

# Video Billboard

<b>View Example</b>	<a href="https://www.foxsports.com.au/#!mcn=targeting&amp;keyword=Vbillboardtest">https://www.foxsports.com.au/#!mcn=targeting&amp;keyword=Vbillboardtest</a>
<b>Third Party Ad Banner*</b>	
	This rich media ad unit can only be 3rd party served.
<b>Accepted Third Party Vendors</b>	DoubleClick, Sizmek and Bonzai. All scripts must be secure and any tags received from vendors not approved by Multi Channel Network (MCN) may delay creative approval and overall campaign start
<b>Collapsed Panel Dimensions</b>	970x40
<b>Expanded Panel Dimensions</b>	970x250
<b>Max Initial Load File Size</b>	80 KB
<b>Ad Verification Scripts</b>	70 KB
<b>Hosted Shared Library Max File Size</b>	100 KB
<b>Video File Sizes</b>	
<b>Auto-play video (Polite loaded)</b>	2 MB
<b>User-Initiated Video (Polite loaded)</b>	10 MB
<b>Note 1:</b>	Overall User-initiated video file size for BOTH the panels is 10 MB.
<b>Note 2:</b>	Video must include; Play, Pause and Mute options
<b>Additional Info</b>	
<b>Approved shared library files</b>	<a href="https://tinyurl.com/yb6fbkxs">https://tinyurl.com/yb6fbkxs</a>
<b>Additional MCN Cached Scripts</b>	<a href="http://www.mcn.com.au/download-adspec/7487">http://www.mcn.com.au/download-adspec/7487</a>
<b>Frame Rate (Frames-per-Second)</b>	24 FPS
<b>Max Animation Length</b>	30 seconds max
<b>Submission Lead-Time and Delivery</b>	

<b>Timeline</b>	Creative must be provided a least 5 working days prior to campaign commencement
<b>Late Submissions</b>	Any late units may delay launch or affect total campaign delivery
<b>Further Notes</b>	Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by MCN

## Additional Info

### [View Video Billboard example](#)

This ad unit can only be 3rd party served.

- If banner is white- a one pixel border must be present on all frames of the ad.
- No looping
- No strobing allowed
- Click through must open in a new tab or window
- Must load expanded - pushdown must be '0' seconds
- Billboard is collapsed on subsequent loads
- Must include a **clearly visible** 30x30 pixel 'Click X to close' in top right corner of expanded unit
- Must include 'Show Ad' in the collapsed state
- Audio must be user initiated with a 'Mute' default
- Video must include; Play, Pause and Mute options
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert MCN ad operations to QC before deploying
- CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.
- **Generating tags for mtv.com.au:**
  - *As MTV uses nested iframes, you need to ensure that your creative breaks out of 2 iFrame containers to serve the complete Billboard ad. Please work with your 3<sup>rd</sup> Party Tag vendor support early in the ad building process to build it correctly.*

**Note:** MCN reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically MCN reserves the right to remove or reject any material which:

- Is misleading, false or illegal and does not comply with state and national regulations;
- Contains but is not limited to sensationalised violence, crime or vulgar activity;
- Promotes stereotypes based on gender, race, sexuality or religion;
- Is provocative in nature and upsetting to the site audience or channel partner;
- Negatively impacts the intellectual property and equity of the wider MCN network;

Advertisers have a responsibility to observe our network policies and provide transparency towards our ad specifications and timelines.