

Fox Freeze Full Screen (UFR)

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	1920x1080
Safe Area	1536x864 + irregular border shape (keep all text and logos within title 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	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

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;

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specifications and timelines.