All 4 iVoD Specs

AD EXTEND

Ad Extend main points:

- The ad extend format overlays the pre roll with an interactive 'bug'. This bug can be a static image or an animated SWF which carries the call to action.

- The bug can be positioned at the side, top or bottom of the pre roll to make it compatible with any creative.

- Once a user clicks on the bug the pre roll pauses, and the extended video opens to fill the screen and plays automatically.

- This is a chance for advertisers to showcase multiple video content to their users, so the extended video should be different to the pre roll. Up to 4 videos can be showcased within the unit

- This format takes about 2-3 weeks to build, depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.

Best practise tip: Animated bugs tend to generate a higher engagement rate. However the CTA should always be visible and not hidden within the animation of the bug.

Ad Extend user journey:

Video Content

Initial bug/overlay

CLICK HERE TO
MEET THE
LEGEND...

Goostav

Extended video

THE

1   Video pre roll begins

2   The bug/overlay animates in after a few seconds

3   When the user clicks on the bug, the pre roll pauses and the extended video opens

Ad Extend 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/d 54zzk5zr808mx5cw7ktgl9m 1a0ofeu6
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
Extended video	FLV, MOV or MP4 (recommended size 10MB)

Tracking specs

- 1x1 impression tracker
- Click command

*If you wish to track other in unit or external clicks, then please provide multiple click commands

We accept 3rd party tracking from the following vendors:

Mediamind
Doubleclick
Flashtalking
Atlas DMT
Mediaplex

Ad Extend 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 or Beam
  - 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

Ad Extend 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 extend 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.