

# SBS On Demand Ad on Pause Specifications

March 2022

# Contents

01 - SBS Ad on Pause Overview

02 - Material Deadlines & Considerations

03 - Creative Specifications

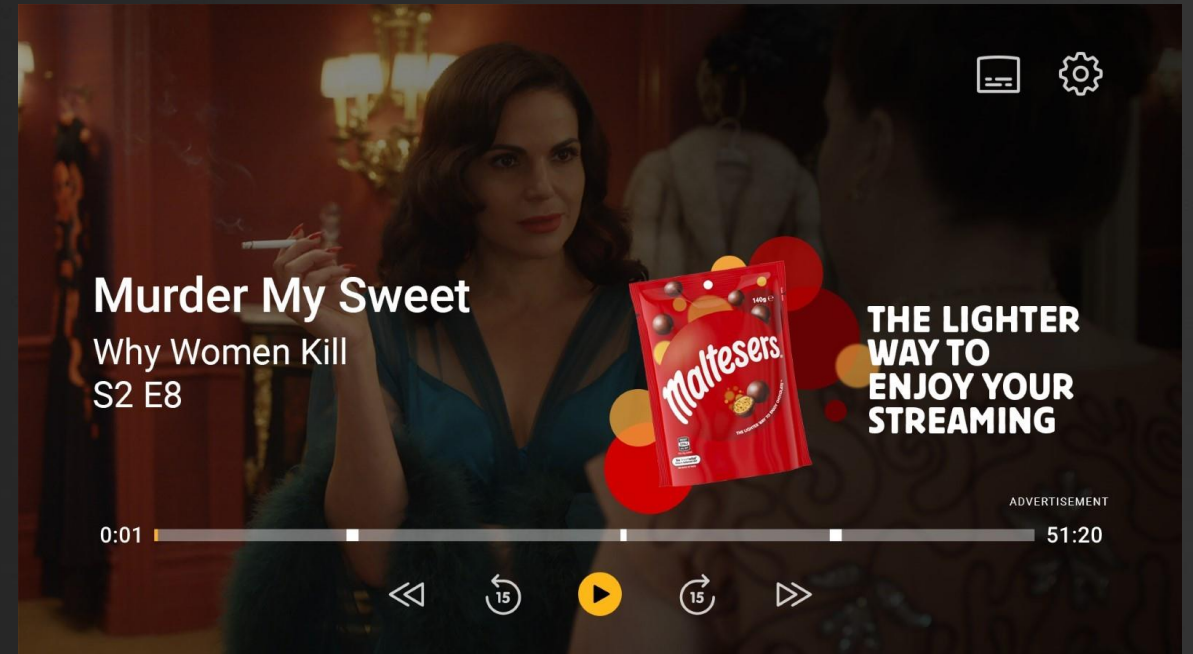
04 - Creative Guidelines

# SBS Ad on Pause

The SBS Video In-Stream Pause Ad is a prominent opportunity within an engaging video setting.

When a viewer pauses video content, advertiser messaging takes over the bottom right-hand side of the video screen as a static overlay image and the paused video content persists in the background with a faded gradient transparent wash.

Advertiser messaging remains in the video screen until the viewer clicks to return to continue viewing the video content. The pause ad functions in normal screen viewing mode only.



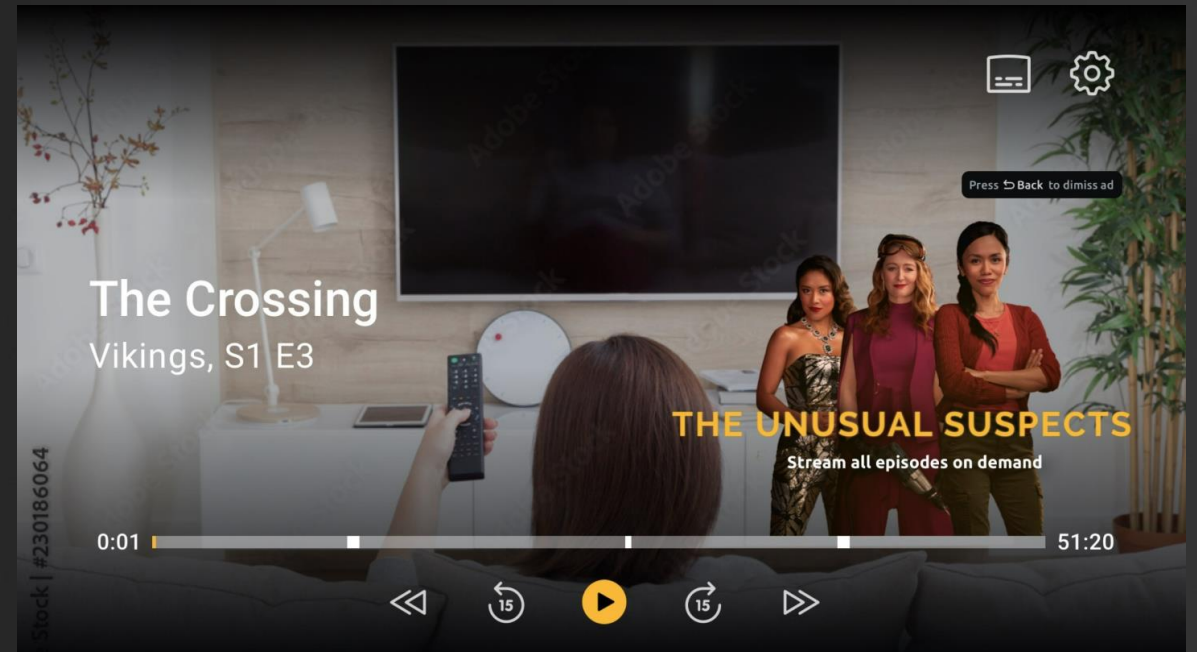
# SBS Ad on Pause

## What is it?

A non-disruptive, non-intrusive user-initiated display ad that appears when viewer presses pause when watching content on their Connected TV, Mobile or Desktop.

## Benefits

Allows brands to deliver relevant messaging to SBS audiences at the right time and place —during a natural, user-determined break in the storytelling. A positive and entertaining experience for advertisers.



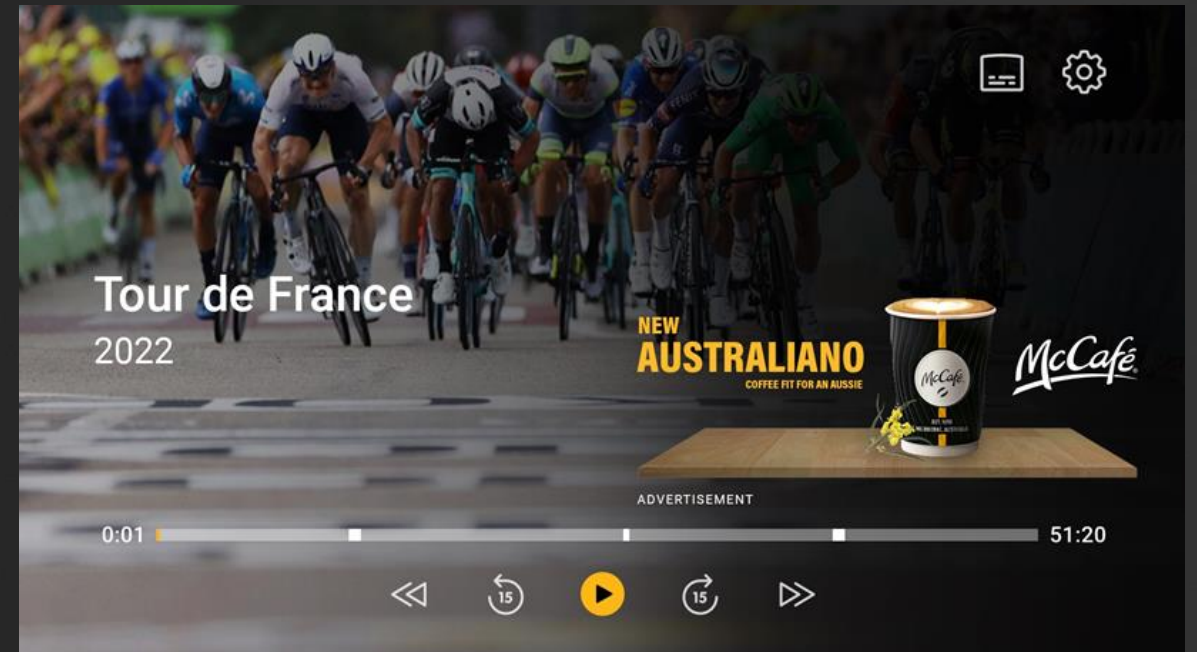
# Material Deadlines & Considerations

Material deadline

3<sup>rd</sup> party tags not accepted

5 business days prior to the start of campaign

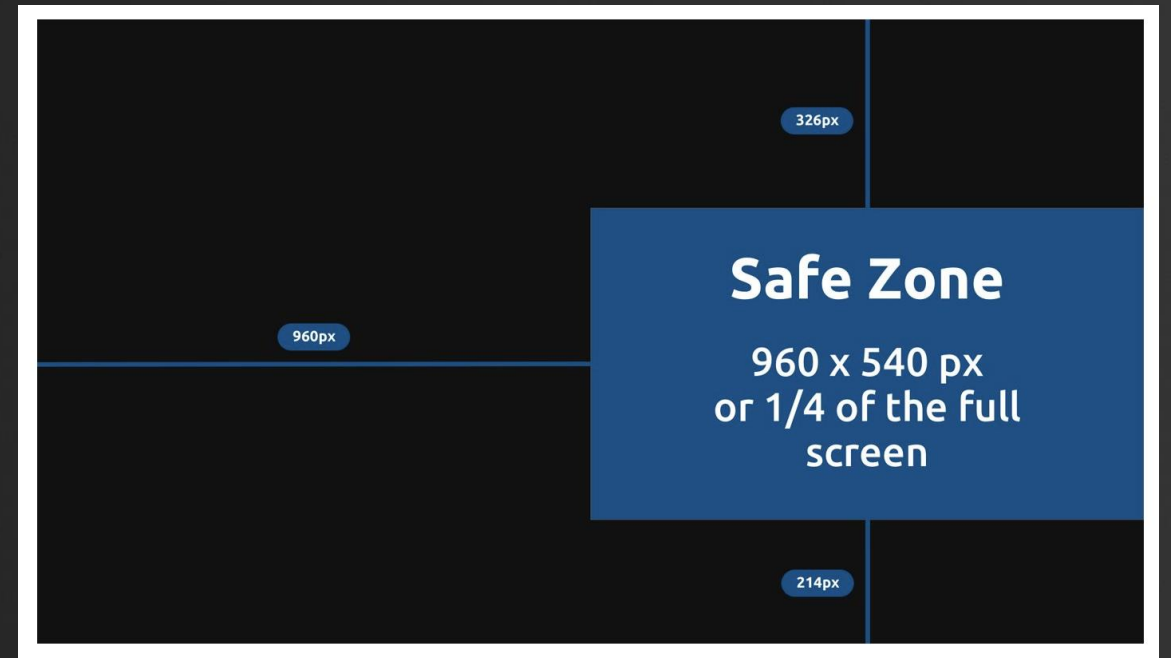
Please provide all ad creative to your SBS Sales Rep



# SBS Ad on Pause Specifications

Hosted by SBS \*\*  
Desktop, Web and CTV

Creative Requirements	The brand logo/title treatment should have a transparent background.
Aspect Ratio	16:9 to fit screen size 720p and 1080p
Dimensions	960x540 px
Max File Size	300 kb
Format	Transparent .PNG Only
Impression Tracker Format	N/A
Other restrictions	CTV non clickable. QR codes accepted No Solid Coloured Backgrounds No Coloured Text



\*\* Creative supplied by the advertiser, will be re-formatted to SBS hosted specs for optimal viewing

# SBS Ad on Pause Creative Guidelines

## Brand Logo / Title Treatment

### File Format

- Vector .AI or .EPS file.
- High-res layered .PSD
- Transparent .PNG
- Fonts (OpenType Font .OTF)

### Creative Requirements

The brand logo/title treatment should have a transparent background.

## Supporting Campaign Imagery

### File Format

- Vector .AI or .EPS file.
- High-res layered .PSD
- Transparent .PNG
- Fonts (OpenType Font .OTF)

### Creative Requirements

All images should have a transparent background.

Avoid using images with text in them.

# SBS Ad on Pause Creative Guidelines

## Copy (Optional)

### Creative Best Practices

- Evaluate how brand messaging could function in the pause state.
- Focus on relevancy.
- Keep the text concise. Aim to cap at 30 characters or fewer, excluding spaces.

### Text Readability

The text should be in white or light colours to ensure readability. Avoid having the messaging run over three lines of text.

The style should follow the client's branding.

## Text Legibility

Keep in mind that a single asset gets trafficked across all devices. Therefore, the font size has to remain legible even at the smallest supported breakpoint size (1024px) - font size 16pt

### Creative Requirements

- No solid coloured backgrounds; Images should have transparent backgrounds.
- Coloured text not recommended; Coloured text will not show up well over the gradient. Text should always appear in white or light colours.
- Client copy is subject to final approval by SBS brand and Codes approvals.



# SBS Ad on Pause Creative Guidelines

## Observe Template Boundaries

- Do not place components outside of the template boundaries.
- No overlapping components
- Components should be spaced out comfortably. None of the pieces should overlap.

## No SBS UI Elements

- Do not use SBS UI elements or layer controls in the design, which may cause confusion in the viewer. Users might see a play icon and think that it's clickable.
- Avoid using cropped images
- Images should not have cropped edges or look incomplete.

# SBS Ad on Pause Creative Guidelines

## Creative Recommendations

### Use Contextual Brand Messaging

- Evaluate how your brand message could function in the pause state.
- Are you offering something that a viewer might actually do while SBS On Demand is paused?
- Is there a creative approach of “taking a break” or “pausing” in your brand message?
- Does your brand have a message for the viewer’s location (living room or other room in the house)?

### Keep the Text Concise

- Viewers don't want to see a big chunk of text on their screen. Make sure the messaging is clear and to the point (nothing more than four to seven words, two lines of text max).

### Focus on Relevancy

- Users will care more about the ad if they understand why they are seeing it. Connecting the ad copy/imagery to the pause events may increase interest.

### Design Visual Focal Points

- Avoid cramming multiple images into the ad creative. Use a single image to draw people's attention.

# SBS Ad on Pause Creative Guidelines

## Gradient Colour (Optional)

### Format

- Hex or RGB Code

### Purpose

- Clients can provide hex values of their brand colours for consideration if they'd like. However, if the brand colours cause the gradient to clash with the creative, they will not be used. The gradient is meant to work as a backdrop to the ad creative and does not need to represent the brand.

### Acceptable

Black is acceptable but white is not.

# SBS Ad on Pause Creative Guidelines

## Advertisement Disclaimer

### Text

- The “ADVERTISER” and “VISIT ADVERTISER’S SITE” disclaimer text cannot be adjusted or customized and can only be implemented by SBS. Clients don’t need to provide a disclaimer.

## Ad Unit with QR Code

### Who Creates?

- SBS will create the QR Code to be used. Clients will need to provide the URL for the landing page where the ad is driving the viewer to. The destination link can be anything from a website, an app or the app store (to download an advertised app)
- Advertisers are able to provide their own QR code if they are willing to share scan data with SBS. Additional IO stipulations will have to be in place if the advertiser chooses to provide their own code.

