

# INTEGRATED BILLBOARD



## DESCRIPTION

Integrated billboards use 10” of in-program vision (compared to a Brand Billboard which uses TVC vision) placed inside a show-specific template, accompanied by a voice over with ‘brought to you by’ messaging. Because they use program vision they can only appear after specific segments in the episode. Runs as first or last position in pod. The use of program vision with contextual targeting in specific ad pods allows us to maximise engagement and brand recall.

## SPECIFICATIONS

- **Broadcast asset only, creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 10 seconds
- Runs First or Last in Pod, episode and pod specific
- 3rd party VAST tracking supported

## SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for next steps