

# SmartSNAP



## DESCRIPTION

A CTV video ad format fusing content with commerce by embedding dynamic QR codes within an existing TVC and the addition of a custom static end frame. SmartSNAP provides an active ad experience, allowing viewers to take action via their second screen, driving them to contextually relevant destinations.

## SPECIFICATIONS

### Video:

- Video in HD aspect ratio (16:9), minimum resolution 1280x720
- Max Video Duration 15 or 30 seconds
- Frame Rate: 23.98 (23.976), 24, 25, 29, 97 or 30fps
- No black bars
- Constant Bit Rate 10-40 Mbps
- No black bars
- Interlaced video is not accepted
- Constant Bit Rate 10-40 Mbps
- Max size 10 GB
- 3rd party VAST impression tracking supported

### Video File Types:

- .mp4 (H.264 High Profile) - preferred
- .mov (Apple ProRes 422 or Apple ProRes 422 HQ)

### Graphics

- Raw High-Res Key Art / Artwork – PSD / layered files
- High Res Images – JPEG / PNG / PSD / EPS
- Logos – PNG / EPS
- Brand Fonts
- Brand Guidelines

### Audio:

- Raw Audio without voiceover (recommended) used in the base video creative for use in the custom end frame - .wav, mp3 or as part of the TVC
- When audio is not provided – a stock audio file that matches the creative's overall tone or the default spot audio is used over the end frame

### PLAYBACK

**sample PSD templates**

### END FRAME

**sample PSD templates**

## GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Max 2 unique end frame QR codes
- QR size: min 200x200 / max 730x730
- End frame max 15 seconds
- Call-to-action text should include offer details and encourage users to scan QR codes
- Please do not provide the QR code when supplying creative assets
- CTV only

# SmartSNAP



## SUPPORTED PLATFORMS

- CTV (Live & VOD)

## SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a [PREMIUM FORMATS DESIGN BRIEF FORM](#), 16 business days prior to live date.