

# All 4 iVoD Specs

## AD JOURNEY EXPOSURE

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



# Ad Journey exposure main points:

- Ad Journey enables advertisers the opportunity to retarget viewers or deliver broadcast video sequentially in real time. This will enable you to follow a user's viewing journey to retarget creative messaging.
- We can sequentially target users with different pre rolls, overlays or blooms, meaning the user will be shown a different pre roll/overlay/bloom depending on what they have previously seen. Please note, an ad link or ad bloom will always need to be implemented.
- For an ad bloom, a user is initially shown a branded overlay which when clicked on opens the ad bloom slate, whilst pausing the pre roll. For an Ad Link, the overlay will click straight out to the advertiser's site.
- 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 takes between 3-6 weeks to build, depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.
- This format requires longer trafficking time as testing will need to be carried out prior to going live.

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 Journey exposure user journey (pre roll only):

Exposure 1



The user is served ad 1:  
'Nandos - Bacon'

Exposure 2



Having seen ad 1, the user is  
then served ad 2: 'Nandos -  
Pizza'

Exposure 3



Having seen ad 1 and 2, the  
user is then served ad 3:  
'Nandos - Cheese on toast'

Journey restarts



If user has seen all ads, they can either  
see ad 3 again, or restart the journey

# Ad Journey exposure user journey (overlay only):

Exposure 1



The user is served overlay 1:  
'Discover the new Fiat 500'

Exposure 2



Having seen overlay 1, the user  
is then served overlay 2:  
'Request a brochure'

Exposure 3



Having seen overlay 1 and 2, the  
user is then served overlay 3:  
'Build your own Fiat 500'

Journey restarts



If user has seen all overlays, they can  
either see overlay 3 again, or restart the  
journey

# Ad Journey exposure (Bloom) asset list:

## Design and build specs

Asset	Format
Pre roll	Confirmation of sequence of pre rolls. Specs on next slide.
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/d54z zk5zr808mx5cw7ktgl9m1a0of eu6">https://innovid.box.com/s/d54z zk5zr808mx5cw7ktgl9m1a0of eu6</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
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>

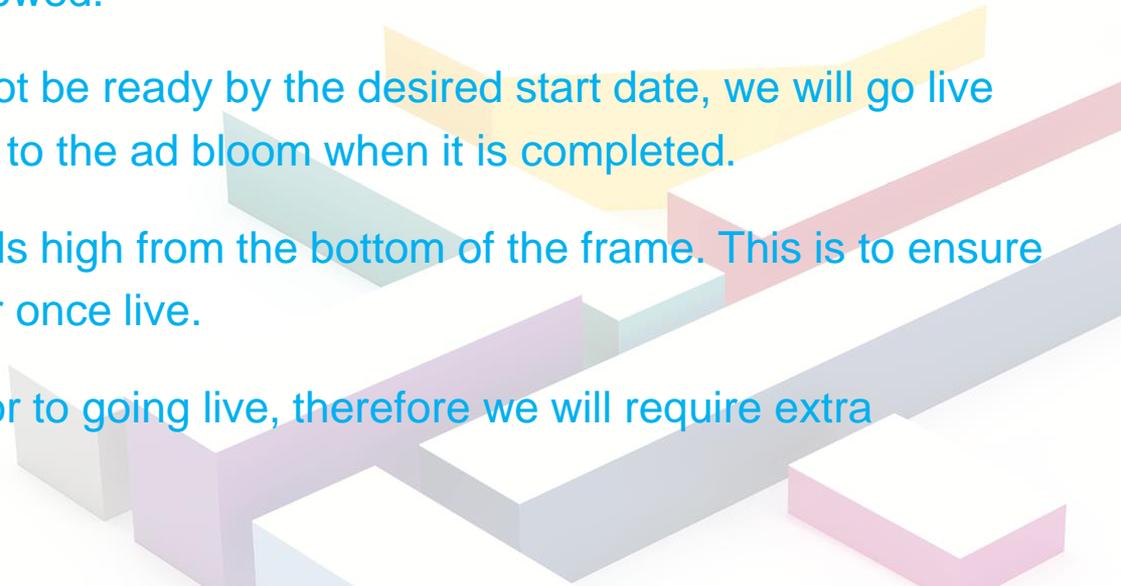
# Ad Journey exposure pre roll specs:

## 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 Journey exposure 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.
  - This unit will need to be tested prior to going live, therefore we will require extra trafficking time.
- 
- Abstract geometric shapes in the bottom right corner, including a yellow trapezoid, a green trapezoid, a red trapezoid, a purple trapezoid, and a grey trapezoid, all overlapping and partially cut off by the edge of the slide.