

PLAYOUT



DESCRIPTION

Playouts are a 10" asset which use in-program vision to drive to a 10 Play destination. The playout resolves on an end frame with a brand logo and URL. These are broadcast assets that can be mirrored on 10 Play, and appear first in break after the relevant segment. The use of program vision with contextual targeting in specific ad pods allows us to maximise impact and brand recall. Useful in driving to sponsored content on 10 Play.

SPECIFICATIONS

- **Broadcast asset only, creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 10 seconds
- Runs First 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