

EXPANDER VIDEO

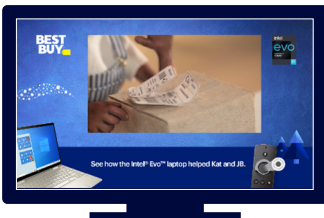


DESCRIPTION

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.

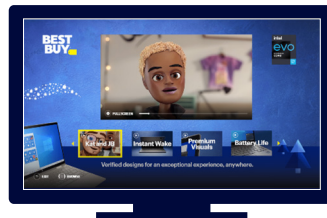
VIDEO EXPANDER: HOW IT WORKS

1. Video plays for 2 seconds then scales back to reveal branded skin.



The skin is fully customisable with static copy and imagery

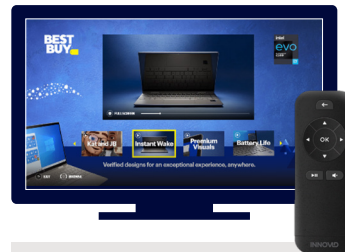
2. When the user engages with the Expander, the standard video will pause.



Viewers can scroll throw up to 5 x panels of additional video content.

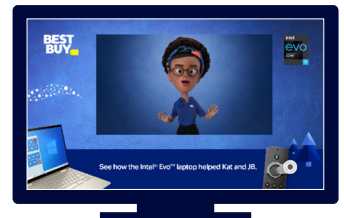
Thumbnail images are customisable.

3. User's can play the content in full screen by pressing 'OK' on their remote. To go back, user's click 'EXIT'.



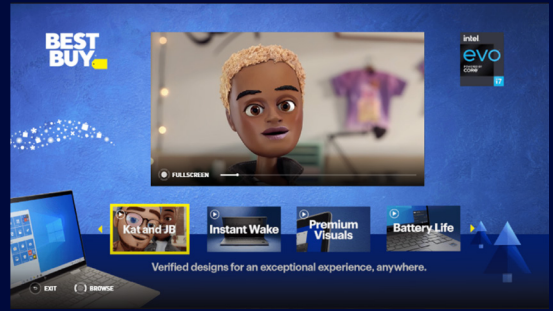
Users use their remote to scroll through additional content. Videos will auto-play as the user clicks through.

4. Viewers can enter and exit the experience at any time while standard video continues to play.



Once the viewer exits the experience, the remainder of the standard video will play.

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.