# Paramount
# DIGITAL ADVERTISING SPECIFICATIONS

# Paramount

# DIGITAL ADVERTISING SPECIFICATIONS
## VIDEO

# 3<sup>RD</sup> PARTY VAST SPECIFICATIONS

## VIDEO SPECIFICATIONS

**Dimensions:**
- **All videos should be in a HD aspect Ratio** (16:9) Specific dimensions below.
- Video will auto-scale correctly

**Frame Rate:**
- Frame Rate: 23.98 (23.976), 24, 25, 29.97, or 30fps
- Constant frame rate (native only)
- No de-interlacing with no frame blending
- Remove any Telecine or 3:2 pull-down added for broadcast

**Audio:**
- 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,
- Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard
- Max Peak: Should never exceed -6db

**Scan Type:**
- Progressive Only

**Container:**
- .mp4 (h.264 Codec)

**Duration:**
- Paramount ANZ accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any Tag submitted Can only contain a creative of a single length.

*For example, if a tag contains a :15, it must only contain a :15, but can rotate up to 10 creatives. If 30s are part of the creative rotation, they must be submitted in a second tag, that only contains 30 second creative (Max rotation of 10). *Assets longer than :30 are only available for mid roll inventory.*

# 3<sup>RD</sup> PARTY VAST SPECIFICATIONS



## TRANSCODE AND MEDIA LIST

**VAST TRANSCODES:**
*Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29*
Required Assets

| REQUIRED BIT RATE | CODECS ACCEPTED | MIN DIMENSIONS | MAX FILE SIZE | | | USE CASES |
|---|---|---|---|---|---|---|
| 10 – 40 Mbps | H.264 (High Profile) | 1920x1080 | 1.7 GB Max | | | Mezzanine file required for SSAI environments |

| BIT RATE | CODECS ACCEPTED | MIN DIMENSIONS | MAX FILE SIZE BASED ON DURATION | | | USE CASES |
|---|---|---|---|---|---|---|
| | | | :15 | :30 | :60 | |
| 2,100 kbps +/- 50 kbps | H.264 (High Profile) | 1024x576 | 4.5MB | 9MB | 18MB | High bandwidth users |
| 1,500 kbps +/- 50 kbps | H.264 (High Profile) | 960x540 | 4.5MB | 9MB | 18MB | Standard asset for users |
| 750 kbps +/- 50 kbps | H.264 (High Profile) | 768x432 | 4.5MB | 9MB | 18MB | Standard asset for users and pre roll |
| 375 kbps +/- 50 kbps | H.264 (High Profile) | 640x360 | 4.5MB | 9MB | 18MB | Low bandwidth users |

**ALL ASSETS ABOVE THIS LINE ARE REQUIRED TO BE PRESENT IN THE VAST TAG**

## IMPORTANT NOTES GENERAL TO THIRD PARTY SERVED ASSETS

1. VAST 4.0, 3.0 and VAST 2.0 are supported; VAST 1.1 is not supported
2. **"Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed**
3. IAS, DV, and MOAT VPAID is not accepted
4. All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
5. Ad server Creative ID required in VAST XML
6. Creatives in rotation should be limited to a max of 10
7. Paramount ANZ does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial
8. Double Spotting is also not accepted
9. Max file weight for odd length creative should follow sizing pattern based on the :15,:30, & :60 durations listed
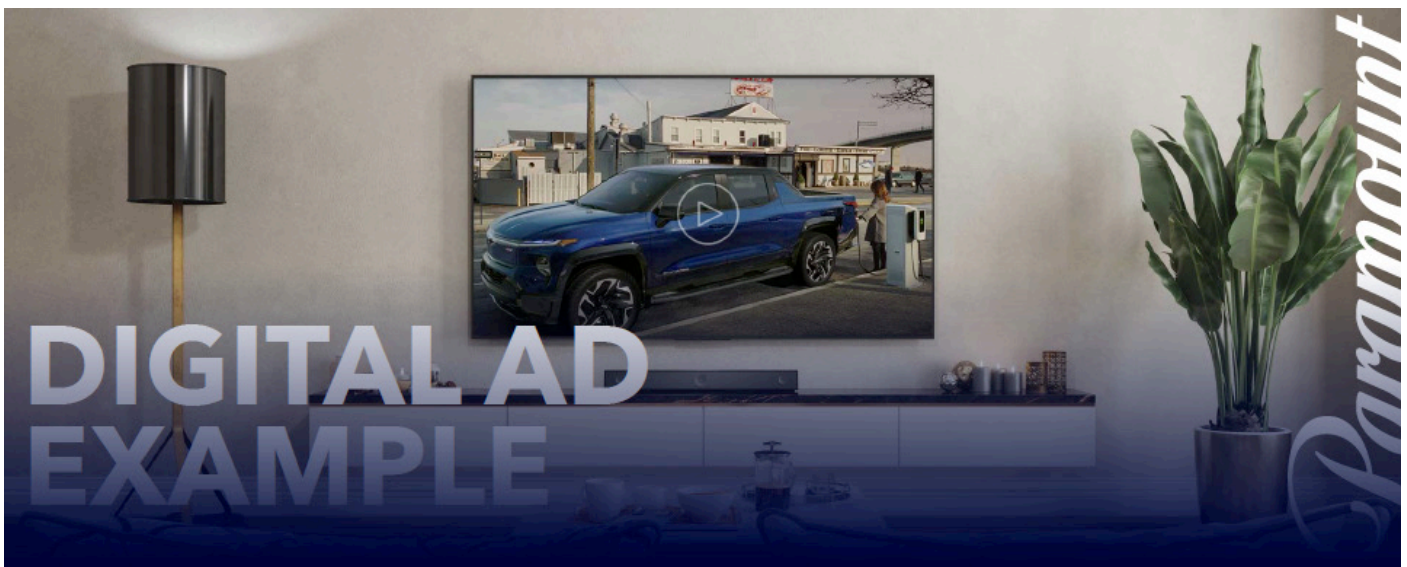
# 3<sup>RD</sup> PARTY VAST SPECIFICATIONS



## TRACKING

| TRACKING AVAILABLE | Paramount ANZ is able to run the full host of IAB tracking metrics. Including, but not limited to:<br>• Impression<br>• Quartile Tracking: 25%, 50%, 75%, 100%<br>• Clicks<br>• Mute/Un-mute<br>• Full screen |
|---|---|
| VALIDATION | • Blocking of video delivery is strictly prohibited by Paramount ANZ<br>• 1x1 tracking tags are accepted for monitoring only (No Java Script)<br>• Viewability can only be tracked via Vendor integration and is web only<br>• 1x1 tracking viewability tracking is available. Measured via MOAT, based on MRC definition (50% pixels for 2 consecutive seconds) |



## SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION

# PARAMOUNT ANZ
# HOSTED VIDEO IN-STREAM
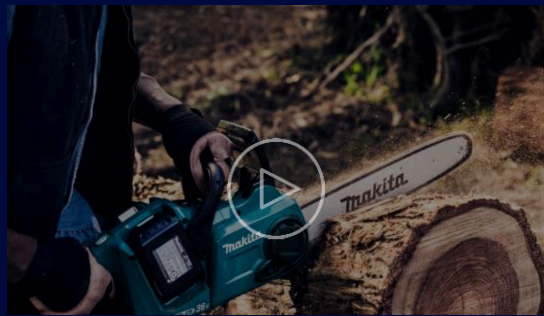


## VIDEO AND AUDIO SPECIFICATIONS

**Dimensions:**
- Minimum resolution of 1280x720 (16:9)
- No Black bars

**Codec(s):**
- .mp4 (H.264 High Profile) (preferred)
- .mov (Apple ProRes 422 or Apple ProRes 422HQ)
- Interlaced video is not accepted scan type must be Progressive

**Frame Rate:**
- Frame Rate: 23.98 (23.976), 24, 25, 29.97, or 30 fps
- Color Space: 4:2:2 or 4:2:0
- Constant frame rate only (in native format)
- Remove any Telecine or 3:2 pull-down added for broadcast
- Please make content progressive using adaptivede-interlace with no frame blending

**Min Size:**
No minimum as long as asset meets resolution and bit rate requirements

**Max Size:**
10 GB

**Video Bit Rate:**
Constant Bit Rate
10-40 Mbps

**Slates:**
Video must be submitted without leaders
(i.e. leaders, slates, countdowns).

**Duration:**
Paramount ANZ accepts a variety of length creatives, standards include :15, :30, :60*, :90*.
*Any odd length creative, please contact your Paramount ANZ Sales Representative*
*\*Anything longer than a :30 can only run in midroll inventory.*

**Audio:**
- 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate
- Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard
- Max Peak: Should never exceed -6db

**Timeline:**
3-5 business days traffic and testing lead-time from the receipt of the final asset

## IMPORTANT NOTES GENERAL FOR PARAMOUNT ANZ HOSTED ASSETS

1. "Fourth-party" wrapping of any billing pixel is not allowed.
2. IAS, DV, MOAT VPAID not accepted
3. All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
4. Max Creatives:10
5. Paramount ANZ does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial
6. Double Spotting is also not accepted
7. Metrics provided to advertisers: Impressions, Clicks, Completion Rate and CTR.

# PARAMOUNT ANZ HOSTED VIDEO IN-STREAM
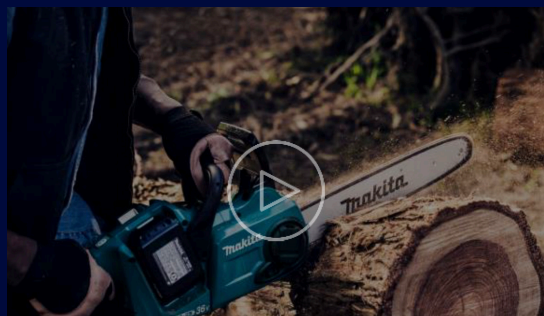


## GENERAL NOTES

| | |
|---|---|
| **TRACKING AVAILABLE** | Paramount ANZ is able to run the full host of IAB tracking metrics. Including, but not limited to:<br>• Impression<br>• Quartile Tracking: 25%, 50%, 75%, 100%<br>• Clicks<br>• Mute/Un-mute<br>• Full screen |
| **AD VALIDATION** | • Blocking of video delivery is strictly prohibited by Paramount ANZ<br>• 1x1 tracking tags are accepted for monitoring only (No Java Script)<br>• Viewability can only be tracked via Vendor integration<br>• 1x1 tracking viewability tracking is available. Measured via MOAT, based on MRC definition (50% pixels for 2 consecutive seconds) |



DIGITAL AD EXAMPLE
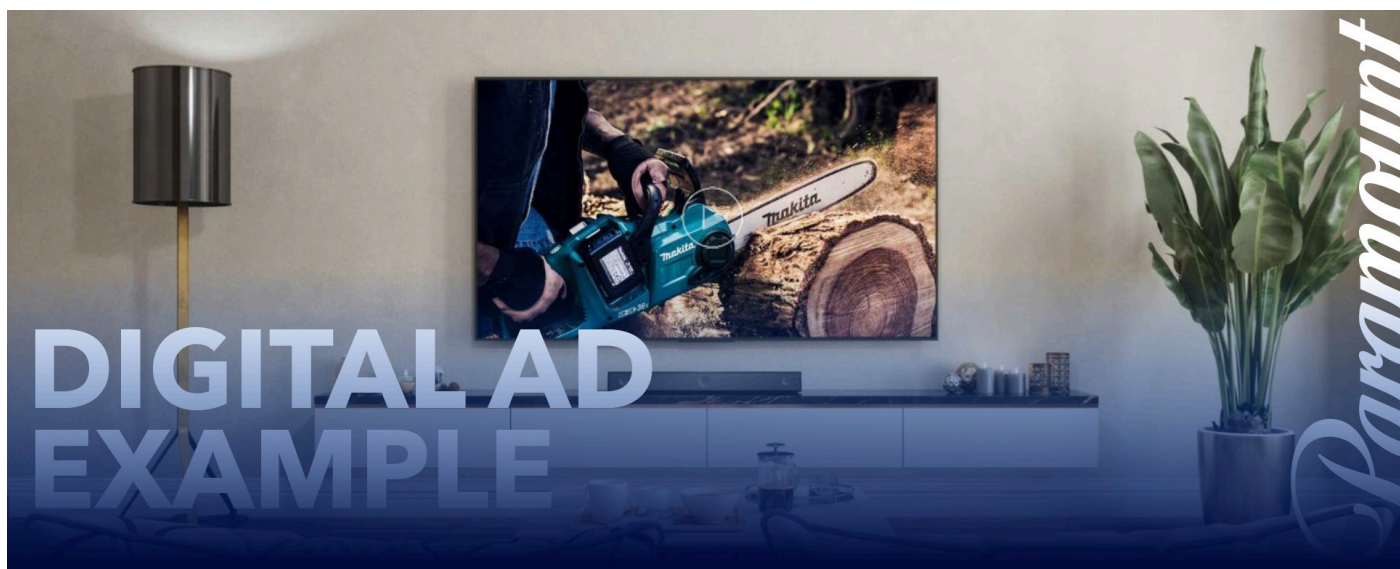
## SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION

**CONTACT**
Questions about this opportunity, please contact your Paramount ANZ sales representative

**TECHNICAL QUESTIONS**
If you have technical questions about your creative, email: **adops@networkten.com.au**

# Paramount

# DIGITAL ADVERTISING SPECIFICATIONS
## PREMIUM

# PREMIUM PAUSE



## DESCRIPTION

A user-initiated CTV ad format, the Premium Pause places your brands on the big screen when the viewer pauses the content. Highly impactful, with custom animated creative built in-house, brands can drive action with embedded QR codes and special offers. A non-disruptive video adjacent experience that is initiated by a viewer. Content is great for contextual targeting and calls attention and engagement with call to action and QR codes. Best for contextual messaging, driving awareness and engagement with shoppable moments.

## SPECIFICATIONS

- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum two rounds of changes, final changes must be received no later than 1 week prior to live date
- Final editorial to be approved by Paramount ANZ
- Guidelines apply to design layout and animation

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF**
- Brief and assets required 4 weeks prior to live date

# PAUSE LITE



## DESCRIPTION

A user-initiated ad format on Foxtel iQ boxes – 3, 4 and 5 models, Samsung, LG, HBBtv and Hisense tv. Highly impactful, Pause Lite places your brand on a static frame on the big screen. Pause Lite allows marketers to deliver relevant messaging to consumers at the right time and right place – during a natural, user-determined break. Perfect for contextual targeting and draws attention and engagement with call to action and QR codes. Allowing advertisers to create and own a positive, entertaining viewer experience. Best for contextual messaging, driving awareness and engagement with shoppable moments.
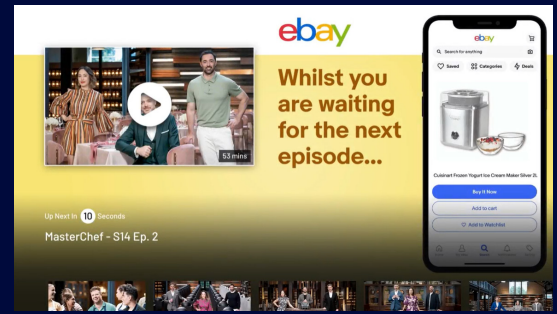
## SPECIFICATIONS

- 1066x666 High Res Image – JPEG / PNG, OR
- 533x333 Low Res Image – JPEG / PNG / EPS
- Audio – No Audio
- 3rd Party click/impression tracking available

## SUPPORTED PLATFORMS

- CTV (VOD only)

# COUNTDOWN



## DESCRIPTION

Across Connected TVs, the countdown format appears at the end of a program before the next program plays, an opportune video adjacent moment. Custom creative where the content squeezes back with brands taking ownership of majority of the screen. Unlike Premium Pause, the Countdown auto plays and is not user initiated. Continuing our delivery of premium format opportunities that is non-intrusive and viewer first. This highly impactful Countdown creative appears at the end of a program driving awareness and deeper engagement opportunities.

## SPECIFICATIONS

- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF**
- Brief and assets required 4 weeks prior to live date

# SmartSNAP



## DESCRIPTION

A CTV video ad format fusing content with commerce by embedding dynamic QR codes within an existing TVC and the addition of a custom static end frame. SmartSNAP provides an active ad experience, allowing viewers to take action via their second screen, driving them to contextually relevant destinations.

## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

**Audio:**
- Raw Audio without voiceover (recommended) used in the base video creative for use in the custom end frame - .wav, mp3 or as part of the TVC
- When audio is not provided – a stock audio file that matches the creative's overall tone or the default spot audio is used over the end frame

**PLAYBACK**
**sample PSD templates**

**END FRAME**
**sample PSD templates**

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Max 2 unique end frame QR codes
- QR size: min 200x200 / max 730x730
- End frame max 15 seconds
- Call-to-action text should include offer details and encourage users to scan QR codes
- Please do not provide the QR code when supplying creative assets
- CTV only

# SmartSNAP



## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 16 business days prior to live date.

# DYNAMIC VIDEO



## DESCRIPTION

Paramount ANZ brings a dynamic video solution through data driven creative to CTV. Dynamic Video allows for near-real time dynamic adjustments, based on attributes of the viewer, the content they are consuming or even based on advertiser product-related elements.

## SPECIFICATIONS

### Video:
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

### Video File Types:
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

### Graphics
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

### Audio:
- Raw Audio without voiceover (recommended) used in the base video creative for use in the custom end frame - .wav, mp3 or as part of the TVC
- When audio is not provided – a stock audio file that matches the creative's overall tone or the default spot audio is used over the end frame

**PLAYBACK**
**sample PSD templates**

**END FRAME**
**sample PSD templates**

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Max 2 unique end frame QR codes
- QR size: min 200x200 / max 730x730
- End frame max 15 seconds
- Call-to-action text should include offer details and encourage users to scan QR codes
- Dynamic triggers: Paramount ANZ metadata or/and Advertiser API
- CTV only

# DYNAMIC VIDEO



## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 20 business days prior to live date.

# BrandBOOST
## THE FRAME



## DESCRIPTION

A suite of premium products offering brands a boost to drive further awareness and impact from their TVC with ease. A customisable skin that adds a layer of concurrent messaging to a brand TVC. Creates opportunities to build greater brand presence and impact through program specific and/or seasonal messaging.

## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Video is inside the frame area
- General video placement recommendations: Top-L, Top-R, Mid-Top, Mid-L, Mid-R, Mid-Mid, Bottom-L, Bottom-R
- Animation can be included
- CTV only

## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 16 business days prior to live date.

# BrandBOOST
## BRANDPOP



## DESCRIPTION

A suite of premium products offering brands a boost to drive further awareness and impact from their TVC with ease. An overlay appears over the pre-roll video, prompting the user to a call-to-action that can include: visiting the website, auto-animation. Used for lighter engagement. Positioning and sizing are flexible.

## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Video is under the Overlay
- Video starts and remains full screen
- Overlay fades in after 2 seconds
- Overlay can be any size/position/shape
- Overlay doesn't obstruct important elements of TVC
- CTV only

## SUPPORTED PLATFORMS
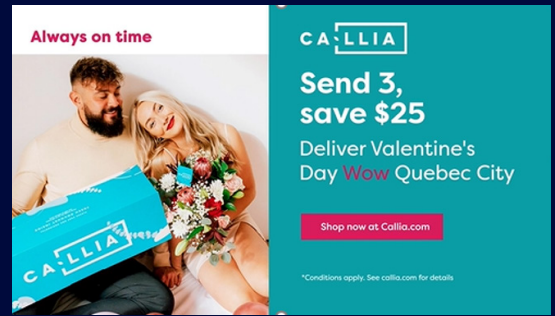
- CTV (Live & VOD)

# BrandBOOST
## BRANDPOP



## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 16 business days prior to live date.

# BrandBOOST
## IMPACT CARD



## DESCRIPTION

A suite of premium products offering brands a boost to drive further awareness and impact from their TVC with ease. An end card is placed at the end of the video pre-roll, featuring additional product information. Consider the time added to the video which might affect booked inventory. Recommended duration of 5 seconds, to add to shorter pre-roll videos.

## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Appears after the main video duration ends. Fullscreen
- Impact card duration is 5 seconds
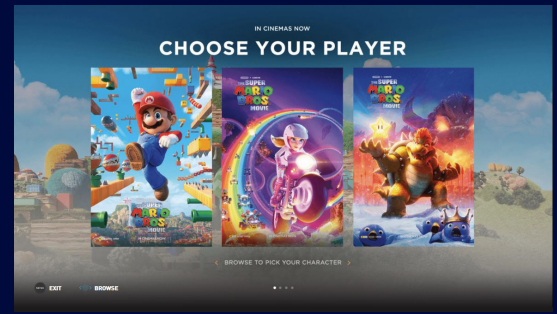- Animation can be included
- CTV (Live & VOD)

## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 16 business days prior to live date.
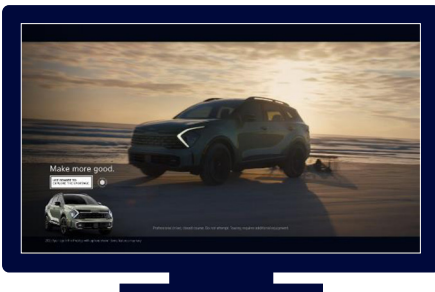
# ADSELECTOR



## DESCRIPTION

A CTV ad experience that puts the viewer in control by allowing them to choose the ad they want see. Through their television remote, viewers can engage and explore additional video content during the ad break increasing time earned with the brand.

An overlay with a CTA appears around the standard video. Viewer engages using their remote to deploy a full screen video gallery.
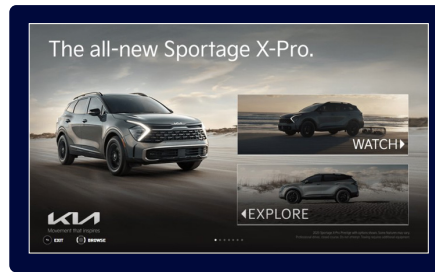
## HOW IT WORKS

**1. Viewer is served the AdSelector while watching 10 Play VOD**



An overlay with CTA appears around the TVC. Viewer engages using their remote control by pressing 'OK'.
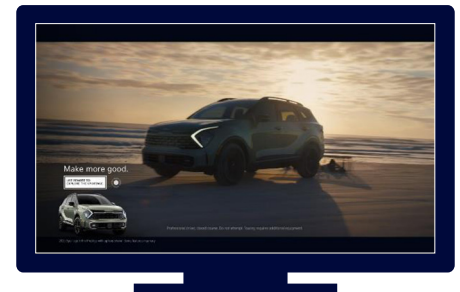
If the viewer chooses not to engage, the TVC will play until duration is complete.

**2. AdSelector expands into a full screen environment**



The viewer uses their remote to chooses their ad experience. In this example there are two video options; 'WATCH' or 'EXPLORE'.
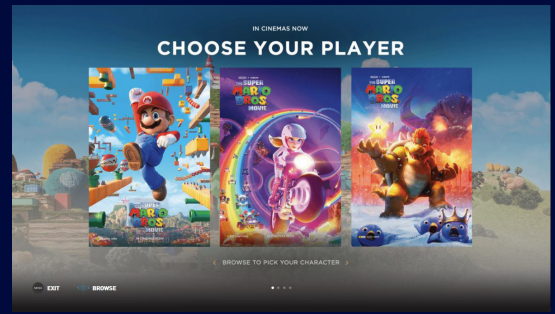
**3. Viewer closes the AdSelector**



Full screen environment closes and the ad resumes from where it left off.

# ADSELECTOR

## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
- QR codes not accepted

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 20 business days prior to live date.

# CANVAS GALLERY



## DESCRIPTION

A standard video that scales down to reveal a branded skin, featuring a carousel of static copy or imagery. Viewers use their remote to scroll through up to 5 x panels, whilst the video continues to play.

Canvas Gallery has three solutions offering a custom approach for brands. Based on the objectives of your brief, there is the option to accommodate up to 5 x panels (min 3 panels).

- ★ **Option One – 3 panels**
- ★ **Option Two – 4 panels**
- ★ **Option Three – 5 panels**

## HOW IT WORKS

| **1. Viewer is served the Canvas Gallery while watching 10 Play VOD or Live** | **2. Standard video continues to play for duration of TVC** | **3. The background skin is static, to create a 'safe-space' for the gallery interactivity to occur** | **4. The scrollable gallery (in green) can include up to 5 x Panels of static imagery** |
|---|---|---|---|



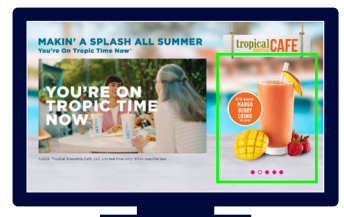Full screen standard video plays for 2 seconds before squeezing back to reveal branded skin.
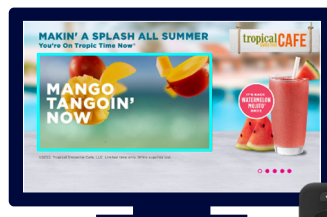
Viewers scroll through the gallery of images using the arrows on their remote. This function is user initiated not automatic.
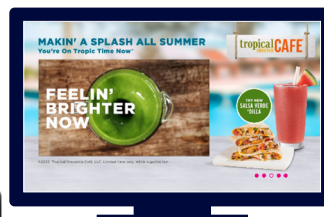
The background skin can be customised to include messaging, offers, and iconography alongside the TVC and gallery, to speak directly to a target audience.

The scrollable gallery helps to drive deeper awareness and consideration of a brand by showcasing the breadth their offering.

# CANVAS GALLERY



## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
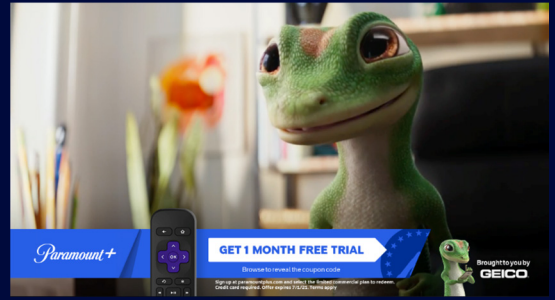- QR codes not accepted

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 20 business days prior to live date.
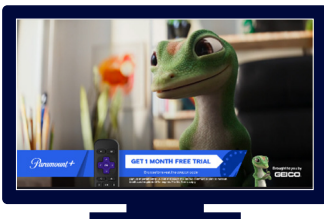
# INTERACTIVE OVERLAY



## DESCRIPTION

An interactive banner overlay that appears in the lower-frame of a standard video as it plays. Viewers can engage with the overlay using their remote to reveal an offer or code message.

## HOW IT WORKS

**1. At the start of the standard video, the overlay appears in the lower half of the frame.**

**2. The viewer is prompted to engage with the overlay using their remote control by clicking 'OK'.**

**3. Viewers are able to interact with the overlay for the duration of the TVC.**

**4. Video ends.**









The video will continue to play. This product functions in both VOD and Live environments.
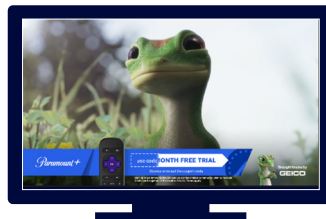
The overlay can be customised to reflect brand colours, fonts and a brand logo.

TIP/ Ensure you include a compelling CTA that encourages viewer engagement with the Overlay.
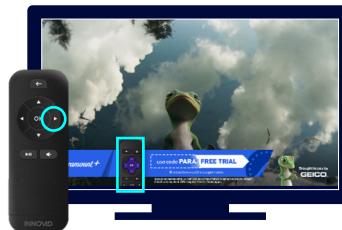
The overlay is user-initiated.  Viewers can interact with the overlay by pressing the right arrow on their remote to reveal a bespoke offer/ code.
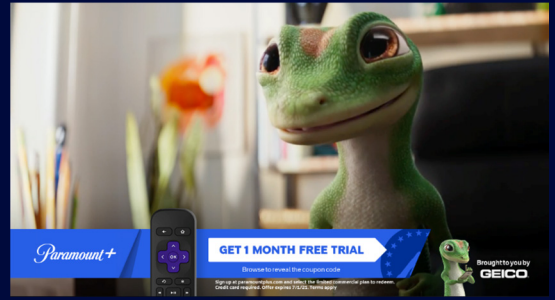
THINK:  'Click to reveal'

Interacting with the Overlay will not pause the TVC.

# INTERACTIVE OVERLAY



## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
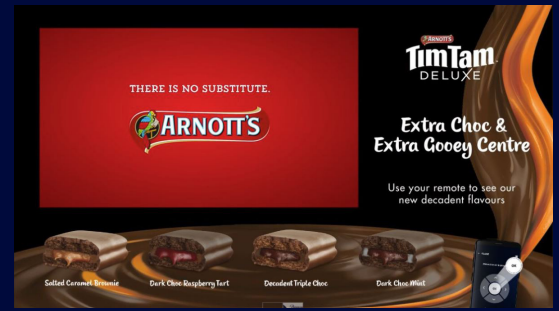- QR codes not accepted

## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 20 business days prior to live date.

# EXPANDER
## IMAGE



## DESCRIPTION

The Image/Video Gallery Expander gives viewers the option to explore multiple pieces of brand content/imagery, housed in a single ad experience. An overlay with CTA appears around a standard ad where viewers can engage using their remote to deploy a full screen ad experience. Once viewers close the expanded ad, the standard video resumes.

## IMAGE EXPANDER: HOW IT WORKS

| 1. Standard video begins | 2. The standard video scales back to reveal a customisable skin | 3. Include up to 5 x panels of imagery | 4. Video ends. |
|---|---|---|---|



Video will play in full screen for 2 seconds before Expander appears.

Brands can include up to 5 x panels of imagery.

Viewers are prompted to use their remote to engage.

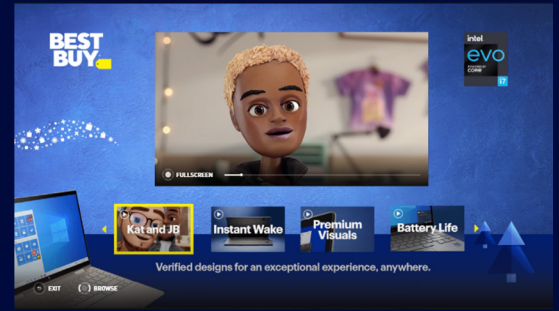Viewers are taken into a separate ad experience where they use their remote to scroll through images.

To exit the experience, viewers click the back button on their remote.

Video will continue to play from the same point where they left to engage with the experience.
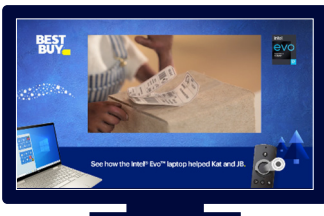
# EXPANDER
## VIDEO



## DESCRIPTION

The Image/Video Gallery Expander gives viewers the option to explore multiple pieces of brand content/imagery, housed in a single ad experience. An overlay with CTA appears around a standard ad where viewers can engage using their remote to deploy a full screen ad experience. Once viewers close the expanded ad, the standard video resumes.

## VIDEO EXPANDER: HOW IT WORKS

| | | | |
|---|---|---|---|
| **1. Video plays for 2 seconds then scales back to reveal branded skin.** | **2. When the user engages with the Expander, the standard video will pause.** | **3. User's can play the content in full screen by pressing 'OK' on their remote. To go back, user's click 'EXIT'.** | **4. Viewers can enter and exit the experience at any time while standard video continues to play.** |



The skin is fully customisable with static copy and imagery
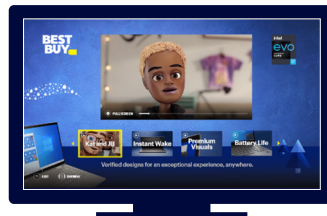


Viewers can scroll throw up to 5 x panels of additional video content.

Thumbnail images are customisable.
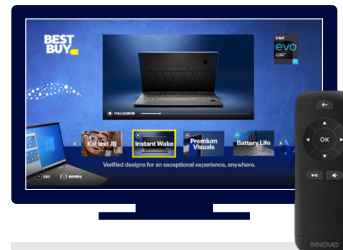


Users use their remote to scroll through additional content. Videos will auto-play as the user clicks through.
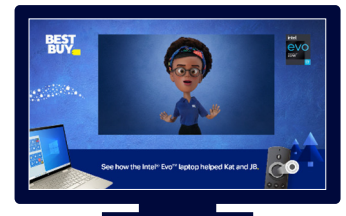


Once the viewer exits the experience, the remainder of the standard video will play.

# EXPANDER



## SPECIFICATIONS

**Video:**
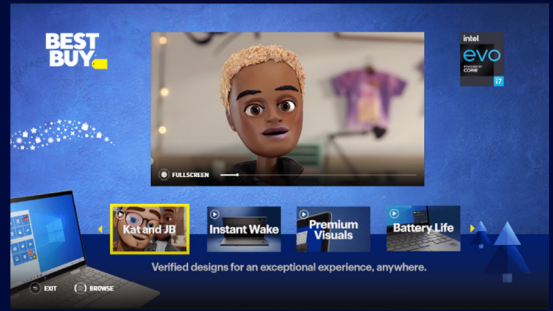- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
- QR codes not accepted

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 20 business days prior to live date.

# Paramount

# DIGITAL ADVERTISING SPECIFICATIONS
## SPONSORSHIPS

# BRAND BILLBOARD



## DESCRIPTION

10" cutdown of a brand TVC placed inside a Paramount ANZ/show-specific template, accompanied by a voice over with 'brought to you by' messaging. Runs as a solus pre-roll or first/last position in pod. Can be aligned to a show (either using the same asset as broadcast or can create a digital-only version) or ROS across 10 Play. Extension of the broadcast user journey, maximising the 'brought to you by' messaging. Only runs in premium position.

## SPECIFICATIONS

- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ
- Constant Bit Rate 10-40 Mbps

- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST tracking supported
- Video Duration 10 seconds
- Runs as Pre-roll, First or Last in Pod

## GUIDELINES

- Maximum one round of changes, final changes must be received no later than 1 week prior to live date
- Final editorial to be approved by Paramount ANZ
- Guidelines apply to design layout and animation

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for a **BILLBOARD BRIEF**
- Brief required 2 weeks prior to live date

# INTEGRATED BILLBOARD



## DESCRIPTION

Integrated billboards use 10" of in-program vision (compared to a Brand Billboard which uses TVC vision) placed inside a show-specific template, accompanied by a voice over with 'brought to you by' messaging. Because they use program vision they can only appear after specific segments in the episode. Runs as first or last position in pod. The use of program vision with contextual targeting in specific ad pods allows us to maximise engagement and brand recall.

## SPECIFICATIONS

- **Broadcast asset only, creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 10 seconds
- Runs First or Last in Pod, episode and pod specific
- 3rd party VAST tracking supported

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for next steps

# PLAYING NOW



## DESCRIPTION

A unique integrated ad that synergises the look and feel of the brand and the program, coming to life as a 15" solus pre-roll that leads directly into the beginning of the content stream. Put your brand in the spotlight with inclusion of brand logo, TVC vision, static imagery and an integrated VO. Ensure your brand is top of mind as viewers tune in to their favourite shows.

## SPECIFICATIONS

- **Creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 10 or 15 seconds
- Runs as Pre-roll
- 3rd party VAST tracking supported

## GUIDELINES

- Maximum two rounds of changes, final changes must be received no later than 1 week prior to live date
- Final editorial to be approved by Paramount ANZ
- Guidelines apply to design layout and animation

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for a **PLAYING NOW DESIGN BRIEF**
- Brief and assets required 4 weeks prior to live date

# THROW


Now what's cooking
IN CINEMAS?

## DESCRIPTION

A 5" bespoke animated graphic with a relevant message that 'throws'/leads into a brand TVC.
Appears first in break. Digital-only throws are available for 10Play sponsorships.
A unique way of calling attention to a TVC and providing relevance to a brand alignment.

## SPECIFICATIONS

- **Creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 5 seconds

- 5 seconds Throw + 15 or 30 seconds TVC stitched
- Runs First in Pod
- 3rd party VAST tracking supported

## GUIDELINES

- Maximum one round of changes, final changes must be received no later than 1 week prior to live date
- Final editorial to be approved by Paramount ANZ
- Guidelines apply to design layout and animation

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for next steps, 4 weeks prior to live date

# PROGRAM ID



## DESCRIPTION

A 5" bespoke 2D animated asset that connects a brand with a program via a seamless transition between the logos, with relevant visual motifs. These are broadcast assets that can be mirrored on 10 Play, and can appear first or last in break following a brand billboard.

Place a brand directly in the environment of the show, maximising sponsor impact and recall leading in/out of a segment.

## SPECIFICATIONS

- **Broadcast asset only, creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 5 seconds
- 10 seconds billboard + 5 seconds Program ID stitched
- Runs as First or Last in Pod
- 3rd party VAST tracking supported

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for next steps

# PLAYOUT



## DESCRIPTION

Playouts are a 10" asset which use in-program vision to drive to a 10 Play destination. The play-out resolves on an end frame with a brand logo and URL. These are broadcast assets that can be mirrored on 10 Play, and appear first in break after the relevant segment. The use of program vision with contextual targeting in specific ad pods allows us to maximise impact and brand recall. Useful in driving to sponsored content on 10 Play.

## SPECIFICATIONS

- **Broadcast asset only, creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 10 seconds
- Runs First in Pod, episode and pod specific
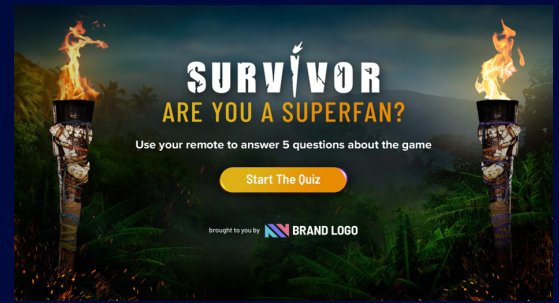- 3rd party VAST tracking supported

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for next steps

# TRIVIA

## DESCRIPTION

Exclusive digital only tenpole or sport sponsorship solution, available to Tier 1 sponsors of selected programming.

Trivia is an interactive quiz that invites viewers to answer up to 5 x curated questions relevant to key programming, designed to further embed a brand directly into a premium program environment, driving deeper engagement with viewers.

## HOW IT WORKS

**1. Sponsor brand TVC begins, in VOD environment.**

**2. The viewer is taken to a full-screen ad-experience, and instructed to answer min. 3 and max 5 x questions using their remote.**

**3. Viewers are given 10-seconds to choose from up to 4 x response options, by clicking 'OK' on their remote.**

**4. At the conclusion of the quiz, the end frame will display the total number of correct answers out of 5.**









A CTA appears, prompting viewers to click 'OK" on their remote, to test their show-knowledge via a tentpole skinned interactive quiz, 'brought to you by' the sponsor.
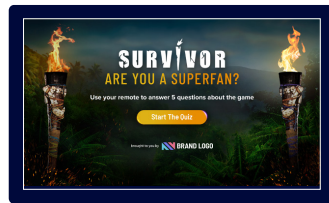
Viewers click 'OK' to start the quiz.

The screen will display if the response is correct/incorrect and automatically move to the next question.
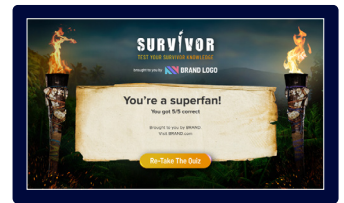
For Sponsors, the End-Frame offers a unique opportunity to include tailored brand messaging aligned to Trivia result.

Think/ Bespoke offers for correct answers etc.

**5. Users can either 'replay' the quiz or exit the Trivia experience to return to the sponsor brand TVC.**
If they choose to exit the quiz, the sponsor brand TVC resumes.

# TRIVIA



## SPECIFICATIONS

**Video:**
- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

**Video File Types:**
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

**Graphics**
- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
- QR codes not accepted

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a **PREMIUM FORMATS DESIGN BRIEF FORM**, 23 business days prior to live date.
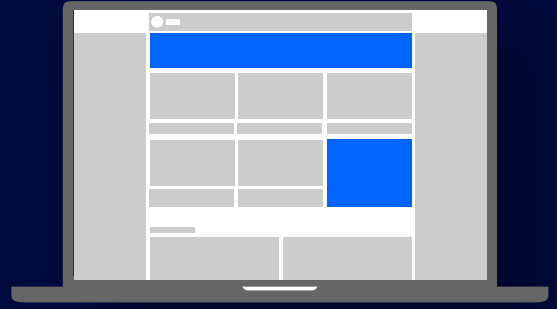
# Paramount
# DIGITAL ADVERTISING SPECIFICATIONS
## DISPLAY

# STANDARD DESKTOP DISPLAY

## FIRST PARTY AD BANNER

| Asset | Dimensions | Max File Size | File Format |
|---|---|---|---|
| Mrec | 300(w) x 250(h) px | 80KB | JPG, GIF, PNG |
| Leaderboard | 728(w) x 90(h) px | 80KB | JPG, GIF, PNG |

## THIRD PARTY AD BANNER

**All rich media banners must be third party served**
**Accepted third party vendors**

DoubleClick, Sizmek and Bonzai. All scripts must be secure and any tags received from vendors not approved by Paramount ANZ may delay creative approval and overall campaign start.

1. **Max animation time of 15 seconds**
2. **No continuous looping permitted**
3. **We can accept a single 3rd party impression tag, and a single click tracking tag for each creative size.**
4. **We do not allow Forth party "blocking" tags.**

## SUBMISSION LEAD-TIME AND DELIVERY

**TIMELINE**
Creative must be provided at least 3 working days prior to campaign commencement.

**LATE SUBMISSIONS**
Any late units may delay launch or affect total campaign delivery.

**FURTHER NOTES**
Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by Paramount ANZ.

# STANDARD
# MOBILE BANNER
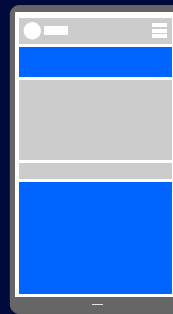
## FIRST PARTY AD BANNER

| Asset | Dimensions | Max File Size | File Format |
|---|---|---|---|
| Mrec | 300(w) x 250(h) px | 80KB | JPG, GIF, PNG |
| Mobile Leaderboard | 320(w) x 50(h) px | 80KB | JPG, GIF, PNG |

## THIRD PARTY AD BANNER

**All rich media banners must be third party served**
**Accepted third party vendors**

DoubleClick, Sizmek and Bonzai. All scripts must be secure and any tags received from vendors not approved by Paramount ANZ may delay creative approval and overall campaign start.

1. **Max animation time of 15 seconds**
2. **No continuous looping permitted**
3. **We can accept a single 3rd party impression tag, and a single click tracking tag for each creative size.**
4. **We do not allow Forth party "blocking" tags.**

## SUBMISSION LEAD-TIME AND DELIVERY

**TIMELINE**
Creative must be provided at least 3 working days prior to campaign commencement.

**LATE SUBMISSIONS**
Any late units may delay launch or affect total campaign delivery.

**FURTHER NOTES**
Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by Paramount ANZ.

# 10 PLAY SKINS
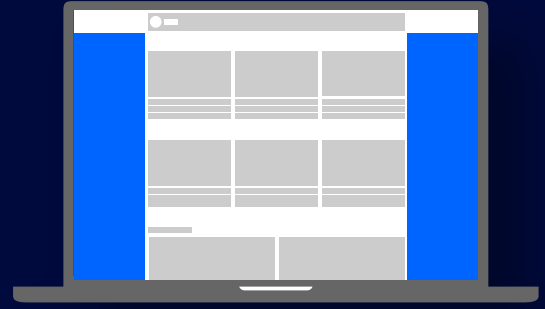


## DIMENSIONS

**The ad can only be served by Paramount ANZ.**

Canvas: 1636x1300 px
Dimension Skins: 318x1300 px (left) and 318x1300 px (right)Publisher content space: 1000 px
File Format: JPG, PNG
Max File Size: 100 Kb
Safe Zone Messaging 136x700 px

**Additional Instructions:**

1. The creative should be designed in a way that the background should fill the whole 1636x1300 px area.

2. Please provide Hex colour of the background.

3. It is recommended to include a Fade to Transparent gradient 10px from the edge of side/bottom of the skins

4. We can accept a single 3rd party impression tag, and a single click tracking tag for each creative size.

5. Cannot be Third Party Served.

6. On the canvas, by default, the publisher content space is 1000 pixels (10 play). Ad content within this space will not be shown on the ad. Please keep this space as white.

7. The final skin should be exported as a single image (1636x1300 px)

## SUBMISSION LEAD-TIME AND DELIVERY

**TIMELINE**
Creative must be provided at least 3 working days prior to campaign commencement.

**LATE SUBMISSIONS**
Any late units may delay launch or affect total campaign delivery.

**FURTHER NOTES**
Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by Paramount ANZ.
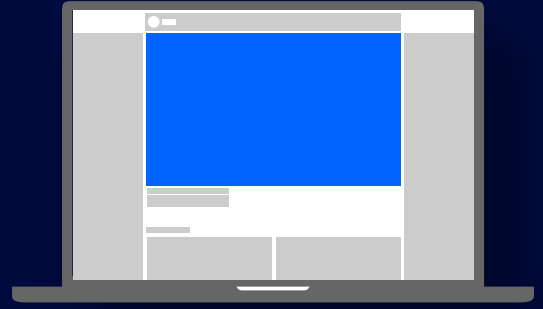
** Skins are designed for optimal viewing on Desktop **

**Design Templates:**

**PSD TEMPLATE LINK**

**SAMPLE FILE (JPG)**

# YOUTUBE VIDEO

## THIRD-PARTY SERVED (VAST-COMPLIANT)

**Aspect ratio & Bitrate:**
720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)
Must contain at least one mediafile under 1000kbps.

**Requirements:**
- Must comply with YouTube's XML summary for VAST ad server response.
- Must be SSL-compliant.
- Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.
- Must be served via a linear VAST tag (prefetch-tag) by a YouTube-approved vendor.
- Must NOT have geo, browser or any other targeting on the third party end.
- Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included.
- VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected
- TV devices (most modern updated environments are supported).
- Only VAST 2.0 and 3.0 are currently supported.
- VPAID is not allowed on YouTube.

**Format:**
Frame Rate: Up to 30fps
H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used).

**Audio:**
MP3 or AAC preferred.

**Maximum file size:**
10mb

**Maximum video length:**
30 seconds (skippable ads).
15 seconds (non-skippable ads).

**Video recommendations:**
Resizing your video based on YouTube's best practices before uploading it will help your videos look better on YouTube. Please reference our help pages on how to accepted file formats, and optimizing your video.

**Compatible browsers:**
Internet Explorer 10+, Firefox 25+, Safari 6+; Chrome 33+.

# YOUTUBE VIDEO
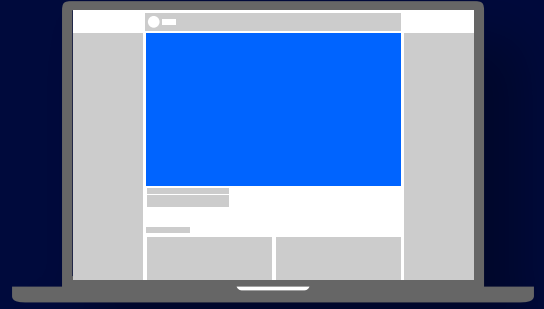
## CONTACTS

**QUESTIONS ABOUT THIS OPPORTUNITY**
Please contact your Paramount ANZ representative.

**TECHNICAL QUESTIONS ABOUT YOUR CREATIVE**
email: adops@networkten.com.au

## SUBMISSION / DEADLINES

**SUBMISSION INSTRUCTIONS**
Please submit the VAST tag via e-mail to your Network 10 representative.

**DEADLINES**
Network 10 requires that all creative be submitted 3-5 business days prior to launch date.

# ADVERTISING GUIDLINES

Paramount ANZ's digital advertising specifications apply to all of Paramount ANZ's online platforms and are in accordance with the IAB's Australian guidelines.

For any bespoke or integrated advertising details, please contact your campaign manager.

## ACCEPTANCE POLICY

Paramount ANZ reserves the right to reject or request revision to any creative which is deemed unsuitable, does not meet our specifications, or adversely affects site performance, other ad placements or user experience.

All ads must be approved by Paramount ANZ before publication. If you are developing a creative that you are concerned may not meet our standards, please contact your sales representative to discuss.

Paramount ANZ cannot include alcohol advertising or other content relating to alcohol within episodes (or on the same webpage) of Madam Secretary or in any other CBS program.

Privacy and Standards Advertising must comply with Australian privacy laws and internet industry advertising standards. For example, the use of tracking data or any other information gathered as a result of an advertising campaign must abide by the laws and rules of individual privacy.

We understand that certain 3rd party ad tags may allow for creative to be updated by the client and/or agency without the need to updated the tags on our ad server. All such creative changes must be notified in advance and new creative assets provided to Paramount ANZ for approval prior to publication. Paramount ANZ reserves the right to disable any creative at our discretion.

Creative Submission Material delivery timelines are included in this document for each placement.

Please note if creative is late, and delivery is impacted, Paramount ANZ will not be responsible for any make goods or compensation.

All formats of advertising are subject to approval and Paramount ANZ reserves the right to request changes to content and/or execution of any creative.

**NOTE:** Paramount ANZ reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically, Paramount ANZ reserves the right to remove or reject any material which:

• Is misleading, false or illegal and does not comply with state and national regulations;

• Contains but is not limited to sensationalised violence, crime or vulgar activity;

• Promotes stereotypes based on gender, race, sexuality or religion;

• Is provocative in nature and upsetting to the site audience or channel partner;

• Negatively impacts the intellectual property and equity of the wider Paramount ANZ;

Advertisers have a responsibility to observe our network policies and provide transparency towards our ad specifications and timelines.

## CANCELLATION DEADLINES

Please refer to our **Terms and Conditions**

## DISPLAY MEDIA PRODUCTION

Paramount ANZ has a full service in house creative team that can build integrated assets for brands. Please contact your Paramount ANZ representative for a quote.

## CREATIVE LEAD TIMES

**Standard Creative – 3 business days**

• Site-served images

• Non-rich media HTML5 creative Intermediate

**Intermediate Creative – 5 business days**

• HTML5 Rich Media creative

• Large volumes of standard banners (10+ or more)

• Solus eDMs which are formatted in HTML

**Complex creative – 10 business days +**

• Bespoke sponsored hubs.

• Please note the above creative lead times commence from receipt of all required creative that is correct to spec.

• All rich media ads are required to be served via a 3rd party.

• Paramount ANZ accepts most 3rd party ad servers; please consult with your Paramount ANZ representative for confirmation.

• 3rd party creative must be live when submitted to allow adequate testing

• Failure to provide creative within these turn-around times may delay campaign start times.

• All rich media ads are subject to testing and approval of Paramount ANZ.

**The following third party ad servers are accepted:**

• Doubleclick

• Atlas

• Mediamind

• Faciitate

## STANDARD AD RULES

Standard ad units can be either Paramount ANZ first party site served or third party served.

All creative is to include a valid clickthrough that opens in a new tab or window.

Creative with a white background must include a 1px solid border.

Animation can loop twice (play through 3 times).

No strobing effects or rapid animation permitted.

If you opt to replace a creative or add new creative for rotation on LIVE tags, please notify your Paramount ANZ representative for QC and approval before deploying.

CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

Please refer to Paramount ANZ's Ad Matrix to see where each ad unit can run.

### Additional Info

This ad unit can only be third party served.

Audio must be user initiated and default 'mute'.

Video must include; Play, Pause and Mute options.

Creative must not include any transparent elements .

CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

## RICH MEDIA AD RULES

Rich Media ad units must be 3rd party served.

All creative is to include a valid clickthrough that opens in a new tab or window.

Creative with a white background must include a 1px solid border.

User initiated expand only – hover or click initiated

Expanding formats must include 'X' in top right corner to close

Must expand to the left and down

Sound must be user initiated and muted by default, with a visible mute/unmute button

Auto play animation/video: 30 sec max duration

Animation/video must contain play/pause and mute controls

Video aspect ratio: 16:9

No strobing effects or rapid animation permitted.

If you opt to replace a creative or add new creative for rotation on LIVE tags, please notify your Paramount ANZ representative for QC and approval before deploying.

Please refer to Paramount ANZ's Ad Matrix to see where each ad unit can run.

## PRE-ROLL AD RULES

Pre-roll video can be either Paramount ANZ 1st party site served or 3rd party served.

Flash based creative is not accepted by Paramount ANZ

60" pre-roll video is available across 10Play, VAST compatible only.

We recommend a minimum of three creative executions to be running simultaneously for each advertiser. This requirement preserves the user experience and the effectiveness of the ads.

When LIVE: If you opt to replace a creative or add new creative for rotation on LIVE tags, please notify your Paramount ANZ representative for QC and approval before deploying.

Before LIVE: If you have already decided to set multiple video creative on the single 3rd party tag, please inform Paramount ANZ representative on how many creatives you have implemented along with their file names at the time of sending the code package across to us. This will help us troubleshoot each one to ensure they meet Paramount ANZ Ad Specifications.

Please refer to Paramount ANZ's Ad Matrix to see where each ad unit can run.