

Fox Freeze (Direct IO/PG)

Creative Formats	Two creative formats are required, an image and a static video to cater for different devices.
Video	
Creative Type	Raw creative file
Duration	30s
File Format	Preferred: MP4 (h.264/avc1) Minimum: H.264 (MP4) only
Target Bit Rate	2,300 – 23,000 kbps
Resolution	750x1080
Safe Area	600x864 (keep all images, logos and text within this safe area)
Max File Size	135 MB
Audio Volume	No Audio, must be a muted audio channel.
Frame-Rate	25
Click Through	Not required as the videos will not click through on CTV
Creative Guidelines	<ul style="list-style-type: none">• The video should be a static image• Background must be solid black colour #000000• No cropped images• Content to be legible with clear bright text, white is recommended• Keep design within the safe area - refer below for Photoshop template and examples
Image	
Creative type	Raw creative
File Format	Transparent PNG or black background JPG
Resolution	750x1080
Safe Area	600x864 (keep all images, logos and text within this safe area)
Max File Size	5 MB
Click Through	Not required as the image will not click through on CTV
Creative Guidelines	<ul style="list-style-type: none">• Background must be transparent or solid black #000000• No cropped images• Content should be legible with clear bright text, white is recommended• Keep design within the safe area - refer below for Photoshop template and examples
Late	Any late units may delay launch or affect total campaign delivery

Submissions

Further Notes

Files related to alcohol, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by FM. Wagering category clients are not permitted.

Additional Info

Download Photoshop template [here](#).

View a PNG example of safe areas [here](#).

View an example of on-screen placement [here](#).

View a creative example [here](#).

Business Rules

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.