



DESCRIPTION

A suite of premium products offering brands a boost to drive further awareness and impact from their TVC with ease. An overlay appears over the pre-roll video, prompting the user to a call-to-action that can include: visiting the website, auto-animation. Used for lighter engagement. Positioning and sizing are flexible.

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
- Video is under the Overlay
- Video starts and remains full screen
- Overlay fades in after 2 seconds
- Overlay can be any size/position/shape
- Overlay doesn't obstruct important elements of TVC
- CTV only

SUPPORTED PLATFORMS

- CTV (Live & VOD)

BrandBOOST

BRANDPOP



SUBMISSION INSTRUCTIONS

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