

# Fox Freeze (UFR)

Video	
<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>Late Submissions</b>	Any late units may delay launch or affect total campaign delivery
<b>Further Notes</b>	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.