

PAUSE LITE



DESCRIPTION

A user-initiated ad format on Foxtel iQ boxes – 3, 4 and 5 models, Samsung, LG, HBBtv and Hisense tv. Highly impactful, Pause Lite places your brand on a static frame on the big screen. Pause Lite allows marketers to deliver relevant messaging to consumers at the right time and right place – during a natural, user-determined break. Perfect for contextual targeting and draws attention and engagement with call to action and QR codes. Allowing advertisers to create and own a positive, entertaining viewer experience. Best for contextual messaging, driving awareness and engagement with shoppable moments.

SPECIFICATIONS

- 1066x666 High Res Image – JPEG / PNG, OR
- 533x333 Low Res Image – JPEG / PNG / EPS
- Audio – No Audio
- 3rd Party click/impression tracking available

SUPPORTED PLATFORMS

- CTV (VOD only)