



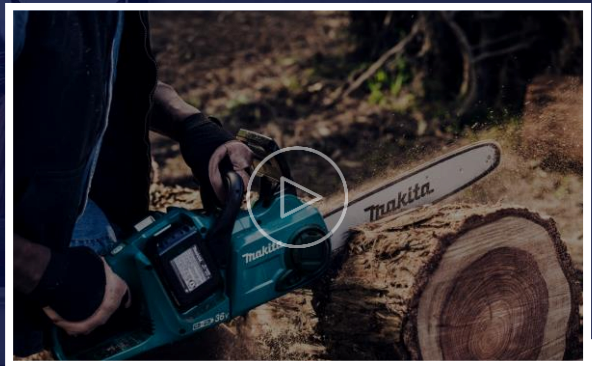
PARAMOUNT DIGITAL ADS

HOSTED VIDEO IN-STREAM



Paramount

PARAMOUNT GLOBAL HOSTED VIDEO IN-STREAM



1 VIDEO AND AUDIO SPECIFICATIONS

DIMENSIONS

- Minimum resolution of 1280x720 (16:9)
- No Black bars

CODEC(S)

- .mp4 (H.264 High Profile) (preferred)
- .mov (Apple ProRes 422 or Apple ProRes 422HQ)
- Interlaced video is not accepted scan type must be Progressive

FRAME RATE

- Frame Rate: 23.98 (23.976), 24, 25, 29.97, or 30 fps
- Color Space: 4:2:2 or 4:2:0
- Constant frame rate only (in native format)
- Remove any Telecine or 3:2 pull-down added for broadcast
- Please make content progressive using adaptive de-interlace with no frame blending

MIN SIZE

No minimum as long as asset meets resolution and bit rate requirements

MAX SIZE

10 GB

VIDEO BIT RATE

Constant Bit Rate
10-40 Mbps

SLATES

Video must be submitted without leaders (i.e. leaders, slates, countdowns).

DURATION

Paramount Global accepts a variety of length creatives, standards include :15, :30, :60*, :90*.
Any odd length creative, please contact your Paramount Global Sales Representative

**Anything longer than a :30 can only run in midroll inventory.*

AUDIO

- 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate
- Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard
- Max Peak: Should never exceed -6db

TIMELINE

3-5 business days traffic and testing lead-time from the receipt of the final asset

2 BILLBOARD (ONLY AVAILABLE IN CERTAIN INSTANCES)

CLIENT CREATED

- Please follow Specifications in Section I
- Max Duration: :05 (Five Seconds)

PARAMOUNT ACCEPTED

Please provide a 1280x720 jpg
(Only static assets accepted)

2B IMPORTANT NOTES SPECIFIC TO BILLBOARDS

- Billboards are specific assets to the purchase of full episode sponsorships. Any other use case, please contact your Paramount Sales Representative.
- Billboards must be Paramount Hosted.
- All general notes from section IV (Four) apply to billboards.
- Companion assets can be appended to billboards, just like video, however, they are not required.

3 IMPORTANT NOTES GENERAL FOR PARAMOUNT HOSTED ASSETS

1. "Fourth-party" wrapping of any billing pixel is not allowed.
2. IAS, DV, MOAT VPAID not accepted
3. All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
4. Max Creatives:10
5. Paramount Global does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial
6. Double Spotting is also not accepted
7. Metrics provided to advertisers: Impressions, Clicks, Completion Rate, Time Spent Viewing and CTR.

4 GENERAL NOTES

TRACKING AVAILABLE

Paramount Global accepts the full host of IAB tracking metrics. Including, but not limited to:

- Impression
- Quartile Tracking: 25%, 50%, 75%, 100%
- Clicks
- Mute/Un-mute
- Full screen

AD VALIDATION

- Blocking of video delivery is strictly prohibited by Paramount Global
- 1x1 tracking tags are accepted for monitoring only (No Java Script)
- Viewability can only be tracked via Vendor integration and is desktop only
- 1x1 tracking and viewability tracking is available. Measured via Freewheel, based on MRC definition (50% pixels for 2 consecutive seconds)



5 SUBMISSION INSTRUCTIONS AND CONTACT INFORMATION



CONTACT

Questions about this opportunity, please contact your Paramount Global Sales representative



TECHNICAL QUESTIONS

If you have technical questions about your creative, email: digital_ad_trafficking@paramount.com