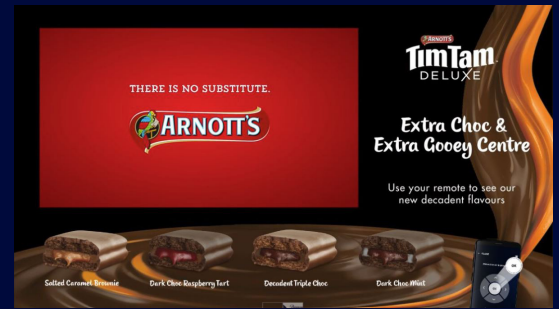


EXPANDER IMAGE



DESCRIPTION

The Image/Video Gallery Expander gives viewers the option to explore multiple pieces of brand content/imagery, housed in a single ad experience. An overlay with CTA appears around a standard ad where viewers can engage using their remote to deploy a full screen ad experience. Once viewers close the expanded ad, the standard video resumes.

IMAGE EXPANDER: HOW IT WORKS

1. Standard video begins



Video will play in full screen for 2 seconds before Expander appears.

2. The standard video scales back to reveal a customisable skin



Brands can include up to 5 x panels of imagery.

Viewers are prompted to use their remote to engage.

3. Include up to 5 x panels of imagery



Viewers are taken into a separate ad experience where they use their remote to scroll through images.

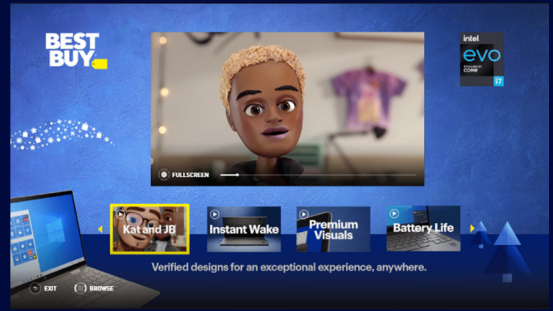
To exit the experience, viewers click the back button on their remote.

4. Video ends.



Video will continue to play from the same point where they left to engage with the experience.

EXPANDER



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**, 20 business days prior to live date.