

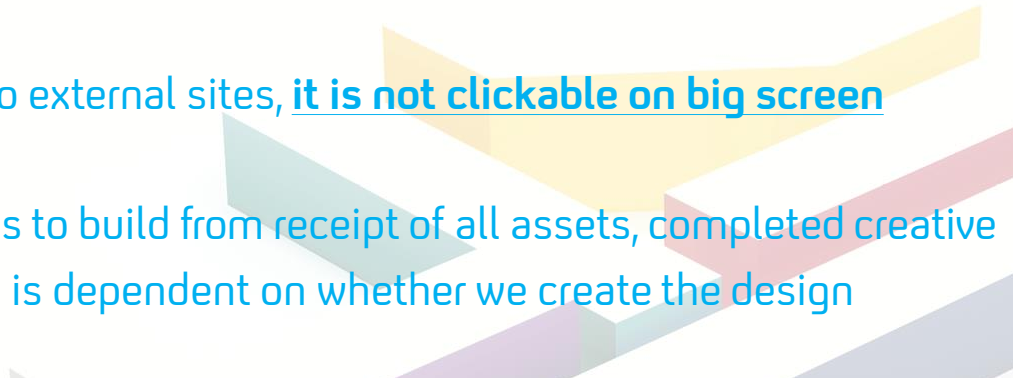
All 4 iVoD Specs 2018

Ad Pause Big Screen and Desktop

Enquiries:
#AgencyDigitalCampaignManagement@channel4.co.uk

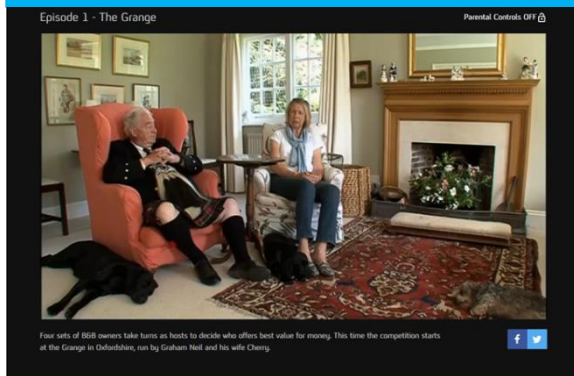


Ad Pause main points

- This is an iVoD with a difference - the Ad Pause format does not overlay the pre roll but instead comes into effect when a user pauses the video on demand content. Ad Pause is a high impact, creative solution.
 - Each time a user pauses the content they are watching, the static ad will fill the player.
 - The player controls disappear after 3 seconds (desktop) and 5 seconds (big screen).
 - The Ad Pause remains on screen until the user exits or resumes the content
 - On desktop the ad can be clickable to external sites, **it is not clickable on big screen**
 - This format takes between 2-3 weeks to build from receipt of all assets, completed creative brief and tracking tags. This timeline is dependent on whether we create the design ourselves or if it is supplied to us.
- 
- 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 with 3D effects and shadows.

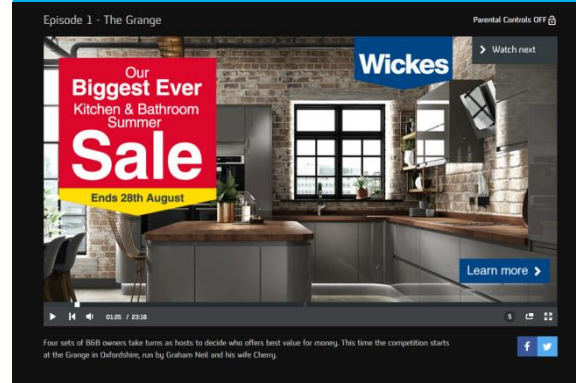
Ad Pause user journey:

Video Content



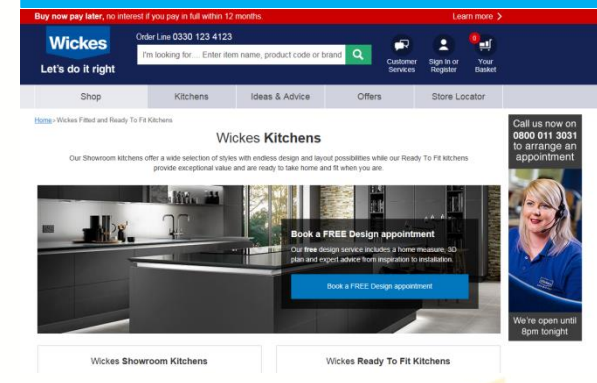
Video content begins

Content paused



User pauses the content, and the ad fills the screen

Click out/Resume content



User clicks out to external site on desktop; or ad disappears when user resumes video content on big screen

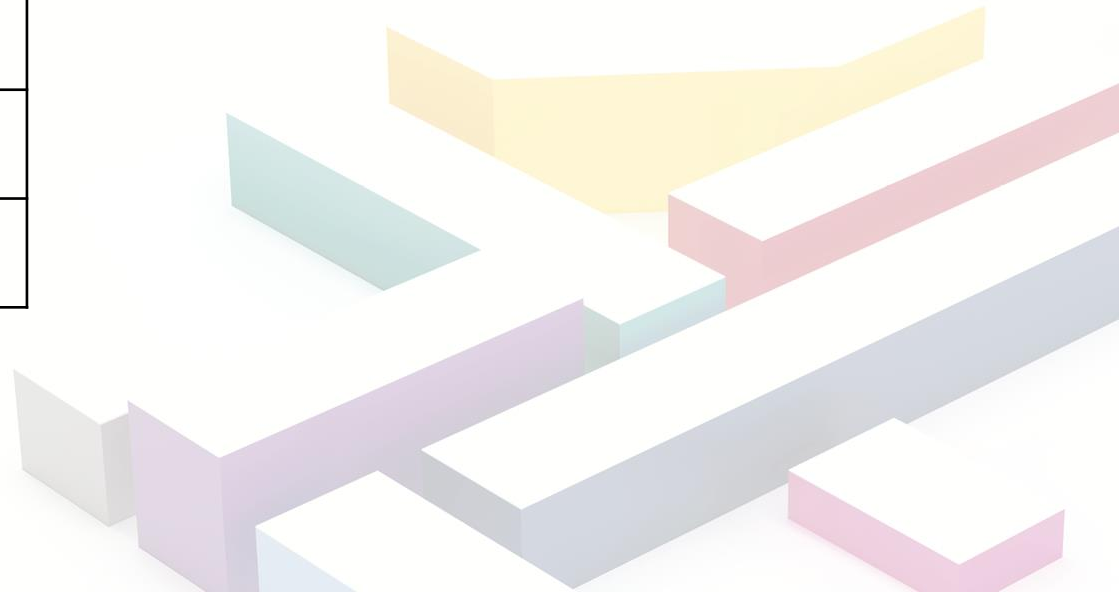
Ad Pause asset list

Design and build specs if C4 is creating:

Asset	Format
Completed creative brief	Word document
Images	EPS/PSD (preferred) JPEGs/GIFs/PNGs
Product/Service information	Copy, press releases, creative/brand guidelines
Logos	EPS
Fonts	OTF or TTF

Format required if ad is being supplied to C4:

Format
Jpeg (static)
Big Screen 1280 x 720
Desktop 1025 x 577
Max file size – 30KB



Ad Pause safe area desktop

1025 x 577 px

Watch next button:

170 x 55px

Non safe area

Episode 1 - The Grange

Parental Controls OFF

Wickes

Our Biggest Ever Kitchen & Bathroom Summer Sale

Ends 28th August

Safe area 1025 x 537

Watch next

Learn more

Player controls: 1025 x 40 pixels non safe area

Four sets of B&B owners take turns as hosts to decide who offers best value for money. This time the competition starts at the Grange in Oxfordshire, run by Graham Neil and his wife Cherry.

f t

Ad Pause safe area big screen

1280 x 720 px

