

# Kayo Video

<b>PLEASE NOTE</b>	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.
<b>Creative type</b>	Either VAST tag or raw creative file
<b>Duration</b>	6s, 15s, 30s, 45s, 60s, 90s
<b>Video Specifications (Raw File)</b>	
<b>File Format</b>	Preferred: MP4 (h.264/avc1)   Minimum: H.264 (MP4) only
<b>Target Bit Rate</b>	25000 KBPS
<b>Resolution</b>	Preferred: 1920x1080   Minimum: 1280x720
<b>Aspect Ratio</b>	16:9
<b>Max File Size</b>	135 MB
<b>Video Specifications (Third Party Ad Served)</b>	
<b>Accepted Third Party Vendors</b>	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
<b>VAST Type</b>	Preferred: VAST 3   Minimum: VAST 2.0.
<b>Third Party Guidelines (File Formats)</b>	Only MP4 Files can be included behind the tag
<b>Third Party Guidelines (Bit Rates)</b>	Multiple bit rate MP4 files within the threshold of 700-25000KPBS are allowed.
<b>The following requirements apply to both Raw file &amp; 3rd Party ads</b>	
<b>Audio CODEC</b>	Required: ac-3   Minimum: AAC
<b>Audio Volume</b>	Required: -24 LKFS (+/- 2.0db) NOTE: Peak levels cannot exceed -6dB
<b>Audio Bit rate/Format</b>	Required: AAC-LC, 448kbit/s   Minimum: 256 kbps, 48 kHz, 2 Channel 24 bit CBR

<b>Frame-Rate</b>	25
<b>Click Through</b>	Not required as the videos will not click through
<b>Please Note</b>	The first and last 12 frames of the audio to contain complete silence
<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

## 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.