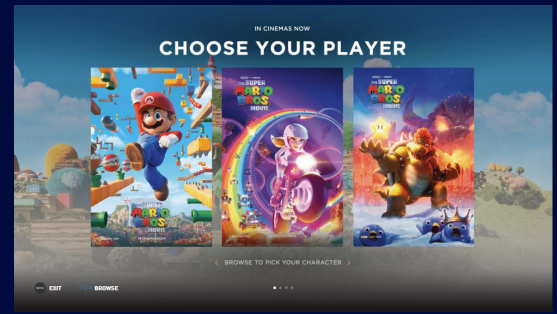


# ADSELECTOR



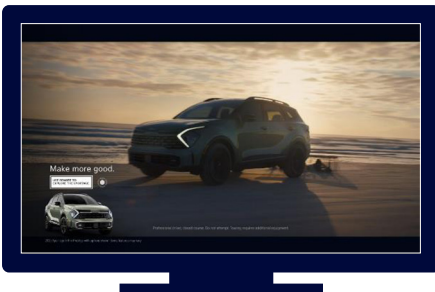
## DESCRIPTION

A CTV ad experience that puts the viewer in control by allowing them to choose the ad they want see. Through their television remote, viewers can engage and explore additional video content during the ad break increasing time earned with the brand.

An overlay with a CTA appears around the standard video. Viewer engages using their remote to deploy a full screen video gallery.

## HOW IT WORKS

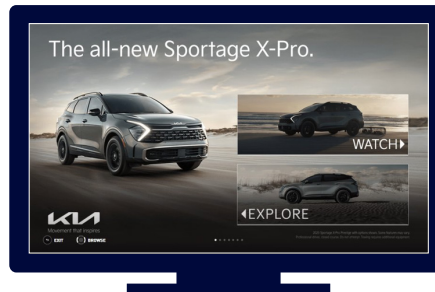
### 1. Viewer is served the AdSelector while watching 10 Play VOD



An overlay with CTA appears around the TVC. Viewer engages using their remote control by pressing 'OK'.

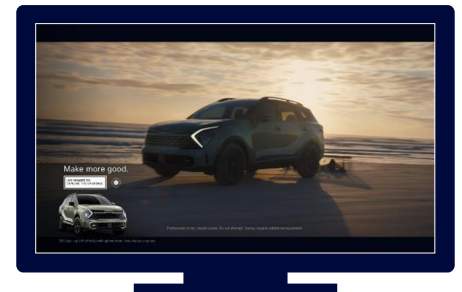
If the viewer chooses not to engage, the TVC will play until duration is complete.

### 2. AdSelector expands into a full screen environment



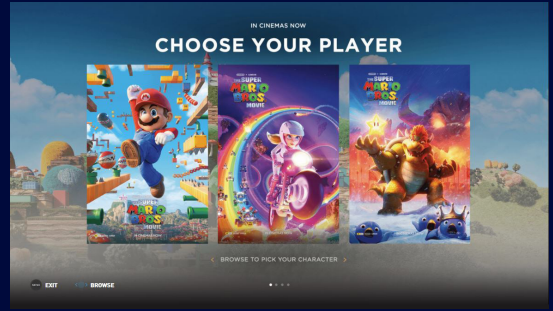
The viewer uses their remote to choose their ad experience. In this example there are two video options; 'WATCH' or 'EXPLORE'.

### 3. Viewer closes the AdSelector



Full screen environment closes and the ad resumes from where it left off.

# ADSELECTOR



## SPECIFICATIONS

### Video:

- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

### Video File Types:

- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

### Graphics

- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
- QR codes not accepted

## SUPPORTED PLATFORMS

- CTV (VOD only)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a [PREMIUM FORMATS DESIGN BRIEF FORM](#), 20 business days prior to live date.