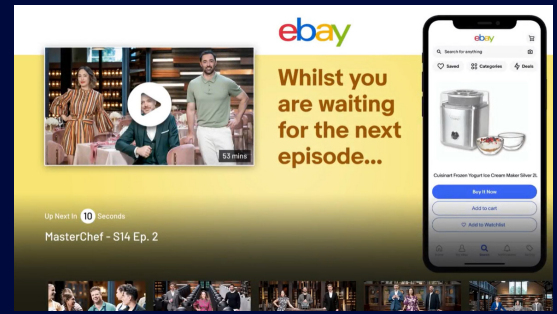


COUNTDOWN



DESCRIPTION

Across Connected TVs, the countdown format appears at the end of a program before the next program plays, an opportune video adjacent moment. Custom creative where the content squeezes back with brands taking ownership of majority of the screen. Unlike Premium Pause, the Countdown auto plays and is not user initiated. Continuing our delivery of premium format opportunities that is non-intrusive and viewer first. This highly impactful Countdown creative appears at the end of a program driving awareness and deeper engagement opportunities.

SPECIFICATIONS

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

SUPPORTED PLATFORMS

- CTV (VOD only)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a [PREMIUM FORMATS DESIGN BRIEF](#)
- Brief and assets required 4 weeks prior to live date