

# All 4 iVoD Specs

iSpon

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# iSpon

- iSpon is 15 seconds long and runs in the pre-roll.
- The ad frame format essentially acts as a skin around the 15" pre roll, allowing users to continue watching the ad whilst being shown specific information from the advertiser.
- The frame can be animated or static.

Best practise tip: Advertisers should stick to 1 or 2 bespoke targeting elements to avoid the unit being overly complicated. Do not overload the frame with images/information – maximum of 5 images / links are recommend.

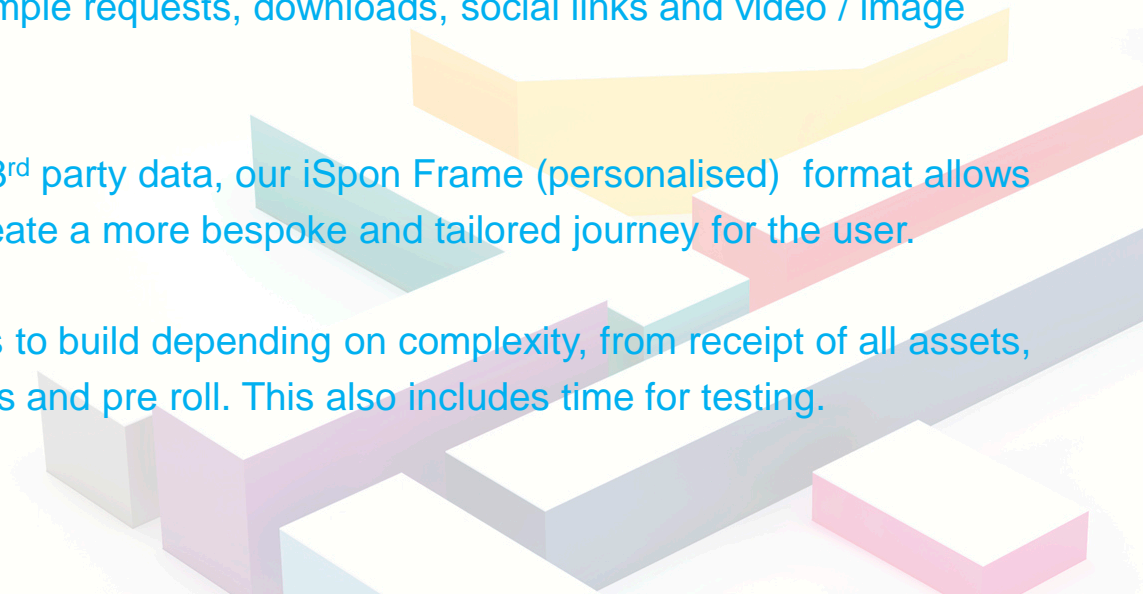
# iSpon - Features

## Option 1 - standard

- Features can include sample requests, downloads, social links, video and image galleries.
- This format takes between 2-3 weeks to build, depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll.

## Option 2 – personalised targeting

- The iSpon can include bespoke targeting if relevant. Bespoke targeting includes the following: name implementation, location targeting, weather targeting, dynamic pricing/offers, dynamic social feeds. Features also included are sample requests, downloads, social links and video / image galleries.
- By using dynamic feeds and 1<sup>st</sup> and 3<sup>rd</sup> party data, our iSpon Frame (personalised) format allows advertisers to personalise units to create a more bespoke and tailored journey for the user.
- This format takes between 4-6 weeks to build depending on complexity, from receipt of all assets, completed creative brief, tracking tags and pre roll. This also includes time for testing.



# iSpon Frame case study

## Option 1 (standard): Domino's



- 15 seconds countdown
- Product logos and images
- Scroll buttons to view Special Offers
- Click out to external sites: view more offers button
- Closest store information

## Option 2 (personalised targeting): Sofology





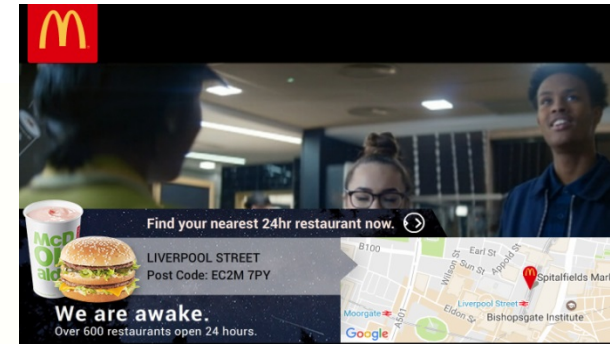
# iSpon (Option 2 personalised) targeting features



Display the user's first name within the unit



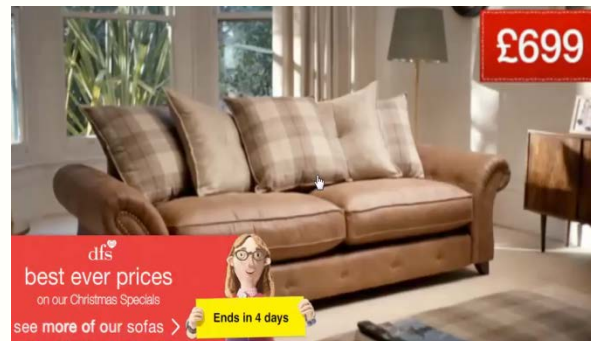
Dynamically pull in live prices



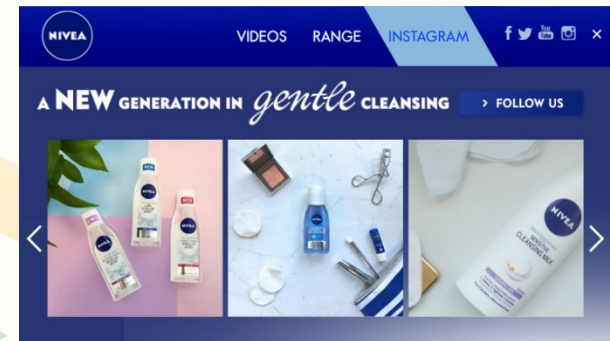
Inform the user of their closest store within the overlay or slate



Display relevant messaging dependent on the current weather



Display dynamic date messaging or countdowns



Implement live conversations or images from social media feeds

\* If you are interested in any other features, please speak to the campaign management team. All features are subject to marketing and compliance approval, and must be contextually relevant

# iSpon asset list – Option 1

## Design and build specs

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
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>

# iSpon asset list – Option 2

## Design and build specs

Asset	Format
Completed creative brief	Word document
Personalisation information	Explain how the personalised element should be used
Static Overlay/Bug (if being supplied)	380x120 recommended size, PNG/JPEG/GIF
Animated Overlay/Bug (if being supplied)	Link to spec: <a href="https://innovid.box.com/s/d54z zk5zr808mx5cw7ktgl9m1a0of eu6">https://innovid.box.com/s/d54z zk5zr808mx5cw7ktgl9m1a0of eu6</a>
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
In unit videos	MOV, FLV or MP4 (recommended size 10MB)

## 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>

# iSpon pre-roll spec (both options)

## Further info

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

- 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



# iSpon production points (both options)

- 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 collated 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, design amends cannot be made to the working unit. Small text changes will be allowed.
- If you are using name personalisation, then the following button will be implemented 'Why am I seeing a personalised ad?' which will click through to a bespoke page on All 4.
- If the personalisation is within the overlay, or on the first slate, then a 5 second countdown slate will be added before this to give users the option to opt out of personalisation. For example, the opt out message could say 'Watch without personalisation'. The 15" iSpon Frame (personalised) will then start.
- 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.