




ASSETS TO PROVIDE	<ol style="list-style-type: none"> <li>1. VIDEO</li> <li>2. ENDSCREEN (not applicable to VAST tags)</li> </ol>
<b>1. VIDEO</b>	
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"> <li>• Web optimized: on – for progressive download</li> <li>• Audio: 48kHz, stereo</li> <li>• Peak framerate (VFR): on</li> <li>• Aspect ratio: 16:9</li> </ul>
CODECS	<p><b>Video encoder : H.264</b> Up to 1.5 Mbps Low-Complexity version of the H.264 Baseline Profile with AAC-LC audio up to 160 Kbps</p> <p><b>Video encoder : H.264</b> Up to 2.5 Mbps Baseline Profile up to Level 3.0 with AAC-LC audio up to 160 Kbps per channel</p> <p><b>Video encoder : MPEG-4 video</b> Up to 2.5 Mbps Simple Profile with AAC-LC audio up to 160 Kbps</p>
DESIGN REQUIREMENT	<p>The following icons &amp; features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> <li>• Countdown timer will be located in the bottom left corner</li> <li>• “Advertisement” label will be located in the bottom right corner or at bottom center</li> <li>• For VAST tags only – Call-To-Action button will be added (see pg 3)</li> </ul>
COMPLIANCY / CERTIFICATION	 <p><a href="#">iab. Digital Video Ad Serving Template</a> (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)

<b>RESOLUTIONS to provide</b> (for all platforms)	2048 x 1536 and 1920 x 1080
<b>FILE SIZE</b>	Static: 120KB, max 150KB
<b>FORMAT</b>	Static: JPEG
<b>REDIRECTION OPTIONS</b>	<ul style="list-style-type: none"> <li>• Web page</li> <li>• Phone number (auto dial)</li> <li>• ....</li> </ul>
<b>DESIGN REQUIREMENTS</b> (compulsory)	<ul style="list-style-type: none"> <li>• For <b>iOS</b> - No competing platforms mention or icon</li> </ul> <p>The following icons &amp; features will be applied automatically by our ad server (please do not add any to your creative)</p> <ul style="list-style-type: none"> <li>• Replay button will be located in the top left corner</li> <li>• Close button will be located in the top right corner</li> <li>• “Advertisement” label will be located either on the bottom centre or in the bottom right corner</li> </ul>  <p>Leave space for <b>automated buttons</b> 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>
<b>DESIGN REQUIREMENTS</b> (highly recommended)	Clear Call-To-Action button (for external redirection)
<b>COMPLIANCY / CERTIFICATION</b>	
<b>LANGUAGES SUPPORTED</b> (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
<b>OTHER REQUIRED ELEMENTS</b>	<ul style="list-style-type: none"> <li>• Redirection link</li> <li>• 3<sup>RD</sup> Party tracking link(s) (if applicable)</li> </ul>
<b>AVAILABLE ON:</b>	



### 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)

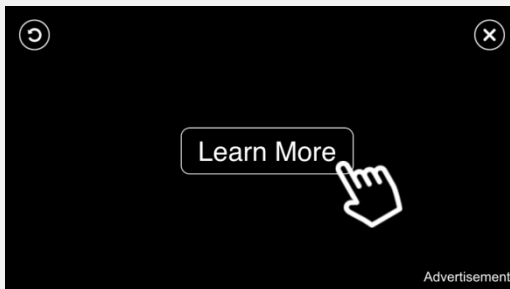
- “Learn More” call-to-action button will be located at the top left section
- Countdown timer will be located in the bottom left corner
- For skippable videos, “Skip In” and Close button will be located in the top right corner
- “Advertisement” label will be located in the bottom right corner



#### 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

