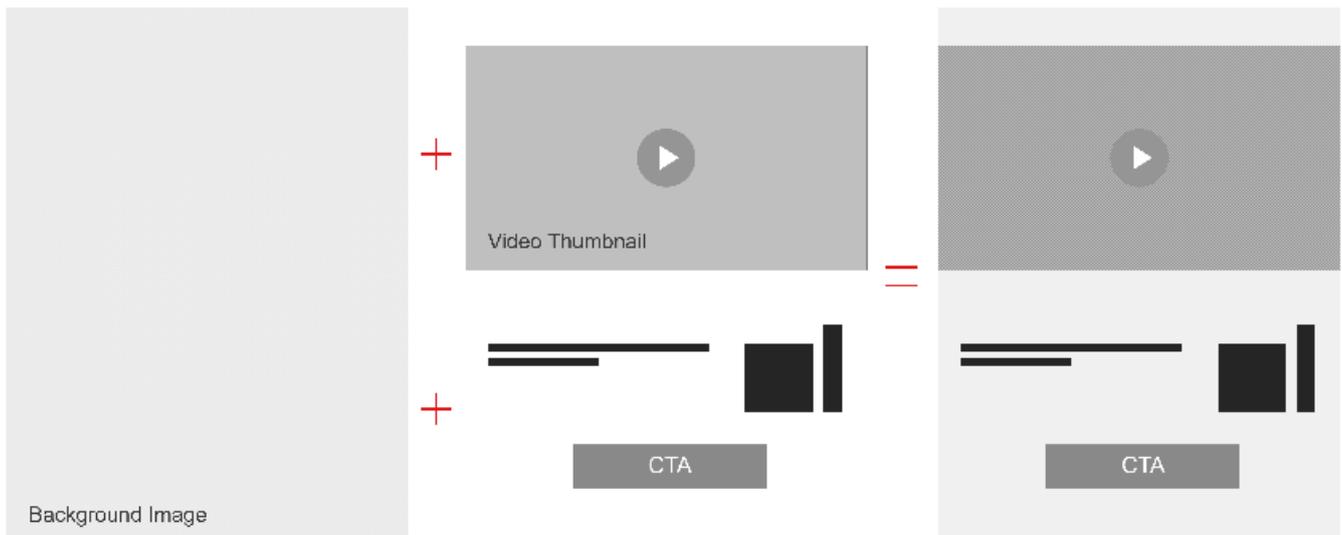


Creative Specification

Embedded video



The HTML 5 Embedded video unit is comprised of a few parts:

- A background image (this will crop to fill the entire space, whilst maintaining aspect ratio)
- A video & thumbnail (we recommend a maximum video duration of **30s**. Generally, lower durations perform better)
- All important imagery is then positioned on top of the background (CTA's, titles, packshots, characters - usually in .png format with transparency. Use .jpg where appropriate). These elements will move and scale responsively based on the device it is displayed on.
- A loading page that is displayed briefly as the ad loads. Don't include any images indicating user interaction (such as the play button on the video thumbnail) on this page. Keep loading pages below **50kb** for both phone & tablet.
- If your ad will be served as an interstitial, avoid placing key content on the **top right corner** - this space will be used for a close button. If it is a scroller unit, avoid placing key content in the **top or bottom 3%** of the total height of the canvas.

Please provide a **.psd** file with all of the elements listed above, clearly labelled and grouped, ready for export. The next section in this document outlines the specifications for which these exported assets need to meet.

HTML5 unit specification

Mobile Phone

Resolution	750x1334
Max file size (KB, excluding video)	500KB
Accepted image types	.psd (preferred) or .jpg .gif .png
Required imagery	loading page, video thumbnail, logos, key visuals, copy, tagline, fonts, CTA

Tablet

Resolution	768x1024
Max file size (KB, excluding video)	500KB
Accepted image types	.psd (preferred) or .jpg .gif .png
Required imagery	loading page, video thumbnail, logos, key visuals, copy, tagline, fonts, CTA

Video specifications

Mobile Phone & Tablet

Aspect ratio	16:9 (landscape)
Resolution	1920x1080 (1080p) or 1280x720 (720p)
Encoding spec.	
Format	H.264
Profile	Main
Level	4.0 or 4.1
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	N/A (high as necessary)
Accepted file types	.mp4 .mov. wmv
Max file size (MB)	N/A (high as necessary)
Audio spec.	
Format	AAC
Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~192

For further information on how these videos will be compressed for mobile devices, please see the tables on the next page. If you provide a video to the above spec, we will compress them for you.

Mobile Phone

Aspect ratio	16:9 (landscape)
Resolution	
Ideal	640x360
Other accepted	Any 16:9 resolution - keep in mind max file size & bitrate recommendation below.
Encoding spec.	
Format	H.264
Profile	Baseline
Level	3.0 or 3.1
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	600 - 1,200 (based on quality/file size, aim for low file size without compromising quality on small screens)
Accepted file types	.mp4
File size (MB)	
Recommended	1-2 MB
Maximum	3 MB
Audio spec.	
Format	AAC
Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~160

Tablet

Aspect ratio	16:9 (landscape)
Resolution	
Ideal	960x540
Other accepted	Any 16:9 resolution - keep in mind max file size & bitrate recommendation below.
Encoding spec.	
Format	H.264
Profile	Baseline
Level	3.1
Framerate (FPS)	24, 25 or 30
Bitrate (Kbps)	800 - 1,600 (based on quality/file size, aim for low file size without compromising quality on medium-sized screens)
Accepted file types	.mp4
File size (MB)	
Recommended	2 - 3 MB
Maximum	4.5 MB
Audio spec.	
Format	AAC
Codec	AAC
Sample rate (Hz)	48,000
Channels	Stereo
Bitrate (Kbps)	~160