





ASSETS TO PROVIDE	<ol style="list-style-type: none"> 1. VIDEO 2. ENDSCREEN (not applicable to VAST tags)
1. VIDEO	
RESOLUTIONS to provide (for all platforms)	640 x 360 or 480 x 270
FILE SIZE	3MB, max 3MB
FORMAT	MP4
LENGTH (recommended)	< 15 sec , max 30 sec
FRAME RATE (including playing frame rate)	25-30
DETAILS	<ul style="list-style-type: none"> • Web optimized: on – for progressive download • Audio: 48kHz, stereo • Peak framerate (VFR): on • Aspect ratio: 16:9
CODECS	<p>Video encoder : H.264 Up to 1.5 Mbps Low-Complexity version of the H.264 Baseline Profile with AAC-LC audio up to 160 Kbps</p> <p>Video encoder : H.264 Up to 2.5 Mbps Baseline Profile up to Level 3.0 with AAC-LC audio up to 160 Kbps per channel</p> <p>Video encoder : MPEG-4 video Up to 2.5 Mbps Simple Profile with AAC-LC audio up to 160 Kbps</p>
DESIGN REQUIREMENT	<p>The following icons & features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> • Countdown timer will be located in the bottom left corner • “Advertisement” label will be located in the bottom right corner or at bottom center • For VAST tags only – Call-To-Action button will be added (see pg 3)
COMPLIANCY / CERTIFICATION	 <p>iab. Digital Video Ad Serving Template (For Linear Video Formats with Companions)</p>
AVAILABLE ON:	



2. END SCREEN (not applicable to VAST tags. Refer to next page for VAST tags layout)

RESOLUTIONS to provide (for all platforms)	2048 x 1536 and 1920 x 1080
FILE SIZE	Static: 120KB, max 150KB
FORMAT	Static: JPEG
REDIRECTION OPTIONS	<ul style="list-style-type: none"> • Web page • Phone number (auto dial) •
DESIGN REQUIREMENTS (compulsory)	<ul style="list-style-type: none"> • For iOS - No competing platforms mention or icon <p>The following icons & features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> • Replay button will be located in the top left corner • Close button will be located in the top right corner • “Advertisement” label will be located either on the bottom centre or in the bottom right corner  <p>Leave space for automated buttons as below</p> <p>For 1920x1080 resolution: Replay button (top left: 0, 0, 190, 190) Close button (top right: 1730, 0, 1920, 190)</p> <p>For 2048x1536 resolution: Replay button (top left: 0, 0, 200, 200) Close button (top right: 1848, 0, 2048, 200)</p>
DESIGN REQUIREMENTS (highly recommended)	Clear Call-To-Action button (for external redirection)
COMPLIANCY / CERTIFICATION	
LANGUAGES SUPPORTED (Please provide translation if ad is not in English)	English, German, Spanish, French, Italian, Japanese, Korean, Russian, Chinese, Turkish, Brazilian, Indonesian, Thai, Vietnamese, Chinese Traditional, Portuguese
OTHER REQUIRED ELEMENTS	<ul style="list-style-type: none"> • Redirection link • 3RD Party tracking link(s) (if applicable)
AVAILABLE ON:	



VAST Tag – With “Learn More” Call-To-Action option

While video is playing

The following icons & features will be applied automatically by our ad server (please do not add any to your creative)

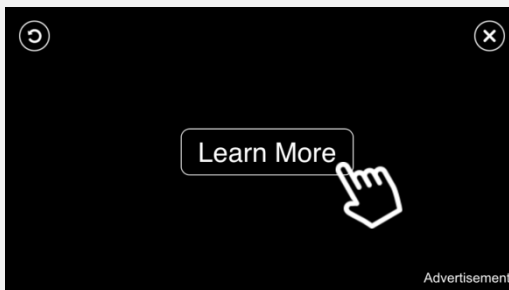
- “Learn More” call-to-action button will be located at the top left section
- Countdown timer will be located in the bottom left corner
- For skippable videos, “Skip In” and Close button will be located in the top right corner
- “Advertisement” label will be located in the bottom right corner



At video end

The following icons & features will be applied automatically by our ad server (please do not add any to your creative)

- “Learn More” call-to-action button will be located in the centre
- Replay button will be located in the top left corner
- Close button will be located in the top right corner
- “Advertisement” label will be located in the bottom right corner





VAST Tag – With “I” Call-To-Action option

While video is playing

The following icons & features will be applied automatically by our ad server (please do not add any to your creative)

- “Advertisement” label will be located in the top left corner
- For skippable videos, “Skip In” and Close button will be located in the top right corner
- Countdown timer will be located in the bottom left corner
- “Info” call-to-action button will be located in the bottom right corner



At video end

The following icons & features will be applied automatically by our ad server (please do not add any to your creative)

- “Advertisement” label will be located in the top left corner
- Close button will be located in the top right corner
- Replay button will be located in the bottom left corner
- “Info” call-to-action button will be located in the bottom right corner

