Foxtel VOD

W 7 0 H	a	0 (00	4.0	
Video	Sn	eciti	cati	ons
1 1000		COLLE		OZZO

Aspect Ratio 16:9

Duration (**Foxtel Go**) 6s, 15s, 30s, 45s, 60s, 90s

Minimum Resolution 1280 x 720

Target Bit Rate 25 mbps

File Format H.264 (MP4) only

Audio Code Same As Video

Audio Bit Rate/Format

256 kbps, 48 kHz, 2 Channel 24 bit CBR

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

FM Site Served

Raw Files (not a 3rd

party tags)

135 MB

Destination URL Required. Please provide in a separate txt file

Third Party Ad Served

Accepted Third Party Vendors

Adform, CM360, DoubleVerify, Flashtalking, Extreme Reach, Innovid, IAS, MOAT. Any tags received from vendors not approved by Foxtel Media (FM)

may delay creative approval and overall campaign start

VAST Type VAST version 2.0 & 3.0 accepted.

Third Party Guidelines (File Formats)

Only MP4 files can be included behind the tag

Third Party

Guidelines (Bit Rates)

Multiple bit rate MP4 files within the threshold of 700-25000kbps are allowed.

Submission Lead-Time and Delivery

Timeline Creative must be provided a least 5 working days prior to campaign

	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 be either Foxtel Media site served or 3rd party served.

- VAST tags must contain ONLY the MP4 format to the specified dimensions (no flv. or mov. files behind the tag)
- 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

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.