

PLAYING NOW



DESCRIPTION

A unique integrated ad that synergises the look and feel of the brand and the program, coming to life as a 15” solus pre-roll that leads directly into the beginning of the content stream. Put your brand in the spotlight with inclusion of brand logo, TVC vision, static imagery and an integrated VO. Ensure your brand is top of mind as viewers tune in to their favourite shows.

SPECIFICATIONS

- **Creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 10 or 15 seconds
- Runs as Pre-roll
- 3rd party VAST tracking supported

GUIDELINES

- Maximum two rounds of changes, final changes must be received no later than 1 week prior to live date
- Final editorial to be approved by Paramount ANZ
- Guidelines apply to design layout and animation

SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for a **PLAYING NOW DESIGN BRIEF**
- Brief and assets required 4 weeks prior to live date