

# Advanced All 4



**Audio Ad4You specs**

# Main production points

- Our Audio Ad4You format takes our personalised offering to the next level. Users will be given the option to see their name within an ad, as well as the top 200 named users, being able to hear their name also.
- We recommend you record a minimum of 200 names (for example, 100 female names and 100 male names depending on targeting needs). This will reach about 50% of our database.
- To record the names we can use a Channel 4 public announcer, source a voiceover artist or you can supply the names to us. Costs vary depending on what option you decide on. The whole sentence will need to be recorded, rather than just the name.
- A 5 second opt out slate will always appear at the very beginning of the unit, to allow user's the chance to opt out of personalisation.
- It is best to overlay the audio name on top of a static image, or a video that doesn't have much backing sound. We would recommend you supply backing music and sound to us.
- This format takes between 4-6 weeks to build from receipt of all assets, completed creative brief and tracking tags, and requires thorough testing prior to launch.
- Base production cost is £10,000. This includes the recording of 200 names using a Channel 4 public announcer. If more names are required and/or a different voiceover is required, then there may be an additional cost.
- The campaign/messaging is subject to the C4 Legal & Compliance and Marketing teams' approval. (For contentious categories, an intro slate with an opt in may be required.)
- \*Best practise tip: Higher engagement rates are usually achieved when the personalisation is at the start of the unit, rather than at the end.



# User journey

## Opt out slate



**1** 5" opt out slate appears to allow users the chance to opt out of personalisation

## Personalised slate



**2** If opted in, a 5" personalised slate appears – all users will see their name, and those users with names recorded will hear their name

## Pre roll



**3** Pre roll plays. If opted out, user is shown the pre roll in step 2 and there is no personalisation

# Example

WHY AM I HEARING A PERSONALISED AD?

Press Esc to exit full screen mode.

YOU'RE ABOUT  
TO SEE A CALMING  
*personalised ad*

AD STARTS IN

2

NOT FOR ME.  
WATCH WITHOUT  
PERSONALISATION ▶

SKIP TO AD ▶

# Asset list

Asset	Format
Completed creative brief	Word document
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
Recorded names (if providing)	MP3 (please see next slide for full specs)
Fonts	OTF or TTF
Dynamic Data	Excel Template to be completed (template and guidelines to be provided by C4)

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 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



# Audio specs

## Recording the names yourself:

- We will send you an excel sheet listing all names within your targeting range, that need to be recorded. Please ensure **all** names within the list are recorded. We may also ask for additional names to be recorded for testing purposes, but you will be informed of this if it's the case.
- Every name must be saved as a separate file, and files must be saved as mp3.
- The files must be saved by name and spelt correctly, eg: Sarah.mp3, Thomas.mp3. For names with different spellings, eg. Rebecca, Rebekah, these will need to be labelled separately.
- The whole sentence will need to be recorded rather than just the name, to ensure the sound is seamless and it can be edited smoothly.

# Copy spec

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



# Further 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 following button will be implemented within the unit: 'Why am I seeing a personalised ad?' which will click through to a bespoke page on All4.
- A 5 second opt out slate will be added before this to give users the option to opt out of personalisation. The campaign/messaging is subject to C4 Legal & Compliance team's approval. (For contentious categories, an intro slate with an opt in may be required.)
- If an overlay is built, this 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.

