

Streaming MREC

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| Third Party Ad Banner* | |
| | *All Rich Media banners must be third-party served |
| Accepted Third Party Vendors | DoubleClick, Sizmek and Bonzai. All scripts must be secure and any tags received from vendors not approved by Foxtel Media (FM) may delay creative approval and overall campaign start |
| Dimensions | 300x250 |
| Backup Image File Size | 80kb |
| Ad Verification Scripts | 70kb |
| Hosted Shared Library Max File Size | 100kb |
| Approved shared library files | https://tinyurl.com/yb6fbkxs |
| Additional FM Cached Scripts | http://www.foxtelmedia.com.au/download-adspec/7487 |
| Autoplay | Yes (only when under 2MB polite load) |
| Max User Initiated (Video) | 10MB (when clicked on Play) |
| Additional Information | |
| Max Animation Length (video) | 30 Seconds |
| Video Controls | Must include; Play, Pause and Mute options |
| Audio | Must be user initiated and default 'mute' |
| Audio Volume (video) | -24 LKFS (+/- 2.0 dB) NOTE: Peak levels cannot exceed -6 dB |
| Audio Bit Rate/Format (Video) | 256 kbps, 48 kHz, 2 Channel 24 bit CBR |
| Frame Rate (Frames-per-Second) | 24 FPS |
| Submission Lead-Time and Delivery | |
| Timeline | Creative must be provided a least 5 working days prior to campaign |

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| | commencement |
| Late Submissions | Any late units may delay launch or affect total campaign delivery |
| Further Notes | Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by FM |

Additional Info

This ad unit can only be 3rd party served.

- If banner is white- a one pixel border of a contrasting colour/tone must be present on all frames of the ad.
- No strobing allowed
- No looping
- Click through must open in a new tab or window
- Audio must be user initiated and default 'mute'
- Video must include; Play, Pause and Mute options
- Must not include any transparent elements
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert Foxtel Media ad operations to QC before deploying
- CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

Note: Foxtel Media reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically Foxtel Media reserves the right to remove or reject any material which:

- Is misleading, false or illegal and does not comply with state and national regulations;
- Contains but is not limited to sensationalised violence, crime or vulgar activity;
- Promotes stereotypes based on gender, race, sexuality or religion;
- Is provocative in nature and upsetting to the site audience or channel partner;
- Negatively impacts the intellectual property and equity of the wider Foxtel Media network;

Advertisers have a responsibility to observe our network policies and provide transparency towards our ad specifications and timelines.

If you are a gambling client, please ensure your digital creative are compliant with the online rules & legislation specified by the Australian Communications and Media Authority (ACMA). You will also need to ensure that you follow any state laws surrounding the promotion of gambling promotional content.