Playground XYZ Super Skin

Third Party Ad Banner	
Accepted Third Party Vendors	Playground XYZ
Dimensions	
Fallback Banner	640x100
Hero Unit	750x328
Skin Sides	10
File Size	
Max File Size	250kb
Video Overlay (Optional)	
Max Length	90s (<30s recommended)
File Format	MP4
Aspect Ratio	16:9
Resolution	960x540
Max Video File Size	25mb
Bitrate	24FPS or 30FPS
Functionality	
Auto-Initiated Screen Time	5 seconds
Frequency Cap	1 per user per day
Language	HTML5
Build Templates	https://playground.xyz/build/super-skin/
Submission Lead-Time and Delivery	
Timeline	Creative must be provided 5 working days prior to campaign start
Late Submissions	Late units may delay launch or affect campaign delivery

Further Notes	Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by FM

Additional Info

The Super Skin allows you to align your brand with Foxtel Media in a way that has previously only been available for desktop advertisers. The unit includes a large branding header, full page skin and option for content to be housed in a reveal component. The ad influences users whilst at the same time ensuring their browsing experience remains unchanged.

- The Super Skin is applied on page load and includes a custom 'initial message' and full background skin. Access to a reveal container is available via the arrow.
- Clicking the arrow reveals the content section of the ad. For consistency, you may wish to include the same initial messaging, however it's not a requirement.
- Creative for the standard banner (320x50) should be used as well. Note this will be in view on initial page load.
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert Foxtel Media ad operations to QC before deploying
- Deliverables (when supplying images and Playground completing the build):
  - Mockups: flat mocks.
  - Builds: final artwork, layered PSDs or vector graphics, animation instructions.
  - Optional: third-party click and impression trackers. Please refer to accepted third-party vendors.
- Supported Reporting:
  - Super Skin impression tracking (3rd party impression tracking supported)
  - Standard banner impression tracking (3rd party impression tracking supported)
  - Standard banner click tracking (3rd party click tracking supported)
  - All interaction events within the reveal panel – swipes, clicks, video plays, etc.
  - Viewability
  - On screen time (seconds)

Note: Foxtel Media reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically Foxtel Media 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 Foxtel Media network;

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

If you are a gambling client, please ensure your digital creative are compliant with the online rules & legislation specified by the Australian Communications and Media Authority (ACMA). You will also need to ensure that you follow any state laws surrounding the promotion of gambling promotional content.