

# All 4 iVoD Specs

## AD 4 You Audio

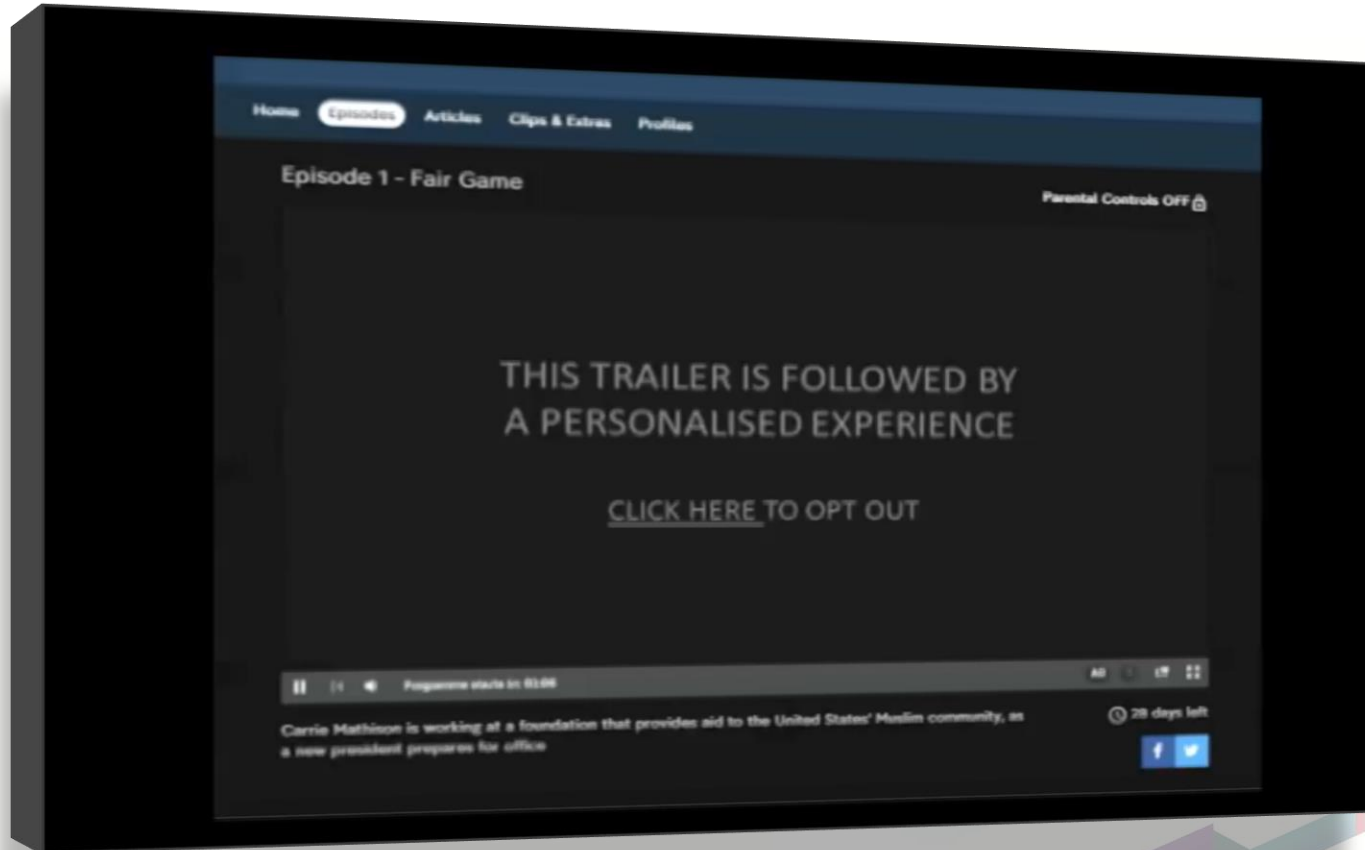
Enquiries:  
[@AgencyDigitalCampaignManagement](https://twitter.com/AgencyDigitalCampaignManagement) @channel4.co.uk



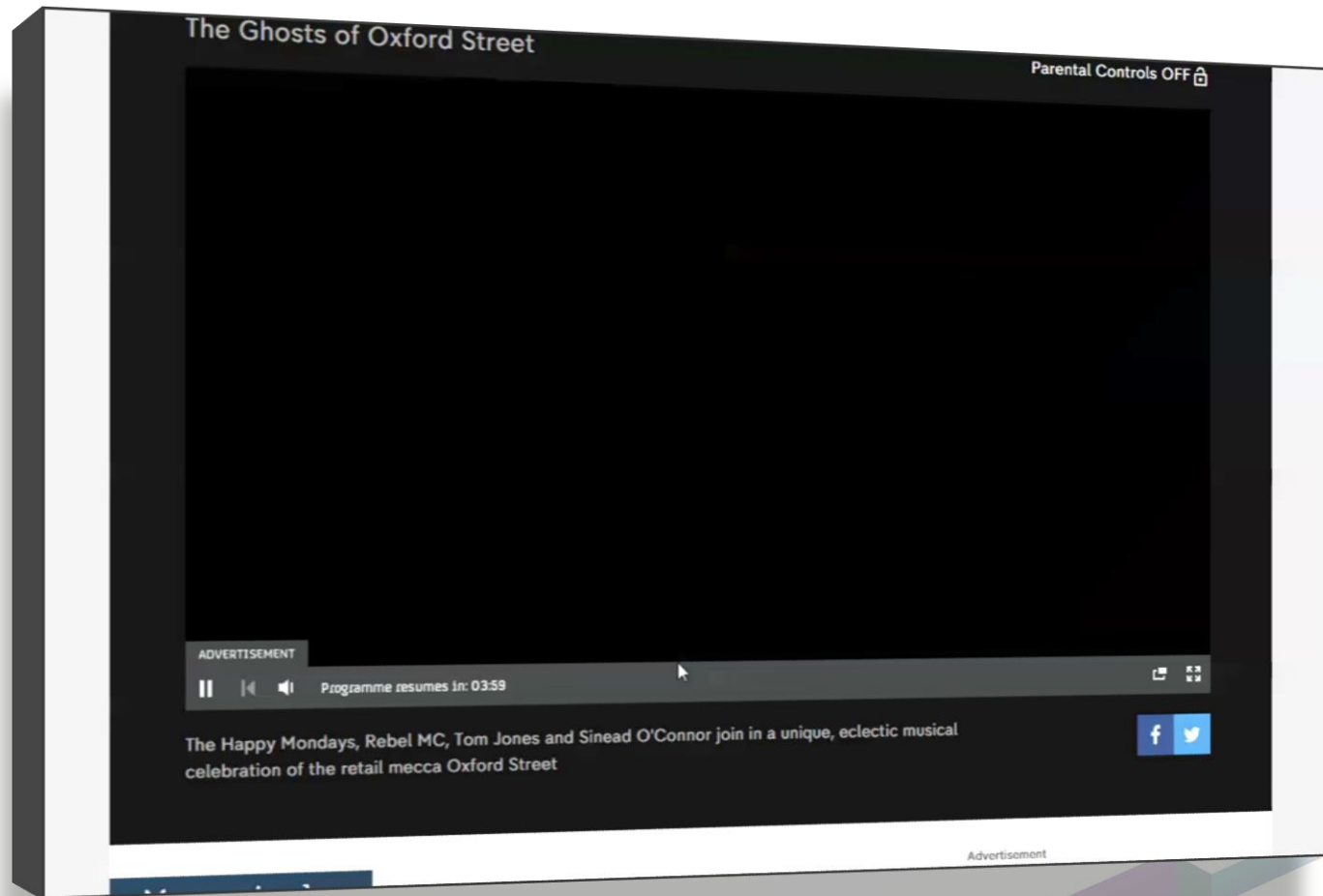
# Ad 4 You Audio main points:

- We recommend you record a minimum of 200 names (for example, 100 female names and 100 male names depending on targeting needs). This will reach about 50 percent of our database.
- To record the names we can use a Channel 4 public announcer, source a voiceover artist or you can supply the names to us. Costs vary depending on what option you decide on.
- The whole sentence will need to be recorded, rather than just the name.
- This format takes between 4-6 weeks to build from receipt of all assets, completed creative brief and tracking tags, and requires thorough testing prior to launch.
- It is best to overlay the audio name on top of a static image, or a video that doesn't have much backing sound. We would recommend you supply backing music and sound to us.
- Base production cost is £10,000. This includes the recording of 200 names using a Channel 4 public announcer. If more names are required and/or a different voiceover is required, then there will be an additional cost.
- The campaign / messaging is subject to the C4 Legal & Compliance and Marketing teams' approval. (For contentious categories, an intro slate with an opt in may be required.)

# Ad 4 You Audio examples:



# Ad 4 You Audio examples:



# Ad 4 You Audio pre roll specs:

## Further info

Spec	Format
File type:	15Mbps MPEG2 mezzanine
Container:	MPEG2 Programme Stream
Mode:	CBR
Quality/Speed:	Highest Quality
Field Order:	Source Dominance or Software De-interlaced
File Extension:	.mpg
Video Bitrate:	15Mbps
Audio CODEC:	MPEG1 Layer 2
Audio Bitrate:	224Mbps
Audio Sample Rate:	48KHz at 16Bit
Frame Size:	720x576
PAR:	Anamorphic Pixels 1.42:1
Chroma Format:	4.2.2
Profile:	Main

- All pre rolls must be supplied with a clock number and ClearCast approval
- Clocks and handles must be removed from the pre roll at the beginning and end
- Pre rolls can be supplied in the following way:
  - Via Ad Stream, IMD, Beam or Honeycomb
  - Link to asset on email
  - We Transfer
- Pre rolls must be supplied at least 5 working days before live date with rotation instructions
- Max 2 creative changes during a campaign and creative must still be supplied 5 days previous to new date
- Please note, we cannot accept tags to serve copy through a third party

# Ad 4 You Audio asset list:

## Design and build specs

Asset	Format
Completed creative brief	Word document
Static Overlay/Bug (if being supplied)	380x120 recommended size PNG/JPEG/GIF
Animated Overlay/Bug (if being supplied)	Link to spec: <a href="https://innovid.box.com/s/d54zzk5zr808mx5cw7ktgl9m1a0ofeu6">https://innovid.box.com/s/d54zzk5zr808mx5cw7ktgl9m1a0ofeu6</a>
Images	EPS/PSD (preferred) JPEGs/GIFs/PNGs Max file size: 15-20MB per image
Product/Service information	Copy, press releases, creative/brand guidelines
Logos	EPS
Fonts	OTF or TTF
Store/Retailer locator	Store Locator Excel Template to be completed
In unit videos	MOV, FLV or MP4 (recommended size 10MB)

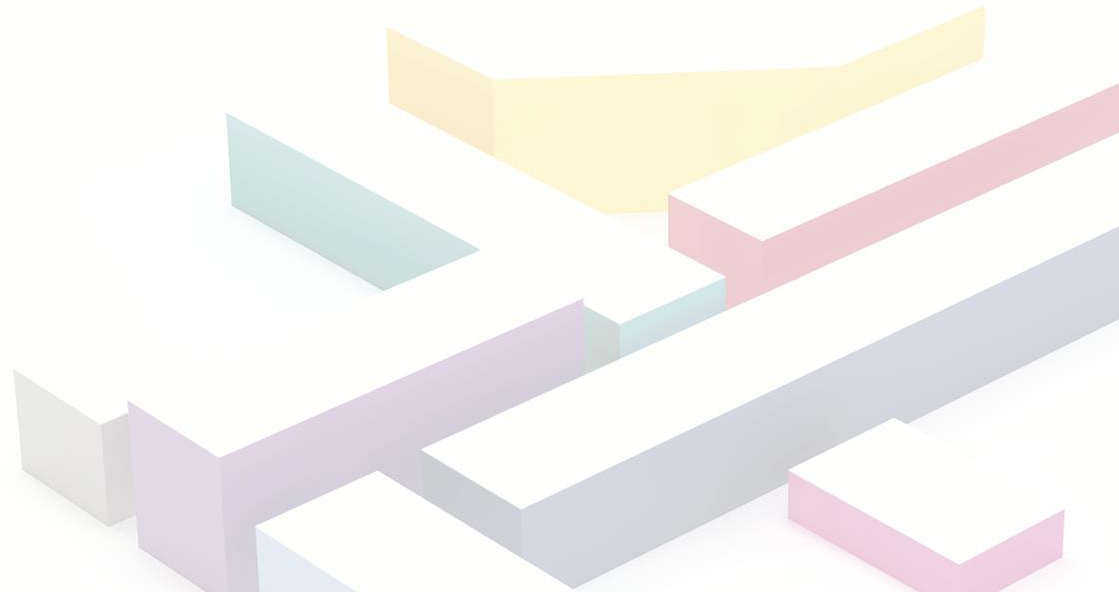
## Tracking specs

Required
<ul style="list-style-type: none"><li>- 1x1 impression tracker</li><li>- Click command</li></ul> <p>*If you wish to track other in unit or external clicks, then please provide multiple click commands</p>
<p>We accept 3<sup>rd</sup> party tracking from the following vendors:</p> <ul style="list-style-type: none"><li>Mediamind</li><li>DoubleClick</li><li>Flashtalking</li><li>Mediaplex</li></ul>

# Ad 4 You Audio specs:

## Recording the names yourself:

- We will send you an excel sheet listing all the names that need to be recorded. An example sheet can be found [here](#)
- Files must be saved as mp3
- The files must be saved by name and spelt correctly
- Record the whole sentence rather than just the name



# Ad 4 You Audio production points:

- If feedback is required, these amends will be completed by end of play the following working day.
- When sending feedback, we ask that this is accumulated from all parties and sent altogether. If more feedback is sent after the initial round, these will be completed in the following round of amends
- If you have extensive feedback, please note this can sometimes take longer to implement and it may even require going back to the storyboard phase. If this is the case, you will be advised.
- If there is an overlay, this will sit at least 38 pixels high from the bottom of the frame. This is to ensure it is not obscured by our player bar once live.

