

# Fox Freeze Full Screen (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>	1920x1080
<b>Safe Area</b>	1536x864 + irregular border shape (keep all text and logos within title 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>	No motion in the video — keep the frame static so it behaves like an image. Keep text and logos within the irregular shape title safe area to avoid clashing into video player controls and edges - refer below for Photoshop template and examples
<b>Image</b>	
<b>Creative type</b>	Raw creative
<b>File Format</b>	PNG or JPG
<b>Resolution</b>	1920x1080
<b>Safe Area</b>	Keep titles and logos within the irregular shape title safe area - refer below for Photoshop template and examples
<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>	Keep text and logos within the irregular shape title safe area to avoid clashing into video player controls and edges - refer below for Photoshop template and examples
<b>Late Submissions</b>	Any late units may delay launch or affect total campaign delivery

### 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 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.