

# Foxtel Addressable Go

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
Third Party Ad Served	
Accepted Third Party Vendors	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
VAST Type	VAST version 2.0 & 3.0 accepted.
Third Party Guidelines (File Formats)	Only MP4 files can be included behind the tag
Third Party Guidelines (Bit Rates)	Multiple bit rate MP4 within the threshold of 700-25000kbps are allowed.
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.

- VAST tags must contain ONLY the MP4 format to the specified dimensions (no flv. or mov. files behind the tag)
- 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
- Platform is non-clickable due to nature of DAI on live broadcast feed

**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.**