

PROGRAM ID



DESCRIPTION

A 5" bespoke 2D animated asset that connects a brand with a program via a seamless transition between the logos, with relevant visual motifs. These are broadcast assets that can be mirrored on 10 Play, and can appear first or last in break following a brand billboard.

Place a brand directly in the environment of the show, maximising sponsor impact and recall leading in/out of a segment.

SPECIFICATIONS

- **Broadcast asset only, creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 5 seconds
- 10 seconds billboard + 5 seconds Program ID stitched
- Runs as First or Last in Pod
- 3rd party VAST tracking supported

SUPPORTED PLATFORMS

- Desktop, Mobile, CTV (Live & VOD)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Brand Studio representative for next steps