

# THROW



## DESCRIPTION

A 5" bespoke animated graphic with a relevant message that 'throws'/leads into a brand TVC. Appears first in break. Digital-only throws are available for 10Play sponsorships. A unique way of calling attention to a TVC and providing relevance to a brand alignment.

## SPECIFICATIONS

- **Creative to be supplied by Paramount ANZ Brand Studio**
- Video Duration 5 seconds
- 5 seconds Throw + 15 or 30 seconds TVC stitched
- Runs First in Pod
- 3rd party VAST tracking supported

## GUIDELINES

- Maximum one round 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 next steps, 4 weeks prior to live date