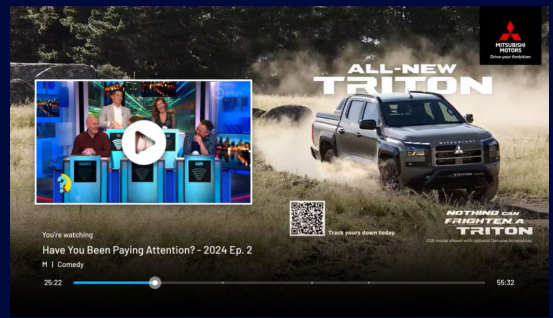


PREMIUM PAUSE



DESCRIPTION

A user-initiated CTV ad format, the Premium Pause places your brands on the big screen when the viewer pauses the content. Highly impactful, with custom animated creative built in-house, brands can drive action with embedded QR codes and special offers. A non-disruptive video adjacent experience that is initiated by a viewer. Content is great for contextual targeting and calls attention and engagement with call to action and QR codes. Best for contextual messaging, driving awareness and engagement with shoppable moments.

SPECIFICATIONS

- 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 two rounds 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

- CTV (VOD only)

SUBMISSION INSTRUCTIONS

- Please contact your Paramount ANZ Sales representative for a [PREMIUM FORMATS DESIGN BRIEF](#)
- Brief and assets required 4 weeks prior to live date