

BRAND BILLBOARD



DESCRIPTION

10" cutdown of a brand TVC placed inside a Paramount ANZ/show-specific template, accompanied by a voice over with 'brought to you by' messaging. Runs as a solus pre-roll or first/last position in pod. Can be aligned to a show (either using the same asset as broadcast or can create a digital-only version) or ROS across 10 Play. Extension of the broadcast user journey, maximising the 'brought to you by' messaging. Only runs in premium position.

SPECIFICATIONS

- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)
- 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 tracking supported
- Video Duration 10 seconds
- Runs as Pre-roll, First or Last in Pod

GUIDELINES

- Maximum one round of changes, final changes must be received no later than 1 week prior to live date
- Final editorial to be approved by Paramount ANZ
- Guidelines apply to design layout and animation

SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for a **BILLBOARD BRIEF**
- Brief required 2 weeks prior to live date