

All 4 iVoD Specs

AD ELECT

Enquiries:
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Ad Elect main points:

- The ad elect format is designed to give the user a choice of which ad they would like to watch, encouraging them to engage with the content by clicking on their preferred video.
- A user is initially shown a static slate, with thumbnails of each of the ads to choose from. If they do not select an ad in the designated time, one will be selected for them to watch.
- For best engagement rates, a maximum of 4 pre rolls should be provided.
- This format takes 3 weeks to build, from receipt of all assets, completed creative brief, tracking tags and pre roll.
- Additional formats can be implemented within the ad elect unit (eg. ad link, ad bloom), however this will increase the production cost and build time. Please inform us at booking stage.

Best practise tip: Keep text to a minimum and aim for large main visual elements so the unit will be visually appealing.

Ad Elect user journey:

Slate appears



1 The ad elect slate appears immediately

Users selects a pre roll



2 The user can select their preferred video

Pre roll plays



3 Once a user makes their selection, the pre roll plays. If a user does not choose in 10 seconds, a default will play

Ad Elect asset list:

Design and build specs

Asset	Format
Completed creative brief	Word document
Slate background (if providing)	1,025x577 PSD
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
Rotation details	Please state which copy should play by default

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

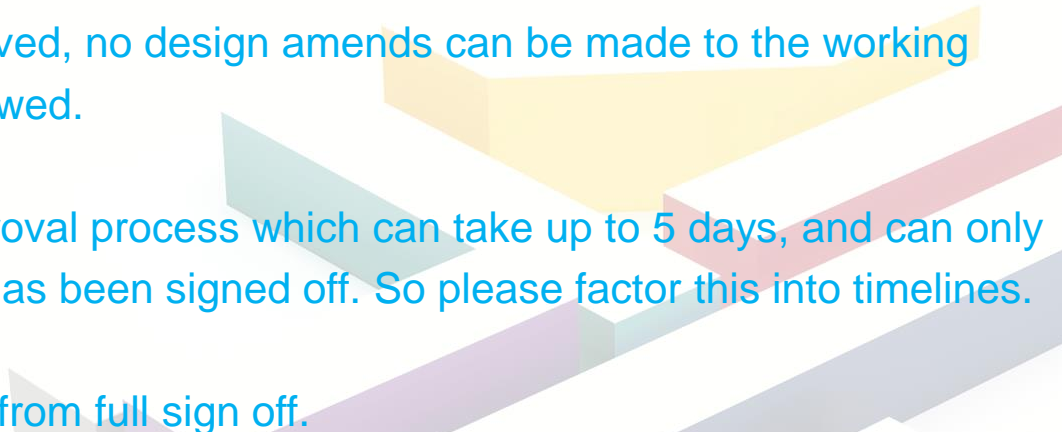
Ad Elect pre roll spec:

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 Elect 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.
 - We have an internal Clearcast approval process which can take up to 5 days, and can only be submitted once the storyboard has been signed off. So please factor this into timelines.
 - Trafficking can take up to 48 hours from full sign off.
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- A collection of overlapping, 3D-style geometric shapes in various colors (yellow, green, red, purple, grey, pink) located in the bottom right corner of the slide.