

Foxtel Video

Video Specifications

Aspect Ratio	16:9
Duration	6s, 15s, 30s, 45s, 60s, 90s
Minimum Resolution	1280 x 720
Target Bit Rate	25 mbps
File Format	H.264 (MP4) only
Audio Code	Same As Video
Please Note	The first and last 12 frames of the audio to contain complete silence
Audio Bit Rate/Format	256 kbps, 48 kHz, 2 Channel 24 bit CBR
Audio Volume	-24 LKFS (+/- 2.0 dB) NOTE: Peak levels cannot exceed -6 dB
Encoding Style	2 Pass Encoding
Frames-Per-Second (FPS)	25 FPS

FM Site Served

Raw Files (not a 3rd party tags)	135 MB
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Third Party Ad Served

Adform, CM360, DoubleVerify, Flashtalking, Extreme Reach, Innovid, IAS, MOAT. Any tags received from vendors not approved by Foxtel Media (FM) may delay creative approval and overall campaign start

Accepted Third Party Vendors

We accept VAST versions 2.0 and 3.0. VAST 3.0 is preferred Please note that VAST 4.0 is not supported.

VAST Type

Only MP4 files can be included behind the tag

Third Party Guidelines (File Formats)

Multiple bit rate MP4 within the threshold of 700-25000kbps are allowed.

Third Party Guidelines (Bit Rates)

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

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 700–25000 kbps threshold
 - **Disable** all JavaScript (.JS) elements to prevent the execution of dynamic scripts that may interfere with media playback

OTHER REQUIREMENTS

- If the 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.