

# Binge Video

## PLEASE NOTE

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.

**Creative type** Either VAST tag or raw creative file

**Duration** 6s, 15s, 30s, 60s, 45s, 90s

### Video Specifications (Raw File)

**File Format** Preferred: MP4 (h.264/avc1) | Minimum: H.264 (MP4) only

**Target Bit Rate** 25000 KBPS

**Resolution** Preferred: 1920x1080 | Minimum: 1280x720

**Aspect Ratio** 16:9

**Max File Size** 135 MB

### Video Specifications (Third Party Ad Served)

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

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

**Third Party Guidelines (File Formats)** Only MP4 Files can be included behind the tag

**Third Party Guidelines (Bit Rates)** Multiple bit rate MP4 files within the threshold of 700-25000KPBS are allowed.

### The following requirements apply to both Raw file & 3rd Party ads

**Audio CODEC** Required: ac-3 | Minimum: AAC

**Audio Volume** Required: -24 LKFS (+/- 2.0db) NOTE: Peak levels cannot exceed -6dB

**Audio Bit rate/Format** Required: AAC-LC, 448kbit/s | Minimum: 256 kbps, 48 kHz, 2 Channel 24 bit CBR

**Please Note** The first and last 12 frames of the audio to contain complete silence

**Frame-Rate** 25

**Click Through** Not required as the videos will not click through

## Submission Lead-Time and Delivery

<b>Timeline</b>	Creative must be provided a least 5 working days prior to campaign commencement
<b>Late Submissions</b>	Any late units may delay launch or affect total campaign delivery

## 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.