All4 iVoD Specs

AD JOURNEY INTERACTION

Enquiries:
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Ad Journey interaction main points:

- Ad Journey interaction 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 using ad interaction, advertising data or a combination of the two.

- 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 how they have interacted with the campaign on the Channel4 site, or on the advertiser's site.

- 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 interaction user journey:

Pre roll served with CTA

The user is served an overlay to 'Watch the full film'

1st interaction

If the user clicks on this, the slate will open to show the 'Full film' video

CTA 2 served

Having watched the 'Full film', the user will next be served an overlay with 'See Behind The Scenes'. If user does not interact with CTA 2, they will continuously be served this one

Journey restarts/continues

If user does interact with CTA 2, they will either restart the journey and see CTA 1 again or continue seeing CTA 2
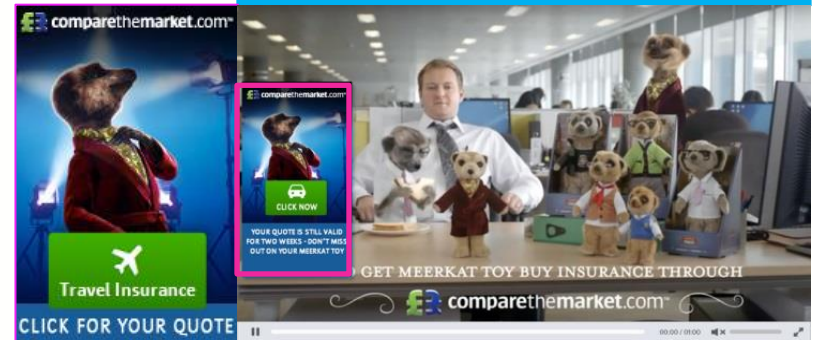
Ad Journey interaction user journey (using advertiser's data):
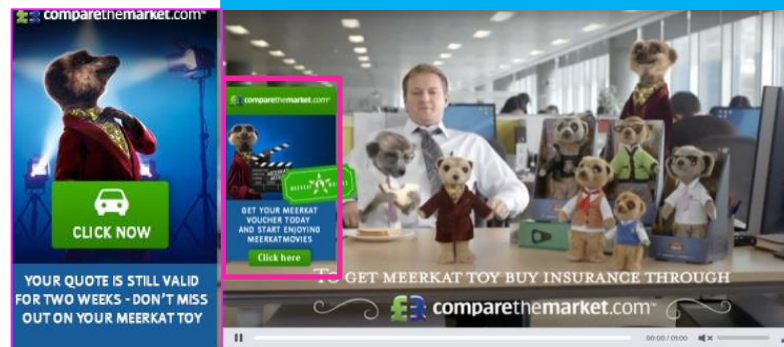

Video served with CTA

The pre roll is served with an overlay to receive an insurance quote

User interaction/Exposure

The user visited the CTM site after clicking on the overlay/being exposed to the overlay and started an insurance quote but did not purchase. The user is then served a different overlay message to remind them of their quote

Stronger CTA

The user did not visit the CTM site, but have already been exposed to the ad once so are served a stronger CTA to remind them their quote is still vaild

Ad Journey interaction (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: 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
In unit videos	MOV, FLV or MP4 (recommended size 10MB)

Tracking specs

Required
- 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 Mediaplex

Ad Journey interaction 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 Journey interaction production points:

- To allow us to retarget based on an action on an advertiser site, we will need to add a tag to the client's site. This will to enable us to cookie sync. A call with the clients technical team would be first steps.

- 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.