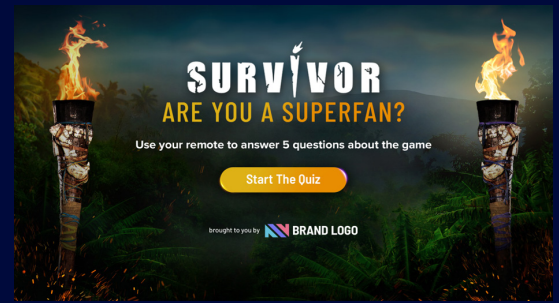


TRIVIA



DESCRIPTION

Exclusive digital only tentpole or sport sponsorship solution, available to Tier 1 sponsors of selected programming.

Trivia is an interactive quiz that invites viewers to answer up to 5 x curated questions relevant to key programming, designed to further embed a brand directly into a premium program environment, driving deeper engagement with viewers.

HOW IT WORKS

1. Sponsor brand TVC begins, in VOD environment.

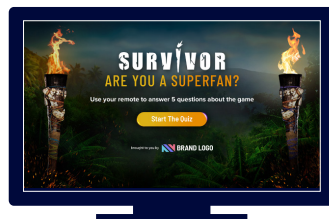
2. The viewer is taken to a full-screen ad-experience, and instructed to answer min. 3 and max 5 x questions using their remote.

3. Viewers are given 10-seconds to choose from up to 4 x response options, by clicking 'OK' on their remote.

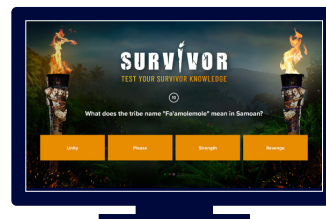
4. At the conclusion of the quiz, the end frame will display the total number of correct answers out of 5.



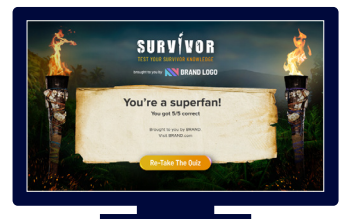
A CTA appears, prompting viewers to click 'OK' on their remote, to test their show-knowledge via a tentpole skinned interactive quiz, 'brought to you by' the sponsor.



Viewers click 'OK' to start the quiz.



The screen will display if the response is correct/incorrect and automatically move to the next question.



For Sponsors, the End-Frame offers a unique opportunity to include tailored brand messaging aligned to Trivia result.

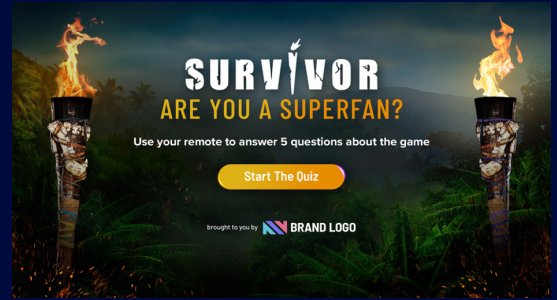
Think/ Bespoke offers for correct answers etc.

5. Users can either 'replay' the quiz or exit the Trivia experience to return to the sponsor brand TVC.

If they choose to exit the quiz, the sponsor brand TVC resumes.



TRIVIA



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

GUIDELINES

- Maximum 3 rounds of changes, final changes must be received no later than 5 business days prior to live date
- Four templatised layout options (2, 3, 4 or 5 video tiles)
- Max 5 videos. Each video minutes 15 seconds – max 5 minutes
- QR codes not accepted

SUPPORTED PLATFORMS

- CTV (VOD only)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a [PREMIUM FORMATS DESIGN BRIEF FORM](#), 23 business days prior to live date.