

All 4 iVoD Specs

AD BLOOM

Enquiries:
[#AgencyDigitalCampaignManagement@channel4.co.uk](#)



Ad Bloom main points:

- The ad bloom format is a microsite within a pre roll which can contain many features and is fully customisable – see next slide for more details on popular features.
- A user is initially shown a branded bug/overlay which when clicked on opens the ad bloom slate, whilst pausing the pre roll.
- The bug/overlay can be positioned at the side, top or bottom of the pre roll to make it compatible with any creative.
- This format lends itself well to eCommerce, brand interactivity, product awareness, social interaction, video views, dynamic content and data entry.
- This format takes between 3-4 weeks to build, depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.

Best practise tip: An animated bug/overlay sees a greater engagement rate than a static one. However the CTA should always be visible and strong, and not hidden within the animation.

Ad Bloom common features:

- Videos or video gallery
- Product information, eg. Prices, blurb
- 360° models
- Colour configurator
- Social links
- Share/send to a friend
- External links
- Hover over hot spots
- Image Gallery
- Data capture/competition
- Add to calendar
- Games*
- Calculators
- Tools
- Add to basket links*

If you are interested in any other features, please speak to the campaign management team

* Additional costs to third party suppliers may apply

Ad Bloom user journey:

Video Content



1 Video pre roll begins

Initial bug/overlay



2 The bug/overlay animates in after a few seconds. The user then clicks on this to open the slate

Engagement slate



3 Pre roll pauses and the slate opens allowing the user to interact. On closing the slate, the user returns to the pre roll

Ad Bloom 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: https://innovid.box.com/s/d54zzk5zr808mx5cw7ktgl9m1a0ofeu6
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">- 1x1 impression tracker- Click command <p>*If you wish to track other in unit or external clicks, then please provide multiple click commands</p>
<p>We accept 3rd party tracking from the following vendors:</p> <ul style="list-style-type: none">MediamindDoubleClickFlashtalkingMediaplex

Ad Bloom pre roll specs:

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

Further info

- 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 Bloom production points:

- If feedback is required, these amends will be completed by end of play the following working day. 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.
- 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
- Once a storyboard has been approved, no design amends can be made to the working unit. Small text changes will be allowed.
- If it seems likely that the unit will not be ready by the desired start date, we will go live with an overlay initially, and switch to the ad bloom when it is completed.
- The overlay 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.
- Trafficking can take up to 48 hours from full sign off.