow.* **ROSA · VO** Next year. How many times have you said it? Next year, I'll finally do something about my weight.
1:05 :07 Three short moments, one per want, warm morning light, each held just long enough to feel: Clothes: Marisol at her bedroom mirror, buttoning a favorite denim jacket, a small private smile. Kids: Rafael scoops up his two kids in the living room and spins them, a moment of its own: no tablet, no glass of water, nothing from the kitchen before it. Mirror: Gloria at her hallway mirror fastens an earring, catches her own eye and smiles. SUPER **Dramatization.** SUPER **Individual results vary.**	**MUSIC / SFX** *A warm pulse starts under the first want and builds.* **ROSA · VO** Because you want to feel good in your clothes again. You want the energy to keep up with your kids. You want to look in the mirror and like what you see.
1:12 :07 Bare peach, no host yet. On “By now, you know” one big navy line lands, full frame: YOU KNOW. It holds under “You've seen the commercials.” and the setup of the question. No product, no tablet, no pen and no screen within the screen: nothing on the card looks like another company's ad. On “Why haven't you started?” the question replaces it the same way, the last line in coral: SO WHY HAVEN'T YOU STARTED? *Legal super under the card (see Standing elements).*	**MUSIC / SFX** *The pulse holds under the type card and thins on the question.* **ROSA · VO** By now, you know what GLP-1s are. You've seen the commercials. So here's the question you might not ask out loud. Why haven't you started?

VIDEO	AUDIO
1:19 :09 ROSA on camera, close, in the studio: the first time we meet the host. She is talking to one person, not presenting. On “The price was.” full screen: frosted glass slabs slam in, one per word, and stack into a wall in front of the pen and the tablet: The price · The insurance · The needle · The waiting room. Back to ROSA, close, for “Today, we take every one of those away. One at a time.” *Persistent bar without the price while the tablet is on screen (see Standing elements).*	**ROSA · ON CAMERA** Wanting it was never the problem. The price was. The insurance. The needle. The waiting room. Today, we take every one of those away. One at a time.

Runs :28

SHOW OPEN 1:28 – 2:09 · :40 · program 0:28 – 1:09

Names the program and says why it's called The Open Door, then puts the whole offer on the table and asks for the call or scan before Segment 1, so a viewer who leaves after four or five minutes already knows what BillyRx sells, what it costs and exactly what to do.

VIDEO	AUDIO
1:28 :15 Wide: the full studio, armchair, curved wood stage, the BillyRx wordmark on the wall screen. Lower third: Rosa · your host. On “The Open Door”: the title card, THE OPEN DOOR · from BillyRx, the frosted door on the peach field. ROSA medium for “I'm Rosa.” **GRAPHIC · on “For years”, a frosted card on peach, one line per word:** A DOOR THAT STAYED SHUT · Insurance · Referrals · Waiting rooms On “We think that door should be wide open.” the card clears and the frosted door from the title card swings wide, warm light through it. ROSA medium, warm, for “So for the next few minutes, we're going to walk through it together.”	**MUSIC / SFX** *The three-note mnemonic, in full, under the title card. Stated here and only here; it resolves again under the end card.* **ROSA · ON CAMERA, VO, THEN ON CAMERA** This is The Open Door, from BillyRx. I'm Rosa. For years, getting a GLP-1 meant knocking on a door that stayed shut: insurance, referrals, waiting rooms. We think that door should be wide open. So for the next few minutes, we're going to walk through it together.
1:44 :03 Back to ROSA, close, straight down the lens, for “And I'm not saving the offer for the end.”	**ROSA · ON CAMERA** And I'm not saving the offer for the end. Here it is.

VIDEO	AUDIO
1:47 :13 **GRAPHIC · THE OFFER, full screen: frosted cards stack one per phrase, each on its word** GLP-1 weight-loss treatment · $125/mo* one flat fee (coral, the largest line) · No insurance needed · $0 membership · Delivered to your door, free & discreet, with a small “if prescribed” beneath it · Reviewed by a licensed U.S. provider On “And if the needle stopped you,” the offer card clears to bare peach. On “there's a tablet.” the tablet lands on its own card, the tablet on peach, lettered There's a tablet., with no price anywhere on it. No FDA badge here: the FDA-approved claim is made in Segment 3, also on a card with no price (see open items, The oral product). *With the offer card: legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).* *With the tablet card: the legal super only, no price super. Persistent bar without the price while the tablet is on screen (see Standing elements).* SUPER **Individual results vary.**	**ROSA · VO** GLP-1 weight loss treatment, for one flat fee. A hundred and twenty-five dollars a month. No insurance needed. No membership fee. Delivered to your door, free and discreet. And if the needle stopped you, there's a tablet.
2:01 :08 ROSA close as the tablet card clears, straight down the lens, for “We'll walk through all of it.” and “If you've been trying to lose weight, don't wait for the end of the show.” The card comes up on “Call the number on your screen”. **CTA CTA card (standard; see Standing elements). The program's first CTA card.** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).* SUPER **Individual results vary.**	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · ON CAMERA, THEN VO** We'll walk through all of it. If you've been trying to lose weight, don't wait for the end of the show. Call the number on your screen, or scan the QR code.

Runs :40

SEGMENT 1 · THE NUMBER 2:09 – 3:14 · 1:05 · program 1:09 – 2:14

Barrier removed: *I can't afford it.*

The price in plain language and exactly what it covers, then Gloria, who kept saying next year, and the want behind the money: feeling like yourself. The recap is the pitch, and it ends on the ask.

VIDEO	AUDIO
2:09 :06 The first CTA card holds under “Not sure yet? Stay with me.” Then ROSA on camera, medium, on “First, the money.”, and close for “And I don't blame them.”	**ROSA · ON CAMERA** Not sure yet? Stay with me. First, the money. That's where a lot of people stop. And I don't blame them.

VIDEO	AUDIO
2:14 :15 ROSA medium; on “one flat fee” the price card glides in beside her: $125/mo* · $0 membership. **GRAPHIC · WHAT $125 INCLUDES, full screen, one line per item on its word** The medication · The provider review · Shipping to your door · Messaging with your care team On “Four things. One number.” the four lines collapse into one coral $125/mo*. Back to ROSA, close, a small smile, for “I like simple.” SUPER **LOWER THIRD, mid-segment reminder, rises above the persistent bar for about four seconds: Call now · 1-800-XXX-XXXX · or scan to order** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**ROSA · ON CAMERA, VO, THEN ON CAMERA** At BillyRx, it's one flat fee. A hundred and twenty-five dollars a month. That covers the medication itself, the review by a licensed U.S. provider, shipping to your door, and messaging with your care team. Four things. One number. I like simple.
2:29 :12 Gloria, interview style at her dining table, eyeline just off camera. Lower third: Gloria. On “I picked up the phone”: her hand lifts her phone off the table and dials, a small exhale. SUPER **Dramatization.** SUPER **Individual results vary.**	**MUSIC / SFX** *The bed drops to a sparse, warm piano under the story.* **STORY · GLORIA (dramatization)** Every time I looked into it, there was another fee, another form, another maybe. So I'd tell myself, next year. This year, I picked up the phone. And I stopped saying next year.
2:42 :08 ROSA close, quiet, the bed still low. On the wall screen behind her the three want moments from the cold open cross-fade slowly: Marisol's jacket · Rafael's spin · Gloria at the mirror. SUPER **Dramatization.** SUPER **Individual results vary.**	**MUSIC / SFX** *The bed warms and thins under her.* **ROSA · ON CAMERA** That's what this is really about. You want to walk into a room and feel confident. You want to feel like yourself again. And the door to it is open.
2:50 :24 RECAP · THE MONEY. ROSA medium for “But let's be practical for a second”, then close for “So let's recap the money.” The recap card builds full screen, one line per phrase, and becomes the CTA card on “Call the number on your screen”. $125 a month · one flat fee · Medication, provider review, shipping and care team included · $0 membership **CTA CTA card (standard; see Standing elements).** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · RECAP, IN STUDIO** But let's be practical for a second, because that's what you came here for. So let's recap the money. One flat fee: a hundred and twenty-five dollars a month. It covers the medication, the review by a licensed provider, shipping to your door, and messaging with your care team. No membership fee on top. And if the price was what stopped you, it just stopped. Call the number on your screen, or scan the QR code.

Runs 1:05

SEGMENT 2 · NO INSURANCE 3:14 – 4:14.5 · 1:01 · program 2:14 – 3:15

Barrier removed: *What about insurance? Am I covered?*

The viewer's own question ("What about insurance? Am I covered?") and a plain answer, "You don't need to be.", picking up the :60's "Insurance said no?", so the program and the spot sell each other. Rafael's old-way pictures show what goes away; the recap is the pitch, and the part ends on the first coming-up bumper, with the ask.

VIDEO	AUDIO
3:14 :06 ROSA medium, then close on "You don't need to be. Really." On the wall screen behind her the barrier stack slides in: YOU NEED INSURANCE · YOU NEED A REFERRAL.	**ROSA · ON CAMERA** Now, the second thing that stops people. What about insurance? Am I covered? You don't need to be. Really.
3:20 :06 Wide studio. On the wall screen the plan card is struck through in coral and dissolves as she says it.	**ROSA · ON CAMERA** BillyRx doesn't go through insurance at all. Which means there's nothing to claim, and nothing to get denied.
3:26 :06 Rafael's old way, the old days: a plan ID card on the kitchen table · a letter drawn from its envelope, a denial, no insurer named, held for "You know the one." SUPER **Dramatization.**	**ROSA · VO** No referral. No prior authorization. No letter three weeks later telling you no. You know the one.
3:32 :07 The waiting room, the old way, desaturated. Then warm again: Rafael on the couch with his phone; close on the screen: the intake screen, "A few quick questions", and nothing else on the phone. SUPER **Dramatization.** SUPER **NO INSURANCE NEEDED · NO REFERRAL · NO WAITING ROOMS** SUPER **LOWER THIRD, mid-segment reminder, rises above the persistent bar for about four seconds: Call now · 1-800-XXX-XXXX · or scan to order**	**ROSA · VO** No waiting room. No morning off work. Just a few questions from your phone, and a licensed U.S. provider reviews them.
3:39 :27 RECAP · NO INSURANCE. ROSA close for "Here's the short version." The recap card builds full screen, one line per phrase, and becomes the CTA card on "Call the number on your screen now". No insurance needed · No referral · No prior authorization · No waiting room · A few questions from your phone · A licensed provider reviews · $125 a month, one flat fee · Delivered to your door, with a small "if prescribed" beneath it CTA **CTA card (standard; see Standing elements).** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · RECAP, IN STUDIO** Here's the short version. BillyRx doesn't go through insurance, so there's nothing to claim and nothing to get denied. No referral. No prior authorization. No waiting room, and no morning off work. You answer a few questions from your phone, a licensed provider reviews them, and if it's right for you, it's prescribed. One flat fee, a hundred and twenty-five dollars a month, delivered to your door. Call the number on your screen now, or scan the QR code.

VIDEO	AUDIO
4:06 :08 Full-frame COMING UP bumper on peach, the tablet at right, the glass of water on Rafael's counter in a small frosted frame. COMING UP · the option without a needle **CTA** **CTA card (standard; see Standing elements): the COMING UP bumper that turns into the CTA card. On "Already sure?" the tablet and the small glass-of-water inset leave first; then the COMING UP line shrinks to the top and the number and the QR take the card, so the tablet never shares the card with the price.** *With the CTA card: legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).* *Persistent bar without the price while the tablet is on screen (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · VO** Coming up, if the needle is what stopped you, you're going to want to see this. Already sure? Call the number on your screen, or scan the QR code.

Runs 1:01

4:14.5 1:00 **:60 COMMERCIAL · PLACEMENT 2 OF 4**	**THE :60** "The Open Door" *Same spot. Follows the Segment 2 bumper.*

SEGMENT 3 · NO NEEDLES 5:14.5 – 6:28 · 1:14 · program 3:15 – 4:28

Barrier removed: *I'm not doing a needle every week.*

Rafael, the dad who stopped his shots, tells the needle years himself; Rosa lands the FDA-approved tablet; he comes back to say how it feels to have started, and the moment he spins his kids follows later, as its own shot, never straight off the tablet. The recap is the pitch, and it ends on the ask.

VIDEO	AUDIO
5:14.5 :11 Wide studio, then ROSA close. The persistent bar pulses once as she lands. On the wall screen: the pen alone on peach. She stays close for "If that's you, I want you to meet Rafael. He's been there." **SUPER** **LOWER THIRD on the welcome back, about four seconds: $125/mo* · No insurance needed · Call 1-800-XXX-XXXX · or scan to order** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**ROSA · ON CAMERA** Welcome back to The Open Door, from BillyRx. Now, the reason a lot of people never even got as far as the price. The needle. If that's you, I want you to meet Rafael. He's been there.
5:25 :05 Rafael, interview style at his kitchen counter (now), eyeline just off camera. Lower third: Rafael. Cut in, the needle years (the old days), under his voice: he opens the fridge · an unbranded injectable on the door shelf · the wall calendar, the same weekday circled · the pen at his arm, face out of frame. **SUPER** **Dramatization.** **SUPER** **Individual results vary.**	**MUSIC / SFX** *The bed drops to a sparse, warm piano under the story.* **STORY · RAFAEL (dramatization)** Sunday nights were shot nights. I dreaded it all week. So after a while, I just stopped.

VIDEO	AUDIO
5:30 :15 ROSA close, warm, unhurried, straight out of Rafael's story, for “And stopping doesn't mean you failed.” The piano thins out under her. Medium for “Maybe you tried the injection and stopped.”, back to close for “And that's a perfectly fair way to feel.” SUPER **LOWER THIRD, mid-segment reminder, rises above the persistent bar for about four seconds: Call now · 1-800-XXX-XXXX · or scan to order** *Persistent bar without the price on this row.*	**ROSA · ON CAMERA** And stopping doesn't mean you failed. It means the way it worked didn't work for you. Maybe you tried the injection and stopped. Maybe you never started because of it. Or maybe you just don't want a needle in your life every week. You don't need a reason for that. And that's a perfectly fair way to feel.
5:45 :12 **GRAPHIC · full screen, the tablet on peach (no price on this card)** SUPER **There's a tablet.** BADGE **FDA APPROVED** Same GLP-1 · taken by mouth · one a day On “No needles.”: Rafael slides the pen into a kitchen drawer and shuts it, and the shot holds on the shut drawer for “Think about what that removes.” Nothing in frame shows a fridge, a cooler or a shelf. SUPER **Dramatization.** *Legal super while the product is on screen (see Standing elements).* *Persistent bar without the price on this row.*	**ROSA · VO** Here's the news. BillyRx now carries FDA-approved GLP-1 tablets. Same GLP-1. Taken by mouth. One a day, with a glass of water. No needles. Think about what that removes.
5:58 :08 The tablet moment, tight on the counter: the glass of water, the camera rises and tilts down to find the tablet; his hand takes the tablet and the glass and he takes it. Framed and trimmed so his kids are not in this shot. Cut to his interview for “No more Sunday nights. And I feel like I'm finally doing something for me.” Only after that, as a separate shot and not a continuation of the tablet moment: the living room, he scoops up his two kids and spins them. SUPER **Dramatization.** SUPER **Individual results vary.** *Persistent bar without the price on this row.*	**MUSIC / SFX** *Sparse piano under him; on the spin the bed opens up, warm and full.* **STORY · RAFAEL (dramatization)** Now it's one tablet in the morning, with a glass of water. No more Sunday nights. And I feel like I'm finally doing something for me.

VIDEO	AUDIO
6:05 :23 ROSA close, straight out of Rafael's story, for “You can hear the relief in that. And I want that for you.”; medium for “If the needle was the thing”, then close for “Your provider helps you choose.” On the wall screen: the pen and the tablet together on a clean plane. RECAP · NO NEEDLES. On “No insurance needed” the recap card builds full screen, one line per phrase, and becomes the CTA card on “Pick up the phone”. On “Pick up the phone” the lines A tablet, one a day and Or an injectable leave first; then the number, the QR and $125/mo* take the card, so the tablet never shares the card with the price. A tablet, one a day · Or an injectable · Your provider helps you choose · No insurance needed · Delivered to your door, with a small “if prescribed” beneath it **CTA** **CTA card (standard; see Standing elements).** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).* *Persistent bar without the price while the pen and the tablet are on the wall screen and while the recap card names the tablet; the price returns with the CTA card (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · RECAP, IN STUDIO** You can hear the relief in that. And I want that for you. No needle, and no weekly shot to plan around. If the needle was the thing, the needle is no longer the thing. And if you're already comfortable with an injectable, BillyRx carries those too. Your provider helps you choose. No insurance needed. Delivered to your door. Pick up the phone and call the number on your screen, or scan the QR code right now.

Runs 1:14

SEGMENT 4 · IS THIS REAL 6:28 – 8:33.6 · 2:05 · program 4:28 – 6:34

Barrier removed: *Is this even real?*

The credibility facts said plainly, and the provider in her office and in the message thread. The offer and the ask land mid-segment and again on the recap, then the second coming-up bumper.

VIDEO	AUDIO
6:28 :17 Wide studio, ROSA on camera, for “Okay, here's a fair question.” On the wall screen: an empty grid of eight frosted card slots. Camera right for “When you've waited this long”, then close, straight down the lens, for “you deserve to know who's reading it.”	**ROSA · ON CAMERA** Okay, here's a fair question. You might be thinking, this sounds too easy. One flat fee, no insurance, a few questions from my phone? When you've waited this long, you want to know it's real. Here's who's behind it. Because before you share your health history with someone, you deserve to know who's reading it.
6:46 :17 **GRAPHIC · HOW THIS IS CHECKED: the first card lands** 1 Licensed U.S. medical providers The provider's world, her own brand-colored office, navy blazer, no white coat: her hands scroll an intake on her laptop · her hands turn a medication list beside reading glasses · wide, at her computer, held for “And you'd want nothing less from anyone who might write you a prescription.” **SUPER** **Dramatization.**	**ROSA · VO** Every prescription is reviewed by a licensed U.S. provider, licensed in your state. That review isn't a formality. They look at your history, your medications, and whether this is right for you. If it isn't, they'll tell you that, too. And you'd want nothing less from anyone who might write you a prescription.

VIDEO	AUDIO
7:03 :09 2 U.S.-based pharmacy partners · 3 Compounded in the U.S.A. · 4 Tested for potency · 5 Tested for sterility · 6 Tested for purity The vial on a clean plane. *Legal super while the product is on screen (see Standing elements).*	**ROSA · VO** The medication comes from U.S.-based pharmacy partners. Compounded in the U.S.A. And tested for potency, sterility and purity.
7:12 :18 ROSA medium, a small smile on “I know, that's a lot of detail.”; the six cards so far hold on the wall screen. The card comes up on “Call the number on your screen”. **CTA CTA card (standard; see Standing elements).** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · ON CAMERA, THEN VO** I know, that's a lot of detail. But when it's your health, the details are what matter. And the provider review and the medication are both included in that one flat fee. A hundred and twenty-five dollars a month. No insurance needed. No membership fee. Call the number on your screen, or scan the QR code.
7:30 :15 The CTA card holds under “Still with me? Good.” Wide on “Two more things.”, then ROSA close. On the wall screen card 7 enlarges: LegitScript certified, the certificate mark visible (mark supplied by BillyRx). On “HIPAA-secure” card 8 lands and the grid completes, and she stays close for “Those two matter more than they sound.” SUPER **LOWER THIRD, mid-segment reminder, rises above the persistent bar for about four seconds: Call now · 1-800-XXX-XXXX · or scan to order**	**ROSA · ON CAMERA** Still with me? Good. Two more things. BillyRx is LegitScript certified. That's an independent certification. It isn't something a company can give itself. And your information sits on a HIPAA-secure platform. Those two matter more than they sound.
7:45 :15 **GRAPHIC · the message thread, full screen** The provider: her portrait, name and credential line · Rafael's message first: “Hey, I had a question about my GLP-1…” · her reply rises beneath Rafael on the sofa types to his provider · over her shoulder, her reply typed beneath his message. Back to ROSA, close, for “Honestly? That's the part I'd look for first.” SUPER **Dramatization.**	**ROSA · VO, THEN ON CAMERA** And your provider doesn't disappear once the prescription is written. You message them with questions, and they answer. Your care team stays connected. This isn't a bottle in the mail. It's a plan, with a person on the other end of it. Honestly? That's the part I'd look for first.

VIDEO	AUDIO
8:00 :21 RECAP · IS THIS REAL? ROSA close for “Which brings us back to your question. Is this real? Here's the list.” The checklist builds full screen, one line per phrase, and holds on LegitScript certified for “That's what 'is this real' looks like.” The HIPAA-secure and price lines build after it, and the checklist becomes the CTA card on “Call the number on your screen now”. A licensed U.S. provider reviews every prescription · U.S.-based pharmacy partners · Tested for potency, sterility and purity · LegitScript certified · HIPAA-secure · $125 a month · No insurance needed **CTA CTA card (standard; see Standing elements).** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · RECAP, IN STUDIO** Which brings us back to your question. Is this real? Here's the list. A licensed U.S. provider. U.S.-based pharmacy partners. LegitScript certified. That's what 'is this real' looks like. And the price? One flat fee, a hundred and twenty-five dollars a month, no insurance needed. Call the number on your screen now, or scan the QR code.
8:21 :12 ROSA medium, then the full-frame COMING UP bumper on peach, Marisol's mirror moment in a small frosted frame. COMING UP · what happens after you call or scan · minute by minute, month by month SUPER **Dramatization.** SUPER **Individual results vary.** **CTA CTA card (standard; see Standing elements): the COMING UP bumper that turns into the CTA card. On “Ready now?” the COMING UP line shrinks to the top and the number and the QR take the card.** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · ON CAMERA** Coming up, exactly what happens after you call or scan. Minute by minute, month by month. And why Rafael's wife, Marisol, called too. Ready now? Call the number on your screen, or scan the QR code.
Runs 2:05	
8:33.6 1:00 **:60 COMMERCIAL · PLACEMENT 3 OF 4**	**THE :60** “The Open Door” *Same spot. Follows the Segment 4 bumper.*

SEGMENT 5 · WHAT HAPPENS WHEN YOU CALL OR SCAN 9:33.6 – 11:29.3 · 1:56 · program 6:34 – 8:29

Barrier removed: *What happens after I call or scan?*

Opens on Marisol, who watched her husband do it and called; her story runs straight into step one, which is the ask itself, so the process and the pitch are the same thing. Then the other three steps, the honest timeline with "Individual results vary.", and the pitch into the fourth :60.

VIDEO	AUDIO
9:33.6 :09 **SEGMENT CARD, full screen for a beat: What happens after I call or scan?** Wide studio, then ROSA medium, through "Here's how she tells it." On the wall screen, four empty step cards joined by a navy connector. SUPER **LOWER THIRD on the welcome back, about four seconds: $125/mo* · No insurance needed · Call 1-800-XXX-XXXX · or scan to order** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**ROSA · ON CAMERA** Welcome back to The Open Door, from BillyRx. So, what actually happens after you call or scan? Rafael's wife, Marisol, saw it up close. Here's how she tells it.
9:43 :13 Marisol, interview style on the living-room sofa, eyeline just off camera. Lower third: Marisol. Cut in: Rafael on the couch with his phone · the plain box at the front door · back to her for "So I called.", a small laugh on "years ago". SUPER **Dramatization.** SUPER **Individual results vary.** *Shipping times vary. (with the box)*	**MUSIC / SFX** *The bed drops to a sparse, warm piano under the story.* **STORY · MARISOL (dramatization)** I watched my husband do it from the couch. A few questions on his phone. A provider reviewed it. Then a plain box at our door. I thought, that's it? So I called. If I'd known it was this easy, I'd have called years ago.
9:56 :10 ROSA close, a small smile, straight out of Marisol's story, for "I love that. For her, it started with one phone call." and "You can start the same way, right now." On "Step one" the first step card goes full screen as the CTA card. CTA **CTA card (standard; see Standing elements), headed STEP 1 · CALL OR SCAN TO ORDER.** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · ON CAMERA, THEN VO** I love that. For her, it started with one phone call. You can start the same way, right now. Step one. Call the number on your screen, or scan the QR code.
10:06 :12 The STEP 1 card holds under "Not quite ready? That's okay." Then ROSA medium on "Here's what happens next.", then close. Step card 2 lands on the wall: A few health questions · from your phone · minutes. Rafael on the couch; close on his phone: the intake screen, "A few quick questions", and nothing else on the phone. It holds for "On the couch, or on your lunch break." SUPER **Dramatization.**	**ROSA · ON CAMERA** Not quite ready? That's okay. Here's what happens next. Step two. A few health questions, from your phone, in minutes. No appointment. No waiting room. On the couch, or on your lunch break.

VIDEO	AUDIO
10:18 :08 3 A licensed U.S. provider reviews The provider at her computer in her brand-colored office; her hands scroll the intake. SUPER **Dramatization.** On “A U.S. pharmacy prepares it.”: the vial from Segment 4 on a clean plane. No new step card; the four step cards stay as they are. SUPER **LOWER THIRD, mid-segment reminder, rises above the persistent bar for about four seconds: Call now · 1-800-XXX-XXXX · or scan to order** *With the vial: the legal super, with “Compounded products are not FDA-approved.” readable (see Standing elements).*	ROSA · VO Step three. A licensed U.S. provider reviews your answers. If it's right for you, it's prescribed. A U.S. pharmacy prepares it.
10:26 :17 ROSA close, a small smile, for “And then comes my favorite of the four steps, the one you get to open.” 4 Ships to your door · as little as 2–3 days · free & discreet The plain box at the front door, a hand reaches down for it · macro, the unmarked corner, the lid lifting · hands set the opened box on the kitchen counter, morning. MINUTES TO START · DAYS TO ARRIVE The MINUTES TO START · DAYS TO ARRIVE card holds for “No pharmacy line. No pickup counter. It just comes to you.” *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	ROSA · ON CAMERA, THEN VO And then comes my favorite of the four steps, the one you get to open. Step four. It ships to your door in as little as two to three days. Free, discreet, a plain box. Minutes to start. Days to arrive. No pharmacy line. No pickup counter. It just comes to you.
10:43 :18 Wide studio; the timeline draws in navy on the wall screen, one marker per phrase, then goes full screen. WEEK 1–2 Your body adjusts · WEEK 3–4 Changes become noticeable · MONTH 2 Progress builds · MONTH 3+ Your provider adjusts the plan On “adjust the plan”: feet only, Rafael's sneakers walking a sunlit sidewalk; then a hands-and-phone-only insert: his message to his provider goes out and her reply lights up beneath it, held for “Not a chart. You.” No face and no body in either shot, so nothing reads as a before and after. SUPER **Dramatization.** SUPER **Individual results vary.**	ROSA · ON CAMERA, THEN VO Now, the honest part. It isn't instant, and it isn't supposed to be. Weeks one and two, your body adjusts. Weeks three and four, changes become noticeable. By month two, progress builds. And from month three on, your provider can adjust the plan with you. Not a chart. You.

VIDEO	AUDIO
11:01 :11 ROSA close, straight out of the phone insert, for “If you have questions, you ask them right there, in your message thread.” On the wall screen, the provider's reply sits beneath Rafael's message. Medium for “You have someone to ask.”, close again for “That matters, especially at the start.”	**MUSIC / SFX** *The bed warms under her.* **ROSA · ON CAMERA** If you have questions, you ask them right there, in your message thread. And your care team stays connected the whole way. You're not doing this alone. You have someone to ask. That matters, especially at the start.
11:12 :18 RECAP · WHAT HAPPENS. ROSA medium for “Let me put it all together for you.”, close for “The whole thing, start to finish.” The four steps shrink into one line and become the CTA card on “Call the number on your screen now”. 1 Call or scan to order · 2 A few questions from your phone · 3 A licensed provider reviews · 4 If it's right for you, it ships to your door · $125 a month · No insurance needed **CTA CTA card (standard; see Standing elements). Out of the card, straight into the fourth :60.** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · RECAP, IN STUDIO** Let me put it all together for you. The whole thing, start to finish. Call or scan. A few questions. A provider review. And if it's right for you, a plain box at your door. A hundred and twenty-five dollars a month, no insurance needed. Call the number on your screen now, or scan the QR code.

Runs 1:56

11:29.3 1:00 **:60 COMMERCIAL · PLACEMENT 4 OF 4**	**THE :60** “The Open Door” *Same spot. The close follows straight out of it.*

SEGMENT 6 · SOMEONE LIKE ME · CLOSE 12:29.3 – 14:00 · 1:31 · program 8:29 – 10:00

Barrier removed: *It's not for someone like me.*

The close, built as a closing pitch: Rosa talks to the person who has circled this for a year, Gloria answers “someone like me”, every reason goes one last time with the full offer and the ask, the wants come back, and the program ends where it began: “So don't say next year.”

VIDEO	AUDIO
12:29.3 :13 ROSA close, closer than we've been all program, then medium, then close again. The world quiets; on the wall screen the pen and the tablet float softly: an animated cut-out float, the two product cut-outs drifting on the peach plane (a graphic animation, not a camera move). **SUPER LOWER THIRD, mid-segment reminder, rises above the persistent bar for about four seconds: Call now · 1-800-XXX-XXXX · or scan to order** *Persistent bar without the price while the tablet is on screen (see Standing elements).*	**MUSIC / SFX** *Straight out of the fourth :60, the bed drops to almost nothing.* **ROSA · ON CAMERA** If you've stayed with me this far, I'm going to guess something about you. You've been looking at this for a while. Maybe a year. And every time you got close, there was another thing. Another form. Another appointment. Another reason it wasn't for you.

VIDEO	AUDIO
12:42 :08 **GRAPHIC · full screen, seven glass barrier slabs orbit the pen and the tablet** Insurance? · Am I covered? · The price · The needle · Waiting rooms · Pharmacy lines · Denied claims *Persistent bar without the price while the tablet is on screen (see Standing elements).* Back to ROSA, close, for “Remember Gloria”; the wall screen behind her shows only the BillyRx wordmark, and the price returns to the bar.	**ROSA · VO, THEN ON CAMERA** It was never about knowing what GLP-1s are. It was everything that stopped you. Remember Gloria, from earlier? She knows that feeling.
12:51 :14 Gloria, same interview setup as her first story. Lower third: Gloria. On “make the call” she glances at the phone on the table and smiles. SUPER **Dramatization.** SUPER **Individual results vary.**	**MUSIC / SFX** *The bed drops to a sparse, warm piano under the story.* **STORY · GLORIA (dramatization)** I'm fifty-six. I figured this was for other people. Younger people. People with good insurance. I kept waiting to feel like the kind of person who does this. Turns out, I just had to make the call.
13:05 :29 ROSA close, straight out of Gloria's story, for “Turns out, she didn't have to wait to feel ready.” RECAP · EVERY REASON, GONE. Wide on “So let's take the reasons away, one more time.”: five slabs on the wall screen, in the order she names them: The needle · Insurance · Waiting rooms · Pharmacy lines · The price. Medium, then wide again: each slab dissolves as she names it, and the recap card builds full screen, one line per reason, closing on the price. No needle, if you don't want one · No insurance: nothing to claim, nothing to get denied · No waiting rooms: you start from your phone · No pharmacy lines: it comes to you, with a small “if prescribed” beneath it · $125 a month, one flat fee · $0 membership On “That's every reason you had. Gone.” the last slab goes and the wall screen is clean peach: ROSA close, then the CTA card on “Call the number on your screen now”. CTA **CTA card (standard; see Standing elements).** *Legal super + price super (*Price terms to be confirmed by BillyRx before air.) + Shipping times vary. (see Standing elements).* *“Not all patients qualify.” is readable, in the legal super, on the frame of “That's every reason you had. Gone.”*	**MUSIC / SFX** *The bed lifts; the short CTA sting lands with the card (the same sting on every CTA card in the program).* **ROSA · RECAP, IN STUDIO** Turns out, she didn't have to wait to feel ready. And if it's right for you, you don't either. So let's take the reasons away, one more time. No needle, if you don't want one. No insurance, nothing to claim, nothing to get denied. No waiting rooms, you start from your phone. No pharmacy lines, it comes to you. And one flat fee: a hundred and twenty-five dollars a month. Zero membership fee. That's every reason you had. Gone. Call the number on your screen now, or scan the QR code.

VIDEO	AUDIO
13:34 :13 ROSA close for “This was always about something bigger.” Cutaways, one per want: Marisol buttons the denim jacket · Rafael spins his kids, a moment of its own that never follows the tablet · Gloria at the mirror, smiling. Back to ROSA, close, for “Nobody can walk through it for you. But you won't walk through it alone.” SUPER **Dramatization.** SUPER **Individual results vary.**	**MUSIC / SFX** *The bed builds under the wants.* **ROSA · ON CAMERA** This was always about something bigger. Feeling good in your clothes. Keeping up with your kids. Feeling like yourself again. And the door to it is open. Nobody can walk through it for you. But you won't walk through it alone.
13:47 :05 ROSA close on “So don't say next year.”: the NEXT YEAR stamp from the cold open flashes once on the wall screen and a coral line strikes it through. **CTA** **CTA card (standard; see Standing elements). The final CTA card: the number the largest it appears all program.** *The full ISI begins under this card and runs, held and readable, through the end card, with the on-air disclosure line (see Standing elements).*	**MUSIC / SFX** *The CTA bed at its fullest.* **ROSA · ON CAMERA, THEN VO** So don't say next year. Call the number on your screen right now, or scan the QR code.
13:52 :08 **CTA** **CTA card (standard; see Standing elements), here as the END CARD, full screen to the end of the program: the line No insurance. No waiting rooms. No reason to wait. above the number; CALL 1-800-XXX-XXXX very large; the offer cut to $125/mo* · No insurance needed; the legal line, the full ISI and “This program features synthetic performers.” beneath. It holds under the whole line, the ask included.** *Price super with the $125/mo*; the full ISI, held and readable, continues beneath the end card (see Standing elements).* The end card holds to 14:00. The block ends here and runs again to fill the 28:00 half hour.	**MUSIC / SFX** *The mnemonic resolves under the end card.* **ROSA · VO** BillyRx. No insurance. No waiting rooms. No reason to wait. Call the number on your screen, or scan the QR code.

Runs 1:31

End of the block at 14:00. The 14:00 repeats to fill 28:00.

APPENDIX

A · How the timing works

Every timecode is block time (0:00–14:00), timed from the host's read as laid into the block. A row runs from the start of its line to the start of the next row, and the first row after each :60 starts at the break.

The four :60 placements sit at 0:00, 4:14.5, 8:33.6 and 11:29.3. The program fills the four parts between them, which end at 4:14.5, 8:33.6, 11:29.3 and 14:00, so the rows of each part add up to the part and the program runs 10:00.

Program time (0:00–10:00) is block time less the :60s before it, and is given with each section.

Final timecodes are taken from the finished edit.

B · Open items before script lock

1. **The response number and the tracked QR code.** Every CTA card, both bumpers, the lower thirds, the persistent bar and the end card use 1-800-XXX-XXXX as a placeholder, and the :60 spells the number out. In the program Rosa never reads it: every ask sends the viewer to the number on the screen or the QR code. EAG supplies the tracked pay-per-call number, and BillyRx and EAG set up the QR code. The QR code carries the same tracked number, so a scan starts the call. Nothing airs until both are live and tested.
2. **Counsel sign-off.** BillyRx's counsel reviews every line in the claims list, including the weight-loss framing, the “what you really want” lines, the lines about the barriers and all four stories. Counsel also confirms the legal super: “Prescription products require a consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved.” And counsel decides where the full safety information lives. Nothing goes to prompter or voice until it clears.
3. **What $125 buys, and how it is billed.** BillyRx's published offer today: $125 a month as a 3-Month Special, $375 billed up front for a 12-week supply, renewing at $375 every 11 weeks, marked “limited until Sept 30, 2026”. BillyRx confirms the TV offer before anything is recorded: the product, what the caller or scanner pays today, what that includes, how it renews, how long the offer runs, and the final wording of the price super. The script promises nothing about the price holding; every spoken price line waits on this answer.
4. **The oral product.** Segment 3 says “BillyRx now carries FDA-approved GLP-1 tablets” on a card with no price, and the show open's offer says “if the needle stopped you, there's a tablet”, which lands on its own card, with no price, after the offer card clears. BillyRx's published offer lists its $125 tablet as compounded semaglutide, with the note that compounded medication is not FDA-approved. So the FDA-approved tablet never shares a frame, a card or a sentence with $125: the persistent bar drops the price through Segment 3, from Rafael's first story until the No Needles recap gives way to the CTA card, and wherever else the tablet is pictured or named on a card. BillyRx confirms which oral product the program sells, that it is FDA-approved, and whether $125 applies to it. If it doesn't, the show open's tablet line, the No Needles recap and the close's “No needle, if you don't want one” get their own price line.
5. **Results and emotional language.** Flagged for counsel: “I'll finally do something about my weight”, “GLP-1 weight loss treatment”, “If you've been trying to lose weight”, and the viewer's own wants (feel good in your clothes, the energy to keep up with your kids, like what you see in the mirror, walk into a room and feel confident, feel like yourself). None promises an amount, a speed or an outcome, every frame that shows them carries “Individual results vary.”, and the mirror moments are framed on faces, never bodies. The timeline in Segment 5 is adapted from BillyRx's own materials as captured on 26 September (your body adjusts, changes become noticeable, progress builds, your provider adjusts the plan), and Rosa's “Not a chart. You.” follows it. Counsel confirms each line.
6. **The stories are dramatizations.** Gloria, Rafael and Marisol are performed by the long-form cast, not BillyRx patients, and every story frame carries “Dramatization.” and “Individual results vary.” They say what stopped them, how simple the steps were and how it feels to have started; never pounds, sizes, outcomes or how long anything took. No shot shows anyone's body change over time: in Segment 5, Rafael's walk and his messages are feet and hands only. The customer's name, Rafael, is chosen so that no character shares a name with the real member review in BillyRx's own materials signed “Daniel L.”. Rosa's lines around the stories (“I want you to meet Rafael”, “You can hear the relief in that”, “Here's how she tells it”, “Remember Gloria”) speak of them as the program's people, never as BillyRx patients. BillyRx and counsel confirm the format and every line.
7. **What happens after the order.** On air: call or scan, a few health questions, a licensed provider reviews, a U.S. pharmacy prepares it, and it ships if it's right for you. In BillyRx's own materials, payment comes before the provider review, so BillyRx confirms what happens to the payment if the provider decides treatment isn't right (BillyRx's own materials mention a refund; the program says nothing about it until BillyRx confirms), and what a caller hears on the line. The script promises nothing about call hours or who answers.
8. **Testing and platform wording.** BillyRx's own materials list potency, sterility, pH and endotoxin testing; the script says “tested for potency, sterility and purity”. BillyRx confirms “purity”, confirms the “HIPAA-secure platform” wording, and supplies the LegitScript mark for the card.
9. **What BillyRx's published offer includes that the program leaves out.** A refund if a provider decides treatment isn't right, cancel-before-renewal terms, other medications such as tirzepatide, and percentage weight-loss figures are in BillyRx's own materials but not in the program. If BillyRx wants any of them on air, each goes to counsel as its own claim.
10. **The on-air disclosure line.** The end card carries “This program features synthetic performers.” The final wording follows the production route chosen; counsel confirms.
11. **Spanish, written for the Spanish audience.** Written in natural Spanish, in its own idiom and rhythm, not translated line by line. It fits the same 10:00 with the :60 in the same four slots and keeps every ask in the same place: “Llame al número en su pantalla, o escanee el

código QR.” Gloria is cast bilingual, as are Rafael and Marisol, so all four stories are performed in both languages. Counsel signs off on the Spanish wording too.

12. **Music.** The three-note mnemonic in full in the show open and resolving under the end card, a sparse piano under the stories, and one short sting on every CTA card. Tracks and licensing still to choose.

13. **Pictures to generate.** One character to cast and generate, Gloria, and her cast sheet. Six generated setups: Gloria's interview, her phone insert and her hallway-mirror moment; Rafael's interview; Marisol's interview and her bedroom-mirror moment. Five story lines are lip-synced. Everything else uses the existing B-roll and graphics. The type slams, the YOU KNOW. card, the show open's door card, the offer and CTA cards, the show open's tablet card, both bumpers, the segment card, the recap cards and the end card are built in-house. The CTA card, both bumpers, the steps card, the end card and the persistent bar carry the number and the QR code; the steps start with call or scan; the price-inclusions card and the tablet card carry their exact on-screen lines; the timeline is lettered in the wording from BillyRx's own materials; the close's slabs follow the order Rosa names the reasons; the intake phone screen is retouched so it shows the intake questions alone; and Rafael's walk in Segment 5 keeps to the feet-only and hands-only shots. We confirm Gloria's casting with you.

C · Standing elements

Persistent bar — every frame of the program, never over the :60:

- BillyRx wordmark (navy Billy, coral Rx) · CALL 1-800-XXX-XXXX, large, in coral · QR code with “Scan to order” · $125/mo*.
- Up from the first frame of the cold open to the last frame of the end card, including under full-screen graphics and CTA cards, where the card's own number is the larger.
- The one exception: through Segment 3, from Rafael's first story until the No Needles recap gives way to the CTA card, and on every other frame where the tablet is pictured or named on a card, the bar drops “$125/mo*” and keeps BillyRx · CALL 1-800-XXX-XXXX · QR · Scan to order, so the FDA-approved tablet never shares a frame, a card or a sentence with the price.
- The QR code carries the same tracked number, so a scan starts the call.

Legal supers — whenever they apply:

- Whenever the product, the price or shipping is on screen: “Prescription products require a consultation with a licensed provider. Not all patients qualify. Compounded products are not FDA-approved.” (counsel confirms the wording; see open items).
- “Shipping times vary.” whenever shipping, delivery, the box or the door is said or shown, and in the band of every CTA card.
- “Individual results vary.” on every frame that shows a want, a story, the timeline or a customer's progress.
- “Dramatization.” on every frame where Gloria, Rafael or Marisol is pictured, in their stories and outside them: the want moments, the B-roll, the message thread and the second bumper.

Full ISI — at the close:

- Starts under the final CTA card and runs, held and readable, through the end card to 14:00.
- The reference line reads “See Important Safety Information.” Counsel decides where the full safety information lives, for example read on the call.
- The on-air disclosure line: “This program features synthetic performers.”

Price super — every time $125 is on screen, the persistent bar included:

- “*Price terms to be confirmed by BillyRx before air.”, tied to the asterisk on $125/mo*. Never read aloud.
- Replaced before air by BillyRx's own terms line (BillyRx's published offer today: a 3-month plan, $375 billed up front for a 12-week supply).

Coming-up bumpers — before the second and third :60:

- End of Part 1, before the :60 at 4:14.5: COMING UP · the option without a needle. On “Already sure?” the tablet leaves the frame, then the bumper becomes the CTA card as Rosa asks for the call or scan.
- End of Part 2, before the :60 at 8:33.6: COMING UP · what happens after you call or scan, minute by minute, month by month, teasing Marisol's story. On “Ready now?” it becomes the CTA card as Rosa asks for the call or scan.

Full-screen CTA cards — on every spoken ask, and at the end of every segment:

- BillyRx wordmark (navy Billy, coral Rx) · CALL 1-800-XXX-XXXX in coral, the largest type on the card · QR code with SCAN TO ORDER, about a quarter of the frame height so it scans from a couch · $125/mo* one flat fee · No insurance needed · $0 membership · Delivered to your door, with a small “if prescribed” beneath it · legal super, price super and “Shipping times vary.” in the band. The persistent bar stays beneath it; the card's number is the larger. The same short sting lands with every card.
- This is the one definition: each CTA row in the script says “CTA card (standard; see Standing elements)” and adds only what differs there (the first card, the two bumpers, step one, the final card and the end card).
- Every spoken ask in the program names the same two responses: “Call the number on your screen, or scan the QR code.” Rosa never reads the number aloud in the program; it is spelled out only inside the :60. The card comes up on the ask, so the number she points to is the largest thing on screen, and where her next line picks the ask back up (“Not sure yet?”, “Still with me?”, “Not quite ready?”), the card holds under it before the cut back to her.

Lower thirds — between the cards:

- Mid-segment, in every segment: “Call now · 1-800-XXX-XXXX · or scan to order”, rising above the bar for about four seconds.
- On the returns into Segments 3 and 5: “$125/mo* · No insurance needed · Call 1-800-XXX-XXXX · or scan to order”.
- Names: “Rosa · your host” in the show open; Gloria, Rafael and Marisol on their stories.

D · Claims for counsel review

The lines BillyRx's counsel signs off before anything goes to prompter — what is said or shown, and where it plays in the block. The wording is exactly as scripted.

CLAIM	WHAT IS SAID OR SHOWN	WHERE (BLOCK)
Price	“GLP-1 weight loss treatment, for one flat fee. A hundred and twenty-five dollars a month.” · “At BillyRx, it's one flat fee. A hundred and twenty-five dollars a month.” · “One flat fee: a hundred and twenty-five dollars a month.” · “One flat fee, a hundred and twenty-five dollars a month, delivered to your door.” · “the provider review and the medication are both included in that one flat fee” · “And the price? One flat fee, a hundred and twenty-five dollars a month, no insurance needed.” · “And one flat fee: a hundred and twenty-five dollars a month. Zero membership fee.” · on screen: $125/mo* on the offer card, every CTA card, the persistent bar and the end card, always with the price super	1:47, 2:14, 2:50, 3:39, 7:12, 8:00, 11:12, 13:05
What the $125 covers	“That covers the medication itself, the review by a licensed U.S. provider, shipping to your door, and messaging with your care team. Four things. One number.” · “It covers the medication, the review by a licensed provider, shipping to your door, and messaging with your care team. No membership fee on top.” · “the provider review and the medication are both included in that one flat fee” · on screen: WHAT $125 INCLUDES · The medication · The provider review · Shipping to your door · Messaging with your care team	2:14, 2:50, 7:12
No membership fee	“No membership fee.” · “No membership fee on top.” · “Zero membership fee.” · on screen: $0 membership on the offer, recap and CTA cards	1:47, 2:50, 7:12, 13:05
Insurance	“No insurance needed.” · “Now, the second thing that stops people. What about insurance? Am I covered? You don't need to be. Really.” · “BillyRx doesn't go through insurance at all. Which means there's nothing to claim, and nothing to get denied.” · “No referral. No prior authorization. No letter three weeks later telling you no.” · “BillyRx doesn't go through insurance, so there's nothing to claim and nothing to get denied.” · “One flat fee, no insurance, a few questions from my phone?” · “No insurance, nothing to claim, nothing to get denied.” · “BillyRx. No insurance.” · on the end card: No insurance.	1:47, 3:14, 3:20, 3:26, 3:39, 6:05, 6:28, 7:12, 8:00, 11:12, 13:05, 13:52
No waiting rooms, no appointment	“No waiting room. No morning off work.” · “No waiting room, and no morning off work.” · “No appointment. No waiting room.” · “No waiting rooms, you start from your phone.” · “No waiting rooms. No reason to wait.” · on the end card: No insurance. No waiting rooms. No reason to wait.	3:32, 3:39, 10:06, 13:05, 13:52
Shipping	“Delivered to your door, free and discreet.” · “shipping to your door” · “delivered to your door” · “It ships to your door in as little as two to three days. Free, discreet, a plain box. Minutes to start. Days to arrive.” · “No pharmacy line. No pickup counter. It just comes to you.” · “if it's right for you, a plain box at your door” · “No pharmacy lines, it comes to you.” · always with “Shipping times vary.” on screen · “Delivered to your door” in the show open: said at about 0:55 of program, before “if it's right for you”; “if prescribed” on screen; counsel confirms	1:47, 2:14, 2:50, 3:39, 6:05, 10:26, 11:12, 13:05
The tablet (to confirm with BillyRx)	“And if the needle stopped you, there's a tablet.” (the offer card clears on “And if the needle stopped you,” and “There's a tablet.” lands on its own card, with no price) · “Here's the news. BillyRx now carries FDA-approved GLP-1 tablets. Same GLP-1. Taken by mouth. One a day, with a glass of water. No needles.” · “No needle, and no weekly shot to plan around.” · “If the needle was the thing, the needle is no longer the thing.” · “No needle, if you don't want one.” · on screen: the FDA APPROVED badge, in Segment 3 only, on a card with no price, and the persistent bar drops the price there (through Segment 3, from Rafael's first story until the No Needles recap gives way to the CTA card, and wherever else the tablet is pictured or named on a card) · There's a tablet. on its own tablet card in the show open, no price · “A tablet, one a day · Or an injectable” on the No Needles recap card, with no price on screen · in Segment 5, “A U.S. pharmacy prepares it.” plays over the vial, never the tablet, with “Compounded products are not FDA-approved.” readable (see the compounded-product disclosure)	1:19, 1:47, 4:06, 5:45, 6:05, 10:18, 12:29.3, 12:42, 13:05

CLAIM	WHAT IS SAID OR SHOWN	WHERE (BLOCK)
Injectables	“And if you're already comfortable with an injectable, BillyRx carries those too. Your provider helps you choose.”	6:05
Provider review	“Every prescription is reviewed by a licensed U.S. provider, licensed in your state. That review isn't a formality. They look at your history, your medications, and whether this is right for you. If it isn't, they'll tell you that, too.” · “And you'd want nothing less from anyone who might write you a prescription.” · “Because before you share your health history with someone, you deserve to know who's reading it.” · “a licensed U.S. provider reviews them” · “a licensed provider reviews them, and if it's right for you, it's prescribed” · “A licensed U.S. provider reviews your answers. If it's right for you, it's prescribed.” · “A provider review.” · “A licensed U.S. provider.”	2:14, 2:50, 3:32, 3:39, 6:28, 6:46, 7:12, 8:00, 10:18, 11:12
Care team	“messaging with your care team” · “And your provider doesn't disappear once the prescription is written. You message them with questions, and they answer. Your care team stays connected. This isn't a bottle in the mail. It's a plan, with a person on the other end of it.” · “your provider can adjust the plan with you. Not a chart. You.” · “If you have questions, you ask them right there, in your message thread.” · “And your care team stays connected the whole way. You're not doing this alone. You have someone to ask.” · “But you won't walk through it alone.”	2:14, 2:50, 7:45, 10:43, 11:01, 13:34
Pharmacy and testing	“The medication comes from U.S.-based pharmacy partners. Compounded in the U.S.A. And tested for potency, sterility and purity.” · “U.S.-based pharmacy partners.” · “A U.S. pharmacy prepares it.” (Segment 5, over the vial, with “Compounded products are not FDA-approved.” readable)	7:03, 8:00, 10:18
LegitScript and HIPAA	“BillyRx is LegitScript certified. That's an independent certification. It isn't something a company can give itself. And your information sits on a HIPAA-secure platform.” · “Those two matter more than they sound.” · “LegitScript certified. That's what 'is this real' looks like.” · on screen: the LegitScript mark (supplied by BillyRx)	7:30, 8:00
How it starts	“Just a few questions from your phone” · “You answer a few questions from your phone” · “One flat fee, no insurance, a few questions from my phone?” · “Step one. Call the number on your screen, or scan the QR code.” · “Step two. A few health questions, from your phone, in minutes. No appointment. No waiting room.” · “On the couch, or on your lunch break.” · “The whole thing, start to finish. Call or scan. A few questions. A provider review.” · “No waiting rooms, you start from your phone.”	3:32, 3:39, 6:28, 9:56, 10:06, 11:12, 13:05
Results timeline	“Now, the honest part. It isn't instant, and it isn't supposed to be. Weeks one and two, your body adjusts. Weeks three and four, changes become noticeable. By month two, progress builds. And from month three on, your provider can adjust the plan with you.” · “Not a chart. You.” · “Coming up, exactly what happens after you call or scan. Minute by minute, month by month.” (the second coming-up bumper) · on screen: WEEK 1–2 Your body adjusts · WEEK 3–4 Changes become noticeable · MONTH 2 Progress builds · MONTH 3+ Your provider adjusts the plan, with “Individual results vary.” and “Dramatization.” · the wording is adapted from BillyRx's own materials as captured on 26 September; counsel confirms	8:21, 10:43
Weight-loss framing (flagged for counsel)	“Next year, I'll finally do something about my weight.” · “GLP-1 weight loss treatment” · “If you've been trying to lose weight, don't wait for the end of the show.”	1:00, 1:47, 2:01
What you really want (flagged for counsel)	“You want to feel good in your clothes again. You want the energy to keep up with your kids. You want to look in the mirror and like what you see.” · “That's what this is really about. You want to walk into a room and feel confident. You want to feel like yourself again. And the door to it is open.” · “This was always about something bigger. Feeling good in your clothes. Keeping up with your kids. Feeling like yourself again.” · on screen with each: “Dramatization.” and “Individual results vary.”	1:05, 2:42, 13:34

CLAIM	WHAT IS SAID OR SHOWN	WHERE (BLOCK)
Dramatized stories (flagged for counsel)	Gloria, Segment 1: “Every time I looked into it, there was another fee, another form, another maybe. So I'd tell myself, next year. This year, I picked up the phone. And I stopped saying next year.” · Rafael, Segment 3: “Sunday nights were shot nights. I dreaded it all week. So after a while, I just stopped.” and “Now it's one tablet in the morning, with a glass of water. No more Sunday nights. And I feel like I'm finally doing something for me.” · Marisol, Segment 5: “I watched my husband do it from the couch. A few questions on his phone. A provider reviewed it. Then a plain box at our door. I thought, that's it? So I called. If I'd known it was this easy, I'd have called years ago.” · Gloria, the close: “I'm fifty-six. I figured this was for other people. Younger people. People with good insurance. I kept waiting to feel like the kind of person who does this. Turns out, I just had to make the call.” · Rosa's lines around them: “If that's you, I want you to meet Rafael. He's been there.” · “You can hear the relief in that. And I want that for you.” · “Here's how she tells it.” · “I love that. For her, it started with one phone call.” · “She knows that feeling.” · “Turns out, she didn't have to wait to feel ready. And if it's right for you, you don't either.” · on screen with every story: “Dramatization.” and “Individual results vary.”	2:29, 5:14.5, 5:25, 5:58, 6:05, 9:33.6, 9:43, 9:56, 12:42, 12:51, 13:05
The response	“Call the number on your screen, or scan the QR code.” and its variations (“Call the number on your screen now, or scan the QR code.” · “Pick up the phone and call the number on your screen, or scan the QR code right now.” · “Call the number on your screen right now, or scan the QR code.”) · the number itself is never read aloud in the program; it is spelled out only inside the :60 · CALL 1-800-XXX-XXXX with the QR and SCAN TO ORDER on every CTA card, both bumpers, the lower thirds, the persistent bar and the end card · the QR code carries the same tracked number, so a scan starts the call	2:01, 2:50, 3:39, 4:06, 6:05, 7:12, 8:00, 8:21, 9:56, 11:12, 13:05, 13:47, 13:52
The barriers and the close	“By now, you know what GLP-1s are. You've seen the commercials.” (no brand, product or company is named or shown; counsel confirms it can't suggest BillyRx sells the medicines in other companies' ads) · “So here's the question you might not ask out loud. Why haven't you started?” · “Wanting it was never the problem.” · “For years, getting a GLP-1 meant knocking on a door that stayed shut: insurance, referrals, waiting rooms. We think that door should be wide open.” · “Another reason it wasn't for you.” · “It was never about knowing what GLP-1s are. It was everything that stopped you.” · “So let's take the reasons away, one more time.” · “That's every reason you had. Gone.” (with “Not all patients qualify.” readable on that frame) · “So don't say next year.” · “BillyRx. No insurance. No waiting rooms. No reason to wait.” · on the end card: No insurance. No waiting rooms. No reason to wait.	1:12, 1:19, 1:28, 12:29.3, 12:42, 13:05, 13:47, 13:52

E · Sources for the product facts

Price and terms: BillyRx's published offer for Semaglutide and Semaglutide Tablets, captured 26 September 2026 ($125/mo 3-Month Special, $375 billed today for a 12-week supply, renews at $375 every 11 weeks, limited until Sept 30, 2026; “Medication + physician review, included in one flat price”; “No monthly membership fees”; “No insurance required”; “Free expedited delivery”; “Discreet 2–3 day shipping”). The ordering steps (choose a plan and pay, intake, provider review, ships), ongoing care-team support, the What to Expect timeline, LegitScript certification, licensed U.S. providers and pharmacies, “Compounded in U.S.A.”, the potency and sterility testing and the GLP-1 weight-loss framing: BillyRx's own materials, same date. The tablet: BillyRx's own materials (“Oral GLP-1 Option · Same GLP-1 · No Needles for Weight Loss”, marked FDA-approved) and the claim language of the :60. What $125 includes, the insurance, waiting-room and provider lines, U.S.-based pharmacy partners, “tested for potency, sterility and purity”, the HIPAA-secure platform and care-team messaging: the claim language of the :60 and this script, for BillyRx and counsel to confirm (see the open items). The stories are dramatizations written for this program; nothing in them comes from a BillyRx patient or review.

F · The call-or-scan map

Every place the program asks the viewer to call or scan: what Rosa says, or the CTA card where the number is on screen only.

TIME (BLOCK)	PROGRAM	WHAT THE VIEWER IS ASKED TO DO
2:01 SHOW OPEN	1:01	“Call the number on your screen, or scan the QR code.”

TIME (BLOCK)	PROGRAM	WHAT THE VIEWER IS ASKED TO DO
2:50 SEGMENT 1 · THE NUMBER	1:50	“Call the number on your screen, or scan the QR code.”
3:39 SEGMENT 2 · NO INSURANCE	2:39	“Call the number on your screen now, or scan the QR code.”
4:06 SEGMENT 2 · NO INSURANCE	3:06	“Call the number on your screen, or scan the QR code.”
6:05 SEGMENT 3 · NO NEEDLES	4:05	“Pick up the phone and call the number on your screen, or scan the QR code right now.”
7:12 SEGMENT 4 · IS THIS REAL	5:12	“Call the number on your screen, or scan the QR code.”
8:00 SEGMENT 4 · IS THIS REAL	6:00	“Call the number on your screen now, or scan the QR code.”
8:21 SEGMENT 4 · IS THIS REAL	6:21	“Call the number on your screen, or scan the QR code.”
9:56 SEGMENT 5 · WHAT HAPPENS WHEN YOU CALL OR SCAN	6:56	“Call the number on your screen, or scan the QR code.”
11:12 SEGMENT 5 · WHAT HAPPENS WHEN YOU CALL OR SCAN	8:12	“Call the number on your screen now, or scan the QR code.”
13:05 SEGMENT 6 · SOMEONE LIKE ME · CLOSE	9:05	“Call the number on your screen now, or scan the QR code.”
13:47 SEGMENT 6 · SOMEONE LIKE ME · CLOSE	9:47	“Call the number on your screen right now, or scan the QR code.”
13:52 SEGMENT 6 · SOMEONE LIKE ME · CLOSE	9:52	“Call the number on your screen, or scan the QR code.”