3RD PARTY VAST SPECIFICATIONS

Not available for live stream sponsorships or feature sponsorships. All assets for sponsored content must use the "Paramount ANZ Hosted Video In-Stream Ad with Companion" specifications.

Deadlines:
Paramount ANZ requires that all creative be submitted 3-5 business days prior to launch date.

VPAID assets are not supported by Paramount ANZ

VIDEO SPECIFICATIONS

Dimensions:
- **All videos should be in a HD aspect Ratio** (16:9) Specific dimensions below.
- Video will auto-scale correctly

Frame Rate:
- Frame Rate: 23.98 (23.976), 24, 25, 29.97, or 30fps
- Constant frame rate (native only)
- No de-interlacing with no frame blending
- Remove any Telecine or 3:2 pull-down added for broadcast

Audio:
- 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate,
- Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard
- Max Peak: Should never exceed -6db

Scan Type:
- Progressive Only

Container:
- .mp4 (h.264 Codec)

Duration:
- Paramount ANZ accepts a variety of length creatives, standards include :15, :30, :60*, :90*. Any Tag submitted Can only contain a creative of a single length.

*For example, if a tag contains a :15, it must only contain a :15, but can rotate up to 10 creatives. If 30s are part of the creative rotation, they must be submitted in a second tag, that only contains 30 second creative (Max rotation of 10). *Assets longer than :30 are only available for mid roll inventory.*

3RD PARTY VAST SPECIFICATIONS

TRANSCODE AND MEDIA LIST

VAST TRANSCODES:
Referred to in IAB specs as "Media Files" section 2.3.1.3 on page 29
Required Assets

REQUIRED BIT RATE	CODECS ACCEPTED	MIN DIMENSIONS	MAX FILE SIZE	USE CASES
10 – 40 Mbps	H.264 (High Profile)	1920x1080	1.7 GB Max	Mezzanine file required for SSAI environments

BIT RATE	CODECS ACCEPTED	MIN DIMENSIONS	MAX FILE SIZE BASED ON DURATION			USE CASES
			:15	:30	:60	
2,100 kbps +/- 50 kbps	H.264 (High Profile)	1024x576	4.5MB	9MB	18MB	High bandwidth users
1,500 kbps +/- 50 kbps	H.264 (High Profile)	960x540	4.5MB	9MB	18MB	Standard asset for users
750 kbps +/- 50 kbps	H.264 (High Profile)	768x432	4.5MB	9MB	18MB	Standard asset for users and pre roll
375 kbps +/- 50 kbps	H.264 (High Profile)	640x360	4.5MB	9MB	18MB	Low bandwidth users

ALL ASSETS ABOVE THIS LINE ARE REQUIRED TO BE PRESENT IN THE VAST TAG

IMPORTANT NOTES GENERAL TO THIRD PARTY SERVED ASSETS

1. VAST 4.0, 3.0 and VAST 2.0 are supported; VAST 1.1 is not supported
2. **"Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed**
3. IAS, DV, and MOAT VPAID is not accepted
4. All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
5. Ad server Creative ID required in VAST XML
6. Creatives in rotation should be limited to a max of 10
7. Paramount ANZ does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial
8. Double Spotting is also not accepted
9. Max file weight for odd length creative should follow sizing pattern based on the :15,:30, & :60 durations listed

3RD PARTY VAST SPECIFICATIONS


TRACKING

TRACKING AVAILABLE	Paramount ANZ is able to run the full host of IAB tracking metrics. Including, but not limited to: • Impression • Quartile Tracking: 25%, 50%, 75%, 100% • Clicks • Mute/Un-mute • Full screen
VALIDATION	• Blocking of video delivery is strictly prohibited by Paramount ANZ • 1x1 tracking tags are accepted for monitoring only (No Java Script) • Viewability can only be tracked via Vendor integration and is web only • 1x1 tracking viewability tracking is available. Measured via MOAT, based on MRC definition (50% pixels for 2 consecutive seconds)
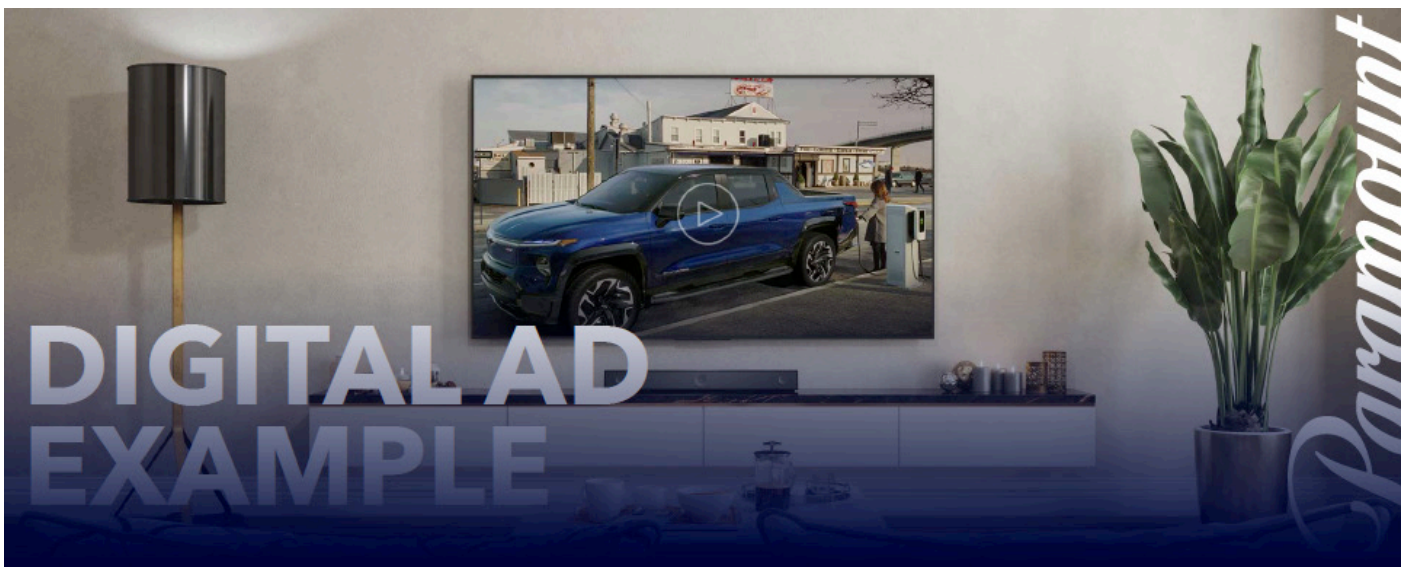
SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION

SUBMISSION INSTRUCTIONS
Please submit the VAST tag via e-mail to your Paramount ANZ representative.

CONTACT
Questions about this opportunity, please contact your **Paramount ANZ** sales representative.

TECHNICAL QUESTIONS
If you have technical questions about your creative, email: **adops@networkten.com.au**