

# All 4 Video Ads

All platforms excluding TV VOD



| File Type          | 15Mbps MPEG2 mezzanine                     |
|--------------------|--|
| Container          | MPEG2 Programme Stream                     |
| Mode:              | CBR  |
| Quality/Speed:     | Highest Quality                            |
| Field Order:       | Source Dominance or Software De-interlaced |
| File Extension:    | .mpg                                       |
| Video Bitrate:     | 15 Mbps                                    |
| Audio CODEC:       | MPEG1 Layer 2                              |
| Audio Bitrate:     | 224Mbps                                    |
| Audio Sample Rate: | 48KHz at 16Bit                             |
| Frame Size:        | 720x576                                    |
| PAR:               | Anamorphic Pixels 1.42:1                   |
| Chroma Format:     | 4.2.2                                      |
| Profile:           | Main                                       |

## Further Info:

- Adhering to these specifications will output the correct 16:9 aspect ratio
- Clocks and Handles must be removed from the video start and end
- Cannot provide tags to serve copy through a third party for video activity
- 3<sup>rd</sup> party pixel tracking via approved vendors: Sizmek, DoubleClick, Flashtalking, Innovid and Mediaplex
- All tagging must be secure (https), any unsecure tagging (http) will be rejected
- Surveys must be agreed with sales rep. prior to booking