

## INSTRUCTIONS FOR TARGETED TV ADS

Targeted TV ads are available on numerous TV channels on the Neo platform as pre-roll video ads, which appear as part of the Catch-Up function before the selected content is played.

### Basic instructions:

- **Runtime of advertisement:** at least seven seconds
- **Resolution:** HD 1920×1080
- **Format:** .mp4 [H264], .mov [ProRes], .mxf [XDCAM EBU]
- **Frame rate:** 25 frames per second
- **Audio:** Stereo; Loudness R128
- **Devices:** STB, Smart TV app, mobile devices, and the Web

### Possibility of skip advertising:

- A seven-second ad cannot be skipped.
- An ad 7-14 seconds long can be skipped after seven seconds.
- An ad longer than 14 seconds can be skipped after ten seconds.

### Example:

