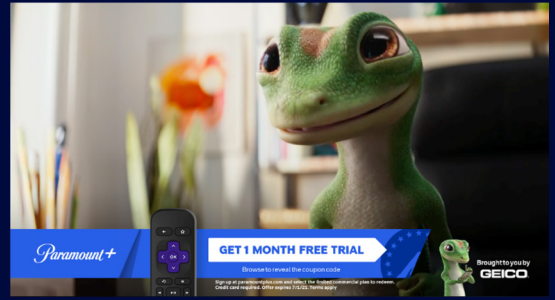


INTERACTIVE OVERLAY

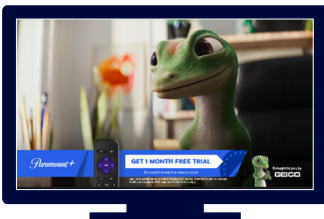


DESCRIPTION

An interactive banner overlay that appears in the lower-frame of a standard video as it plays. Viewers can engage with the overlay using their remote to reveal an offer or code message.

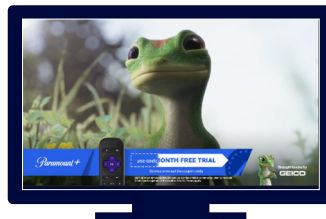
HOW IT WORKS

1. At the start of the standard video, the overlay appears in the lower half of the frame.



The video will continue to play. This product functions in both VOD and Live environments.

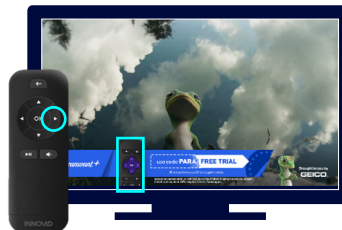
2. The viewer is prompted to engage with the overlay using their remote control by clicking 'OK'.



The overlay can be customised to reflect brand colours, fonts and a brand logo.

TIP/ Ensure you include a compelling CTA that encourages viewer engagement with the Overlay.

3. Viewers are able to interact with the overlay for the duration of the TVC.



The overlay is user-initiated. Viewers can interact with the overlay by pressing the right arrow on their remote to reveal a bespoke offer/code.

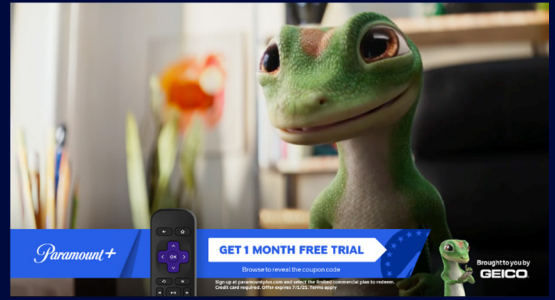
THINK: 'Click to reveal'

4. Video ends.



Interacting with the Overlay will not pause the TVC.

INTERACTIVE OVERLAY



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 (Live & VOD)

SUBMISSION INSTRUCTIONS

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