

CANVAS GALLERY



DESCRIPTION

A standard video that scales down to reveal a branded skin, featuring a carousel of static copy or imagery. Viewers use their remote to scroll through up to 5 x panels, whilst the video continues to play.

Canvas Gallery has three solutions offering a custom approach for brands. Based on the objectives of your brief, there is the option to accommodate up to 5 x panels (min 3 panels).

- ★ Option One – 3 panels
- ★ Option Two – 4 panels
- ★ Option Three – 5 panels

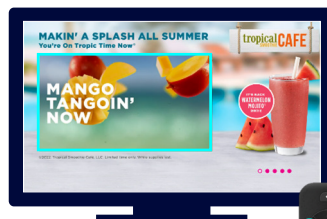
HOW IT WORKS

1. Viewer is served the Canvas Gallery while watching 10 Play VOD or Live



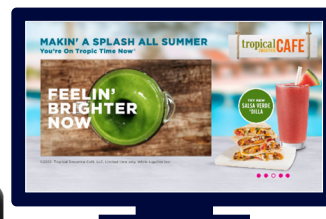
Full screen standard video plays for 2 seconds before squeezing back to reveal branded skin.

2. Standard video continues to play for duration of TVC



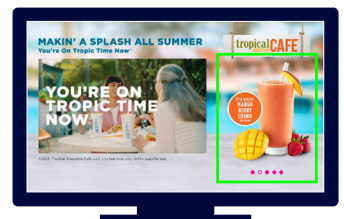
Viewers scroll through the gallery of images using the arrows on their remote. This function is user initiated not automatic.

3. The background skin is static, to create a 'safe-space' for the gallery interactivity to occur



The background skin can be customised to include messaging, offers, and iconography alongside the TVC and gallery, to speak directly to a target audience.

4. The scrollable gallery (in green) can include up to 5 x Panels of static imagery



The scrollable gallery helps to drive deeper awareness and consideration of a brand by showcasing the breadth their offering.

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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.