



# All 4 Video Ad. Specifications

# All 4 video ads (All platforms excluding TV VoD)

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:

- Adhering to these specifications will output the correct 16:9 aspect ratio
- Clocks and handles must be removed from the video start and end
- Cannot provide tags to serve copy through a third party for video activity
- 3rd party pixel tracking via approved vendors: Sizmek, DoubleClick, Flashtalking and Mediaplex.
- Surveys must be agreed with sales rep. prior to booking.

## All 4 Video ads. (All platforms excluding TV VoD)

Please provide creative 5 working days before campaign start date.

Creative changes and amends after the campaign has been set-up will require a further 5 working days to be set-up.

Ways to provide video:

- Via Ad Stream, IMD, Honeycomb or Beam.
- Link to asset on email, File Transfer or We Transfer
- Provide clock number if also broadcasting on Channel4 TV.

All video ads must be supplied with a clock number and be approved by Clearcast.

## TV VoD (Virgin/Sky)

Copy must follow the linear process. For more info go to [www.channel4sales.com](http://www.channel4sales.com).



# Contact us



We're always open to discuss new creative executions and to help you in the build process, so please feel free to contact us.

For Sales related enquiries please contact by email:  
[#AgencyDigitalSales@channel4.co.uk](mailto:#AgencyDigitalSales@channel4.co.uk)

For Advertising Operations enquiries please contact by email:  
[#newmediatraffic@channel4.co.uk](mailto:#newmediatraffic@channel4.co.uk)

For Integrated Solutions enquires please contact by email:  
[#AgencyDigitalCampaignManagement@channel4.co.uk](mailto:#AgencyDigitalCampaignManagement@channel4.co.uk)