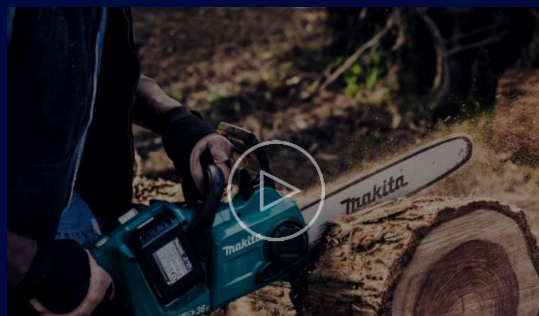


PARAMOUNT ANZ HOSTED VIDEO IN-STREAM



VIDEO AND AUDIO SPECIFICATIONS

Dimensions:

- Minimum resolution of 1280x720 (16:9)
- No Black bars

Codec(s):

- .mp4 (H.264 High Profile) (preferred)
- .mov (Apple ProRes 422 or Apple ProRes 422HQ)
- Interlaced video is not accepted scan type must be Progressive

Frame Rate:

- Frame Rate: 23.98 (23.976), 24, 25, 29.97, or 30 fps
- Color Space: 4:2:2 or 4:2:0
- Constant frame rate only (in native format)
- Remove any Telecine or 3:2 pull-down added for broadcast
- Please make content progressive using adaptive-de-interlace with no frame blending

Min Size:

No minimum as long as asset meets resolution and bit rate requirements

Max Size:

10 GB

Video Bit Rate:

Constant Bit Rate
10-40 Mbps

Slates:

Video must be submitted without leaders (i.e. leaders, slates, countdowns).

Duration:

Paramount ANZ accepts a variety of length creatives, standards include :15, :30, :60*, :90*.

Any odd length creative, please contact your Paramount ANZ Sales Representative

**Anything longer than a :30 can only run in midroll inventory.*

Audio:

- 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate
- Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard
- Max Peak: Should never exceed -6db

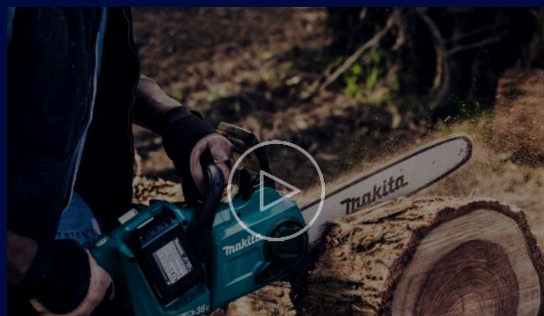
Timeline:

3-5 business days traffic and testing lead-time from the receipt of the final asset

IMPORTANT NOTES GENERAL FOR PARAMOUNT ANZ HOSTED ASSETS

1. "Fourth-party" wrapping of any billing pixel is not allowed.
2. IAS, DV, MOAT VPAID not accepted
3. All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
4. Max Creatives:10
5. Paramount ANZ does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial
6. Double Spotting is also not accepted
7. Metrics provided to advertisers: Impressions, Clicks, Completion Rate and CTR.

PARAMOUNT ANZ HOSTED VIDEO IN-STREAM



GENERAL NOTES

TRACKING AVAILABLE

Paramount ANZ is able to run the full host of IAB tracking metrics. Including, but not limited to:

- Impression
- Quartile Tracking: 25%, 50%, 75%, 100%
- Clicks
- Mute/Un-mute
- Full screen

AD VALIDATION

- Blocking of video delivery is strictly prohibited by Paramount ANZ
- 1x1 tracking tags are accepted for monitoring only (No Java Script)
- Viewability can only be tracked via Vendor integration
- 1x1 tracking viewability tracking is available. Measured via MOAT, based on MRC definition (50% pixels for 2 consecutive seconds)



SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION

CONTACT

Questions about this opportunity, please contact your Paramount ANZ sales representative

TECHNICAL QUESTIONS

If you have technical questions about your creative, email: adops@networkten.com.au