

Pre-Roll (Twitter)

Video Specs - Raw Video

File Format	MP4 or MOV (H264 Encoding Profile)
Resolution	1200x1200 (minimum for 1:1 is 600x600). 720x720 (square)
File Size	1 GB Max (files under 30 MB recommended)
Bitrate	29.97FPS or 30 FPS. Up to 60FPS is accepted.

Video Specs - Third-Party Ad-Served (3PAS)

Accepted Third-Party Ad Server Vendors	Innovid only
Accepted 3rd Party Impression Tracking Partners	CM360 only (see more info below)

DCM Impression Tracking Requirements:

1. Starts with https://
2. Includes trackimp (not trackclk)
3. 2061500 is the site ID (Twitter-Official)
4. Contains dc_trk_aid and dc_trk_cid

Landing/Destination Page URL	Link must lead to an active web page
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Other Requirements

Duration	2 minutes 20 seconds maximum (15 seconds or less recommended)
Audio Volume	24 LKFS (+/- 2.0 dB). Peak levels cannot exceed -6 dB

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

Additional Info

This ad unit can only be Foxtel Media site served.

- If campaign is for a product with a classification rating (eg. film, video or tv), ensure the creative clearly features the rating. If above 'G' rating, the consumer advice must also be visible.
- No looping
- 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.