

# Pre-roll (Select Network)

Video Specifications (Creative file/non-ad served)	
File Format	MP4 (H264 Encoding Profile)
Minimum Resolution	1280x720 or 1920x1080
Aspect Ratio	16:9
File size	Max File Size of 135MB
Target Bit Rate	700-1500kbps
Video Specifications (Third Party Served)	
Accepted Third Party Vendors	DoubleClick, Sizmek, Adform and Innovid tags are our verified vendors. 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.
Third Party Guidelines (File Formats)	Only MP4 files must be switched on behind the tag.
Third Party Guidelines (Bit Rates)	Multiple bit rate MP4 files within the threshold of 700-1500kbps are allowed.
The following requirements apply to both Creative file and 3rd Party ads	
Duration	15 or 30
Audio Bit Rate/Format	256 kbps, 48 kHz, 2 Channel 24 bit CBR
Audio Codec	AAC
Audio Volume	-24 LKFS (+/- 2.0 dB) NOTE: Peak levels cannot exceed -6 dB
Please Note	The first and last 12 frames of the audio to contain complete silence
Encoding Style	2 Pass Encoding
Frames-Per-Second (FPS)	25 FPS
Destination URL	Required. Please provide in a separate txt file.
Additional required specs when targeting Connected TV only	
Target Bit Rate (CTV)	700-7680 kbp
Submission Lead-Time and Delivery	

<b>Timeline</b>	Creative must be provided a least 5 working days prior to campaign commencement
<b>Late Submissions</b>	Any late units may delay launch or affect total campaign delivery
<b>Further Notes</b>	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

*\*Excludes Fox Sports for .webm format*

This ad unit can be either Foxtel Media site served or 3rd party served.

### Notes on Creative Rotation *Flash based creative is not accepted by Foxtel Media*

We recommend a minimum of **three creative executions** to be running simultaneously for each advertiser. This requirement preserves the user experience and the effectiveness of the ads.

When LIVE: 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.

Before LIVE: If you have already decided to set multiple video creative on the single 3rd party tag, please inform Foxtel Media (FM) on how many creative you have implemented along with their file names at the time of sending the code package across to us. This will help us troubleshoot each one to ensure they meet Foxtel Media Ad Specs.

Site	Vast	VPAID 2.0 Compliant	15s Ad	30s Ad	60s Ad
<b>Fox Sports</b>	YES	YES	YES	NO	NO
<b>CNN</b>	YES	YES	YES (Desktop & Mobile)	YES (Desktop only)	NO
<b>Eurosports</b>	YES	YES	YES	YES	NO

**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:

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

**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.**