

All 4 iVoD Specs

AD LINK

Enquiries:
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Ad Link main points:

- The ad link format consists of a bug/overlay which sits on top of the pre roll. This will then 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.
- We have a bank of buttons that can be used, eg. social media icons, purchase icons, store locator icons; however we can also create a bespoke button if this is more suitable.
- This format takes approximately 2 weeks to build depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.

Best practise tip: Top performing units typically position the overlay in the lower left areas of the video player; and an animated design helps catch the eye of the user and encourages engagement.

Ad Link sample buttons:

Social media



YouTube



Facebook



Twitter



Tumblr



Pinterest



Instagram



LinkedIn

Others



Contact Us



Coupon



Book tickets



Related docs



Special Offer



More Videos



More Info



Buy Tickets



Google Play



Purchase Item



iTunes



Dealer
Locator



Newsletter
Sign Up



Amazon

*Other buttons can be sourced if necessary

Ad Link user journey – bespoke overlay

Video Content



Video pre roll begins

Initial bug/overlay



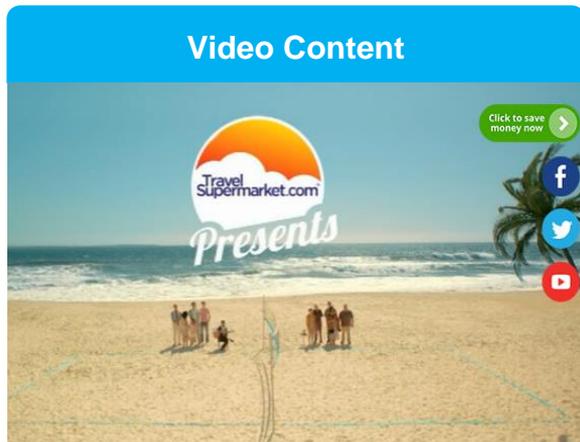
The bug/overlay animates in after a few seconds

Click out

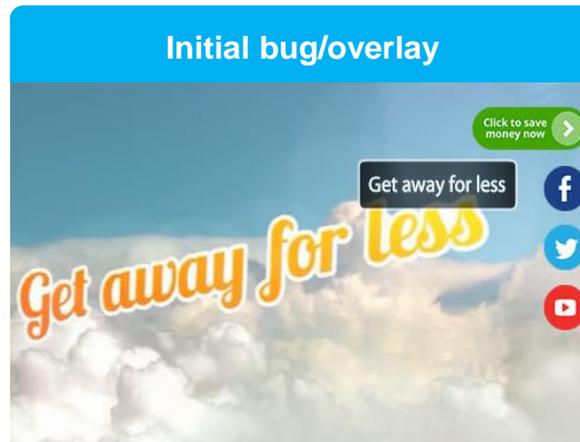


User clicks on the overlay and is taken to the advertiser's site

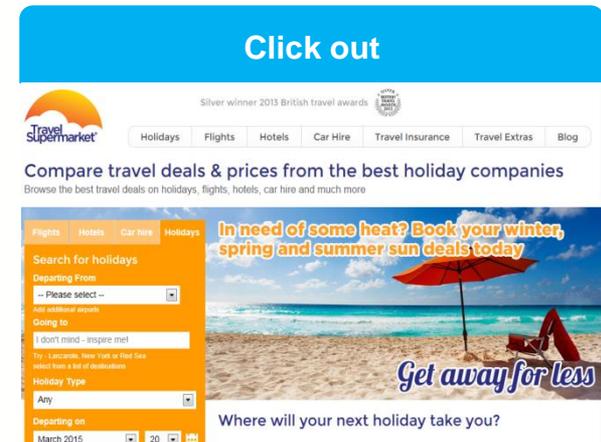
Ad Link user journey – simple buttons:



Video pre roll begins and buttons appear on screen



When a user hovers over the buttons, copy appears



User clicks on a button and is taken to the advertiser's site

Ad Link 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/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

Tracking specs

Required
<ul style="list-style-type: none">- 1x1 impression tracker- Click command <p>*If you wish to track other in unit or external clicks, then please provide multiple click commands</p>
<p>We accept 3rd party tracking from the following vendors:</p> <ul style="list-style-type: none">MediamindDoubleClickFlashtalkingMediaplex

Ad Link 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 Link 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.
- Dynamic overlays will have an increased build time and production cost.
- Trafficking can take up to 48 hours from full sign off.