

# Fox Freeze (Direct IO/PG)

<b>Creative Formats</b>	Two creative formats are required, an image and a static video to cater for different devices.
<b>Video</b>	
<b>Creative Type</b>	Raw creative file
<b>Duration</b>	30s
<b>File Format</b>	Preferred: MP4 (h.264/avc1)   Minimum: H.264 (MP4) only
<b>Target Bit Rate</b>	2,300 – 23,000 kbps
<b>Resolution</b>	750x1080
<b>Safe Area</b>	600x864 (keep all images, logos and text within this safe area)
<b>Max File Size</b>	135 MB
<b>Audio Volume</b>	No Audio, must be a muted audio channel.
<b>Frame-Rate</b>	25
<b>Click Through</b>	Not required as the videos will not click through on CTV
<b>Creative Guidelines</b>	<ul style="list-style-type: none"><li>• The video should be a static image</li><li>• Background must be solid black colour #000000</li><li>• No cropped images</li><li>• Content to be legible with clear bright text, white is recommended</li><li>• Keep design within the safe area - refer below for Photoshop template and examples</li></ul>
<b>Image</b>	
<b>Creative type</b>	Raw creative
<b>File Format</b>	Transparent PNG or black background JPG
<b>Resolution</b>	750x1080
<b>Safe Area</b>	600x864 (keep all images, logos and text within this safe area)
<b>Max File Size</b>	1 MB
<b>Click Through</b>	Not required as the image will not click through on CTV
<b>Creative Guidelines</b>	<ul style="list-style-type: none"><li>• Background must be transparent or solid black #000000</li><li>• No cropped images</li><li>• Content should be legible with clear bright text, white is recommended</li><li>• Keep design within the safe area - refer below for Photoshop template and examples</li></ul>
<b>Late</b>	Any late units may delay launch or affect total campaign delivery

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## 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.