

# All 4 iVoD Specs

## AD FRAME

Enquiries:  
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# Ad Frame main points:

- The ad frame format essentially acts as a skin around the pre roll, allowing users to continue watching the ad whilst being shown specific information from the advertiser.
- A user is shown the pre roll in full screen for a couple of seconds, and then the pre roll minimizes to a corner of the screen showing the branded frame.
- The frame can be animated or static, and can include elements such as logos, click to buy buttons, product information and images. Multiple pre rolls can also be showcased.
- This format takes between 2-3 weeks to build, depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.

Best practise tip: Do not overload the frame with images/information – the best engagement rates come from units with simpler frames.

# Ad Frame user journey:

## Video Content



1 Video pre roll begins

## Frame appears



2 The pre roll minimizes to the corner, and the frame appears with product info and multiple buttons

## Click out



3 If a user interacts with the frame, they are taken to an external site, and the pre roll pauses

# Ad Frame asset list:

## Design and build specs

Asset	Format
Completed creative brief	Word document
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

## 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>

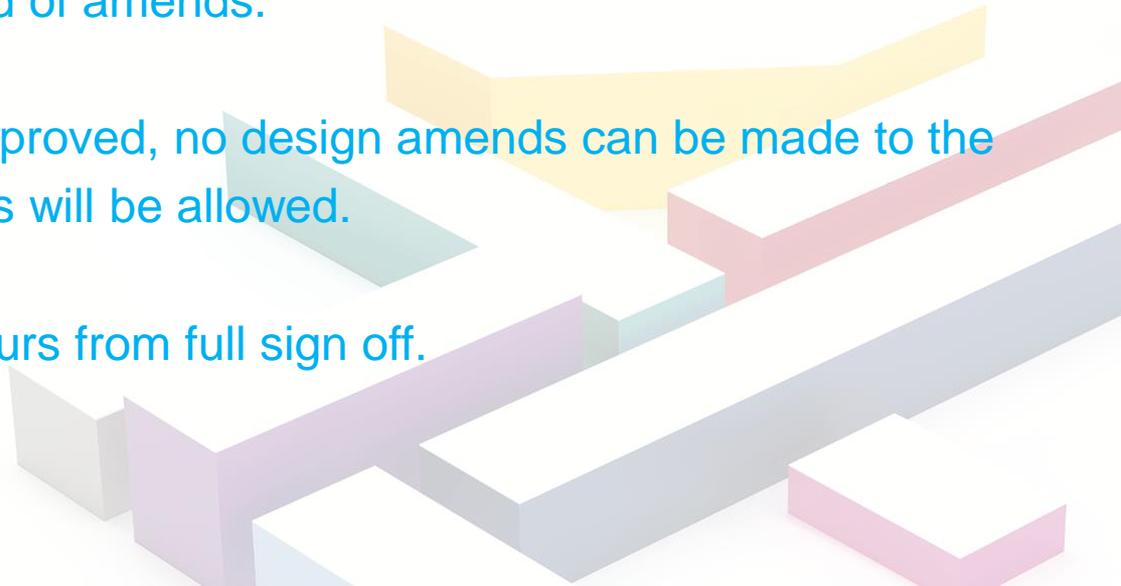
# Ad Frame pre roll specs:

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 Frame 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.
  - Trafficking can take up to 48 hours from full sign off.
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- The bottom right corner of the slide features several overlapping, 3D-style geometric shapes in various colors including yellow, red, purple, and grey, creating a modern, abstract design element.