

# Advanced All 4



iSpon specs

# Main production points

- Our iSpon format essentially acts as a skin around the ident, allowing users to continue watching the ad whilst being shown specific information from the advertiser.
- The skin can be animated or static, and can include elements such as logos, click to buy buttons, product information and images. We also offer personalised targeting including name, weather, location, dynamic pricing/offers and social feeds. (If you are interested in any other features, please speak to the Campaign Management team.)
- The iSpon video is always 15 seconds long and runs in the pre roll. If a user interacts and is taken to an external site, the video will pause.
- This format takes about 3-4 weeks to build, depending on complexity and from receipt of all assets and completed creative brief.
- Tracking tags and copy need to be provided at least 5 working days before the campaign is due live, unless specified otherwise.

\*Best practise tip: The user will only have 15 seconds to interact so do not overload the frame with images/information



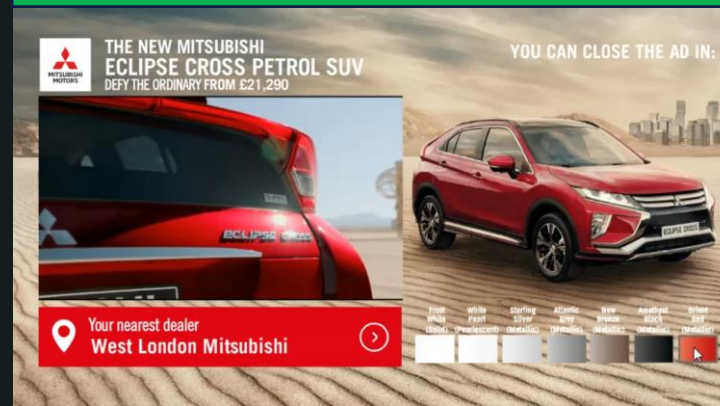
# User journey

## Video begins



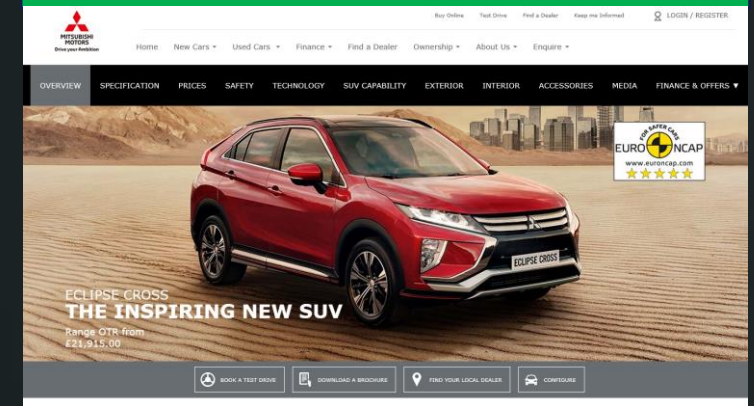
**1** The video begins and is viewed on the left hand side

## User interacts



**2** The frame shows additional content and click outs

## Click through



**3** If a user interacts, video is paused and user is taken to an external site



# 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
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:

- Mediamind
- Doubleclick
- Flashtalking
- Mediaplex

\*Please note, we cannot accept tags to serve copy through a third party



# 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, 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.
- This unit will need to be tested prior to going live, therefore we will require extra trafficking time.
- The video will always be shown on the left hand side of the unit and will remain in this placement for the duration.
- A 15 second countdown and an 'Advertisement' message will always be included within the unit.

