

Pre-roll (CN YouTube)

Video Specifications (Creative file/non-ad served)	
File Format	MP4 (H264 Encoding Profile)
Minimum Resolution	1280x720 or 1920x1080
Aspect Ratio	16:9
File size	Max File Size of 200MB
Target Bit Rate	700-1500kbps
The following requirements apply to Creative file	
Duration	Bumper Ads: 6" Non-Skippable: 6" – 15" Skippable: 15" – 60"
Audio Bit Rate/Format	256 kbps, 48 kHz, 2 Channel 24 bit CBR
Audio Codec	AAC
Audio Volume	-24 LKFS (+/- 2.0 dB) NOTE: Peak levels cannot exceed -6 dB
Encoding Style	2 Pass Encoding
Frames-Per-Second (FPS)	Between 25-30FPS
Destination URL	Required. Please provide in a separate txt file, can be 1x1 Click Tracker or Click-Through URL
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
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

This ad unit can be either Foxtel Media site served or 3rd party served.

Flash based creative is not accepted by Foxtel Media

Notes on Creative Rotation

We recommend a minimum of **three creative executions** to be running simultaneously for each

advertiser. This requirement preserves the user experience and the effectiveness of the ads.

When LIVE: 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.

Before LIVE: If you have already decided to set multiple video creative on the single 3rd party tag, please inform Foxtel Media on how many creative you have implemented along with their file names at the time of sending the code package across to us. This will help us troubleshoot each one to ensure they meet Foxtel Media Ad Specs.

Note: Foxtel Media reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically MCN 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.