Kayo Video

PLEASE NOTE	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.
Creative type	Either VAST tag or raw creative file
Duration	6s, 15s, 30s, 45s, 60s, 90s

Video Specifications (Raw File)

File Format	Preferred: MP4 (h.264/avc1) | Minimum: H.264 (MP4) only
Target Bit Rate	25000 KBPS
Resolution	Preferred: 1920x1080 | Minimum: 1280x720
Aspect Ratio	16:9
Max File Size	135 MB

Video Specifications (Third Party Ad Served)

Accepted Third Party Vendors	Adform, CM360, DoubleVerify, Flashtalking, IAS, MOAT. Any tags received from vendors not approved by Foxtel Media (FM) may delay creative approval and overall campaign start
VAST Type	Preferred: VAST 3 | Minimum: VAST 2.0.
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 700-25000KPBS are allowed.

The following requirements apply to both Raw file & 3rd Party ads

Audio CODEC	Required: ac-3 | Minimum: AAC
Audio Volume	Required: -24 LKFS (+/- 2.0db) NOTE: Peak levels cannot exceed -6dB
Audio Bit rate/Format	Required: AAC-LC, 448kbit/s | Minimum: 256 kbps, 48 kHz, 2 Channel 24 bit CBR
Frame-Rate	25
Click Through	Not required as the videos will not click through
Please Note	The first and last 12 frames of the audio to contain complete silence

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

Issue: Peak levels on the creative are exceeding our tolerance -6dB.

- What is it: Peak levels refer to the maximum sound that is recorded on a video clip. It's important because it lets us know the highest level of the audio and how close it is to the ceiling, or the maximum allowable level before distortion.
- Who can fix: creative agency
- How to fix: depending on the Digital Audio Workstation (DAW) that is being used, you can use a combination of compression/normalisation, or reducing the gain levels on the audio clip.

Issue: There are unsupported file formats and bit rates running behind the VAST tag

- What is it: When a trafficker uploads the video file behind a VAST tag, it will transcode the file into a range of different formats with varying bit rates. Foxtel Media requires that certain formats be switched off due to incompatibilities, as well as any low-quality bit rates.
- Who can fix: Tag Trafficker (could be media agency or their ad ops team)
- How to fix: Varies depending on the tag vendor, but once the creative is uploaded please switch off any files with the following:
- **Disable** all media files with formats that are: 3GPP & M3U8
- **Disable** all media files with bit rates that do not sit inside the 700-25000kbps threshold

OTHER REQUIREMENTS

- 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.
- CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

BUSINESS RULES

 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.