Playground XYZ Hangtime

Third Party Ad Banner

Accepted Third Party Vendors	Playground XYZ

Dimensions

Standard Banner	300x250 (Mobile). 300x600 (Desktop)
Hang Time Panel	100% of Screen
Progress Bar	Customisable via hex colour
Skip Button	Mandatory (non-customisable)

File Size

Max File Size	500kb

Video Overlay (Optional)

Max Length	15s (5s to 8s recommended)
File Format	MP4
Aspect Ratio	9:16 (portrait)
Resolution	540x960
Max Video File Size	25mb
Bitrate	24FPS or 30FPS

Functionality

Frequency Cap	1 per user per day
Language	HTML5
Build Templates	https://playground.xyz/build/hang-time/

Submission Lead-Time and Delivery

Timeline	Creative must be provided 5 working days prior to campaign start
Late Submissions	Late units may delay launch or affect 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

The Hangtime Unit allows you to align your brand with Foxtel Media in way that has previously only been available for desktop advertisers.

- The Hangtime is applied on page load with the user scrolling into the unit
- Clicking on 'Skip' will automatically scroll the user through the content
- Skip button is compulsory, cannot be customised and is located in the top right hand corner
- Maximum 3 swipes for user to scroll past Hangtime
- 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
- Deliverables (when supplying images and Playground completing the build):
  - Mockups: flat mocks.
  - Builds: final artwork, layered PSDs or vector graphics, animation instructions.
  - Optional: third-party click and impression trackers. Please refer to accepted third-party vendors.
- Supported Reporting:
  - Hangtime impression tracking (3rd party impression tracking supported)
  - Standard banner impression tracking (3rd party impression tracking supported)
  - Standard banner click tracking (3rd party click tracking supported)
  - All interaction events within the reveal panel – swipes, clicks, video plays, etc.
  - Viewability
  - On screen time (seconds)

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.