

# All 4 iVoD Specs

## HOT SPOTS

Enquiries:  
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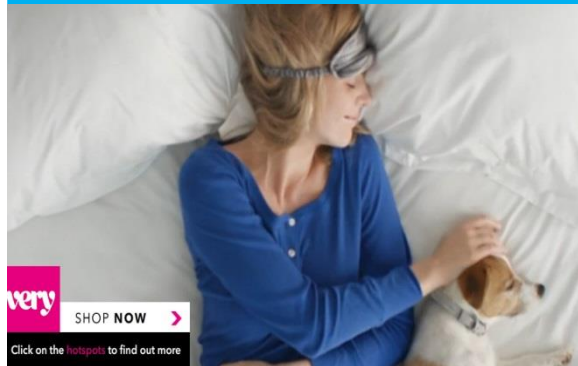
# Hot Spots main points:

- Our hot spot format is designed to give users succinct information about individual products without leaving the pre roll.
- The pre roll will initially play, and at specific timings, small hot spots will appear over particular products. It is recommended that the pre roll is provided at the start of the build to ensure timings are correct.
- When a user hovers/clicks on these spots, the pre roll pauses and a pop up box will appear with product information such as price, name and a click to buy link.
- This format takes between 3-4 weeks to build depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.
- Direct 'add to basket' links with Dotter may incur additional fees.

Best practise tip: Keep to 1 or 2 hot spots per frame to give users enough time to hover over and click to visit the external site.

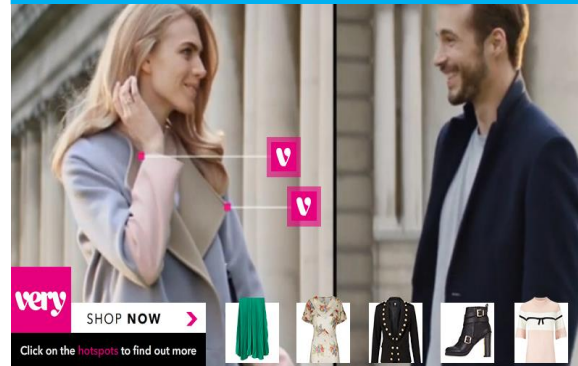
# Hot Spots user journey:

## Video Content



1 Video pre roll begins

## Hot spots appear



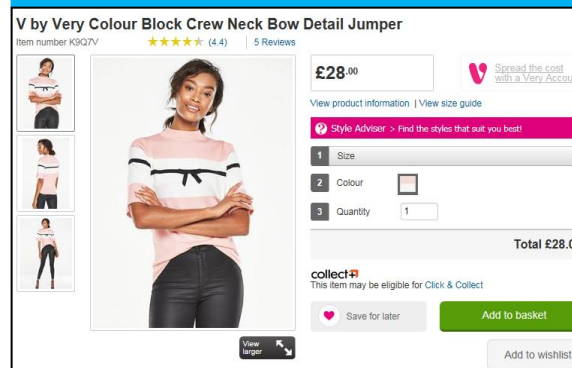
2 Hot spots appear over individual products

## User clicks on hot spot



3 When a user hovers or clicks on the hot spot, the pre roll pauses and product info appears

## Click out



4 Clicking 'Shop Now' takes users through to site

# Hot Spots asset list:

## Design and build specs

Asset	Format
Completed creative brief	Word document
Timings of hot spots	Confirmation of the seconds at which the hot spots should show
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"><li>- 1x1 impression tracker</li><li>- Click command</li></ul> <p>*If you wish to track other in unit or external clicks, then please provide multiple click commands</p>
<p>We accept 3<sup>rd</sup> party tracking from the following vendors:</p> <ul style="list-style-type: none"><li>Mediamind</li><li>DoubleClick</li><li>Flashtalking</li><li>Mediaplex</li></ul>

# Hot Spots 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

# Hot Spots production points:

- The pre roll is required at the beginning of the build to ensure the timings of the hot spots are correct.
  - 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 and timings of hot spots can be altered.
  - If you include an overlay, 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.
  - Trafficking can take up to 48 hours from full sign off.
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