

Interactive Specifications

All Interactive applications are built and tested by MCN, based on the required assets supplied by the client.

All assets should be delivered to your allocated MCN Interactive Project Manager by the due date discussed with the Interactive Project Manager (or otherwise laid out in these specifications).

If you have any further questions please contact your MCN Account Manager or Interactive Project Manager.

iAd Response

Lead time: min. 3 weeks

Required Assets: Logos (if required)

NB: Application fee includes design, build, testing, bandwidth; broadcast charges
Application fee does not include media, competition permits, fulfilment (eg sampling) and stinger production

iAd Branded Response

Lead time: min. 3 weeks

Required Assets:

- Copy for background
- RGB Values for background (colour)
- Logo (Photoshop format on transparent background)

NB: Application fee includes design, build, testing, bandwidth; broadcast charges
Application fee does not include media, competition permits, fulfilment (eg sampling) and stinger production

iAd Video

Lead time: 3-4 weeks

Production: MCN works with creative agency on design of iAd Video background

Required Assets:

- iAd Video artwork supplied in a layered PhotoShop file
- Long form content to be supplied on a digi beta 16:9 standard definition with a 4:3 title safe

Please include a clapper at the head containing the following information:

- Client Name:
- Campaign Title:
- Duration: (MM:SS)
- Key Number:

Please deliver material to the below address:

Attn: iTV department
FOXTEL
5 Thomas Holt Drive
NORTH RYDE NSW 2113

NB: MCN works with creative agency on design of iAd Video background
Application fee includes design, build, testing, bandwidth; broadcast charges
Application fee does not include media, competition permits, fulfilment (eg sampling), stinger production

iAd Video Response

Lead time: 3-4 weeks

Required Assets:

- iAd Video Response artwork supplied in a layered PhotoShop file
- Long form content to be supplied on a digi beta 16:9 standard definition with a 4:3 title safe

Please include a clapper at the head containing the following information:

- Client Name:
- Campaign Title:
- Duration: (MM:SS)
- Key Number:

Please deliver material to the below address:

Attn: iTV department
FOXTEL
5 Thomas Holt Drive
NORTH RYDE

NB: MCN works with creative agency on design of iAd Video Response background
Application fee includes design, build, testing, bandwidth, broadcast charges
Application fee does not include media, competition permits, fulfilment (eg sampling), stinger production

Green Button

Lead time: 6-4 weeks

Required Assets:

- Footage (16:9 Aspect Ratio with a 4:3 title safe) in format of: Digi Beta/ Adstream/ DUBSAT
- Planner copy - Copy to conform to Sponsor Form supplied

NB: FOXTEL must approve advertiser content – the content must be deemed entertaining for FOXTEL viewers as opposed to standard advertising.

Offer is subject to availability - currently only one advertiser can be active on a channel at any one time.

Mobile FOXTEL

Lead Time: 2 weeks prior to TX

Required Assets:

- Video to be inserted into Mobile FOXTEL loops
- Mobile video to be supplied on a digi beta 4:3 standard definition

Mobile video delivered to:

Jason Rumble
FOXTEL
5 Thomas Holt Drive
NORTH RYDE NSW 2113

NB: Offer is subject to availability - currently only one advertiser can be active on a channel at any one time

On Demand

Leadtime:

Video – 4 weeks prior to TX

Copy – 2 weeks prior to TX

Required Assets:

- Video to be inserted into On Demand service
- Video to be supplied on a digi beta 16:9 standard definition
- On Demand copy - Copy to conform to Sponsor Form supplied

NB: FOXTEL must approve advertiser content – the content must be deemed entertaining for FOXTEL viewers as opposed to standard advertising.

Offer is subject to availability - currently only one advertiser can be active on a channel at any one time.