

# *Ad Journey*

All 4 Ad specs



# *Ad Journey main points:*

- Our Ad Journey format gives 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 or ad exposure.
- 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.
- An interactive element must be present within all ad journey units. This can either be an overlay or an ad bloom.
- This format takes between 3-6 weeks to build, depending on complexity and from receipt of all assets and completed creative brief.
- Tracking tags and copy need to be provided at least 5 working days before the campaign is due live, unless specified otherwise.
- This format requires longer trafficking time as testing will need to be carried out prior to going live.

\*Best practise tip: It is recommended to use a maximum of 4 different pre rolls or messages to achieve high engagement rates



# Ad Journey user journey:



1

User is served overlay 1: 'Discover the new Fiat 500'



2

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



3

If user has seen all overlays, they can either see overlay 2 again, or restart the journey

# Ad Journey asset list:

| Asset                       | Format   |
|-----------------------------|--|
| Completed creative brief    | Word document  |
| Images                      | EPS/PSD (preferred)<br>JPEGs/GIFs/PNGs<br>Max file size: 15-20MB per image |
| Product/Service information | Copy, press releases, creative/brand guidelines                            |
| Logos                       | EPS  |
| In unit videos              | MOV, FLV or MP4 (recommended size 10MB)                                    |
| Fonts                       | OTF or TTF   |
| Pre roll user journey       | Sequence of videos including interaction or exposure journey               |

| Required  |
|---|
| - 1x1 impression tracker<br>- Click command   |
| *If you wish to track other in unit or external clicks, then please provide multiple click commands   |
| We accept 3 <sup>rd</sup> party tracking from the following vendors: <ul style="list-style-type: none"><li>○ Mediamind</li><li>○ Doubleclick</li><li>○ Flashtalking</li><li>○ Mediaplex</li></ul> |
| *Please note, we cannot accept tags to serve copy through a third party   |

# Ad Journey copy 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                                       |

- Copy must be supplied with a clock number and ClearCast approval
- Copy must be ClearCast approved for VOD and linear
- Clocks and handles must be removed from the beginning and end of all copies
- Copy must be supplied at least 5 working days before live date with rotation instructions
- Copy can only be supplied in the following way:
  - Ad Stream
  - IMD
  - Beam
  - Honeycomb

\*Please note, we cannot accept copies from a we transfer file, or attachment to email

# *Ad Journey 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.
- 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.
- If the pre roll is changing within the journey, we ask for these to be delivered at the start of build, once the storyboard has been signed off.
- This unit will need to be tested prior to going live, therefore we will require extra trafficking time.