

# Streaming Mobile MREC

<b>Third Party Ad Banner*</b>	
	*All Rich Media banners must be third-party served
<b>Accepted Third Party Vendors</b>	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
<b>Dimensions</b>	300x250
<b>Backup Image File Size</b>	80kb
<b>Ad Verification Scripts</b>	70kb
<b>Hosted Shared Library Max File Size</b>	100kb
<b>Approved shared library files</b>	<a href="https://tinyurl.com/yb6fbkxs">https://tinyurl.com/yb6fbkxs</a>
<b>Additional FM Cached Scripts</b>	<a href="http://www.foxtelmedia.com.au/download-adspec/7487">http://www.foxtelmedia.com.au/download-adspec/7487</a>
<b>Autoplay</b>	Yes (only when under 200kb polite load)
<b>Max User Initiated (Video)</b>	10MB (when clicked on Play)
<b>Additional Information</b>	
<b>Max Animation Length</b>	30 Seconds
<b>Video Controls</b>	Must include; Play, Pause and Mute options
<b>Audio</b>	Must be user initiated and default 'mute'
<b>Audio Volume (video)</b>	-24 LKFS (+/- 2.0 dB) NOTE: Peak levels cannot exceed -6 dB
<b>Audio Bit Rate/Format (Video)</b>	256 kbps, 48 kHz, 2 Channel 24 bit CBR
<b>Frame Rate (Frames-per-Second)</b>	24 FPS
<b>Submission Lead-Time and Delivery</b>	
<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

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.**