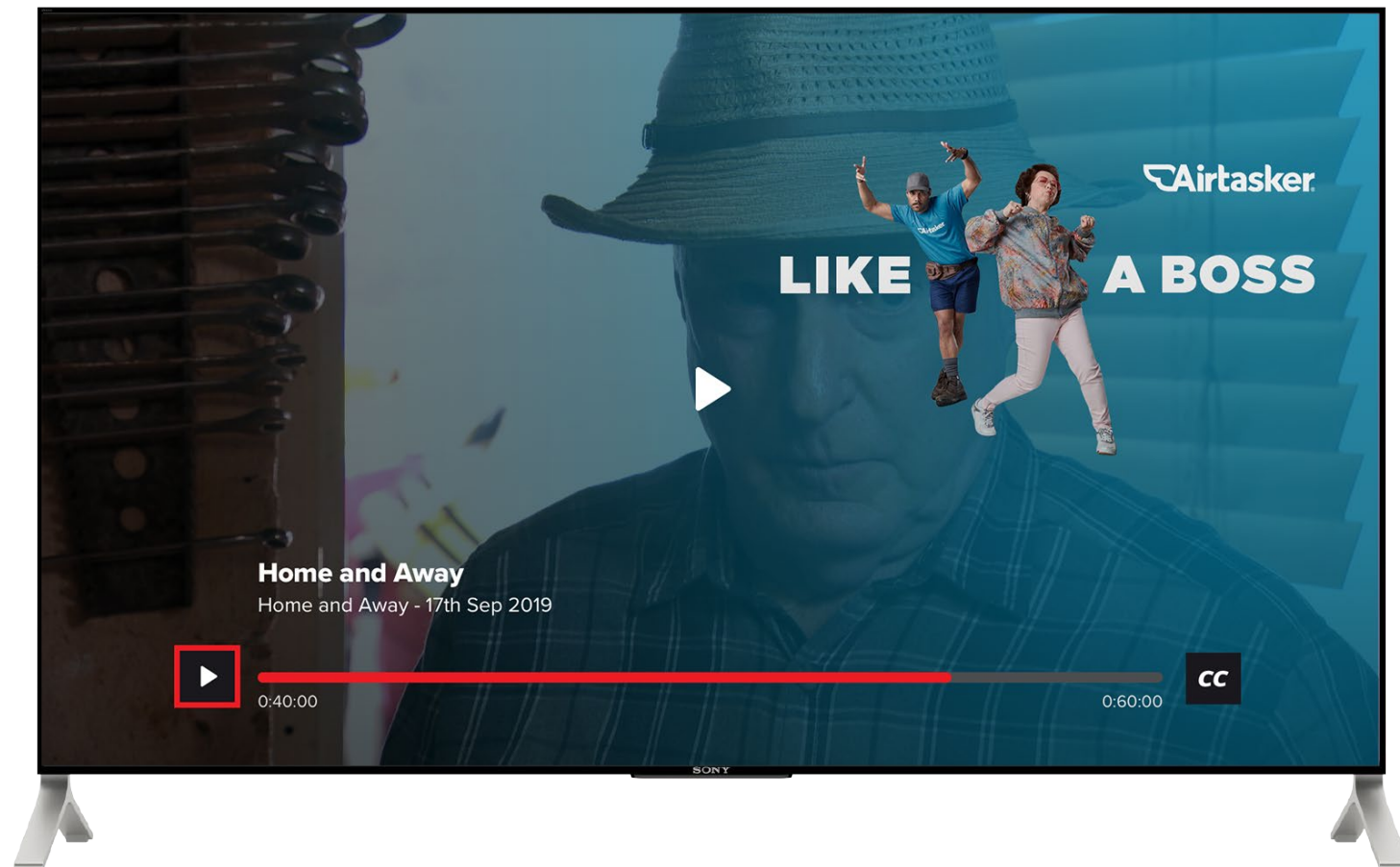
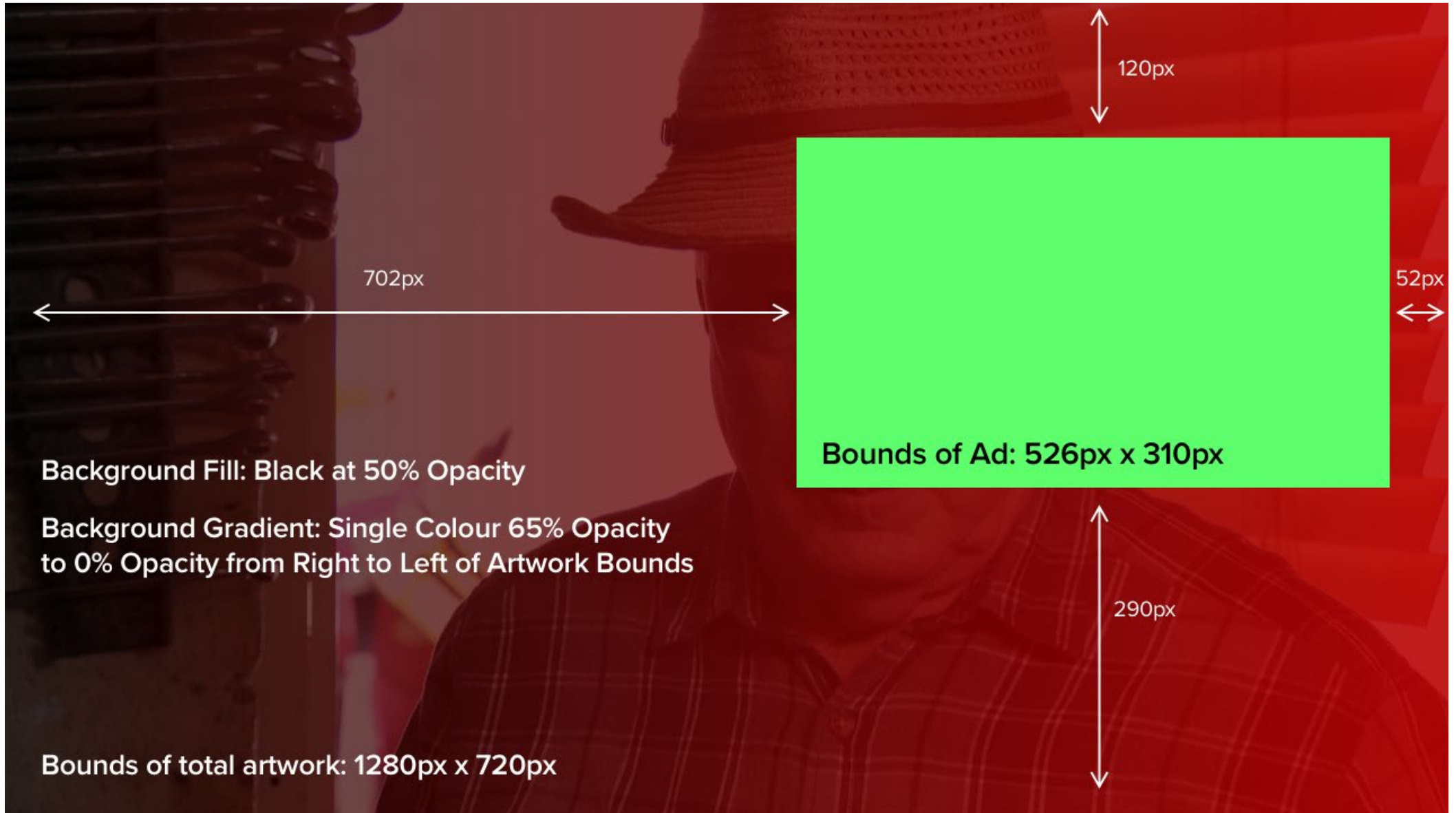


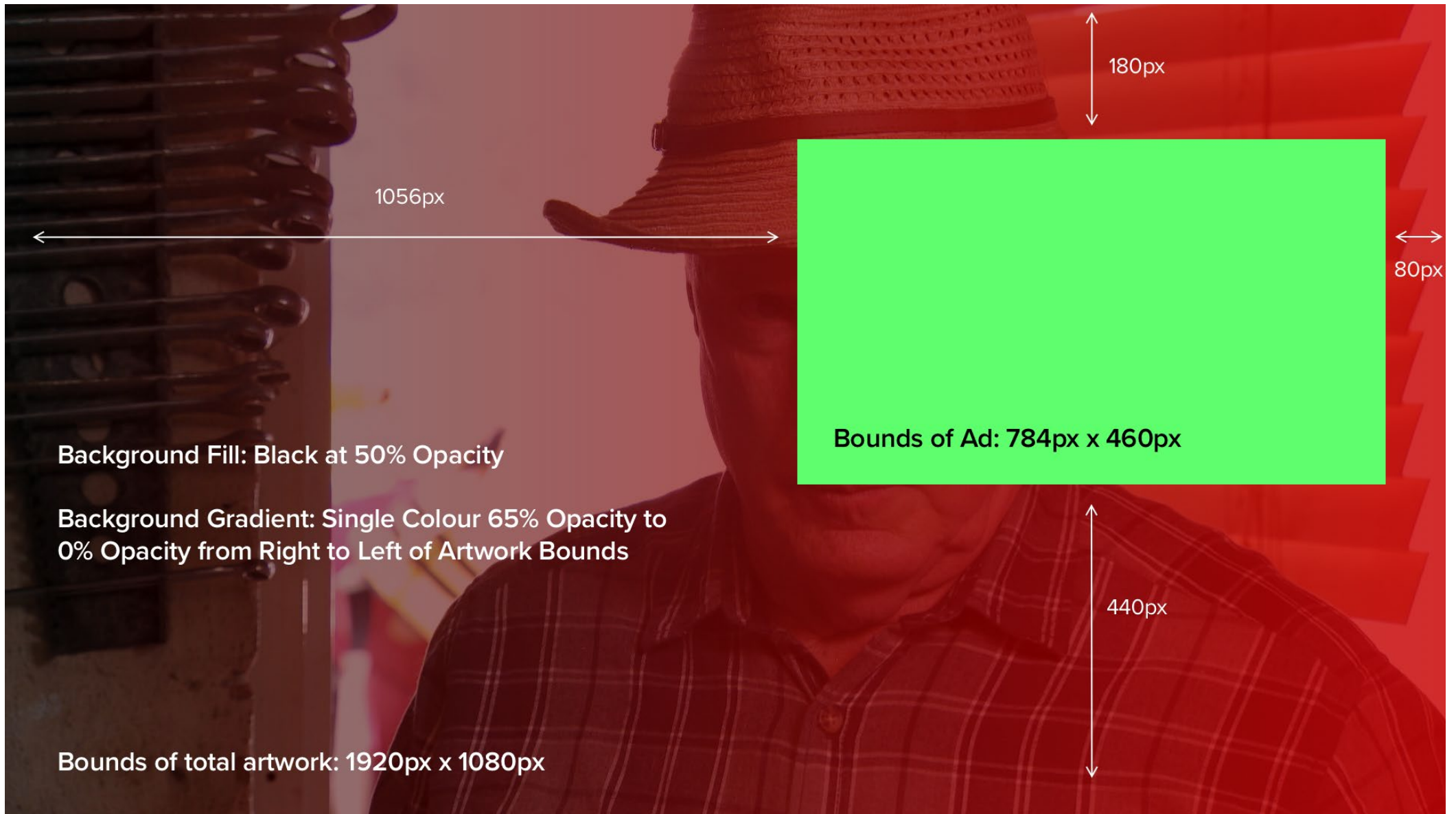


Freeze Frame Ad Guidelines





Guidelines for Telstra TV



Guidelines for Samsung, Apple TV, PS4 and LG TVs



What is a freeze frame artwork?

A non-disruptive, non-intrusive user-initiated ad experience that appears when a viewer presses pause when watching content.

Working with our Template

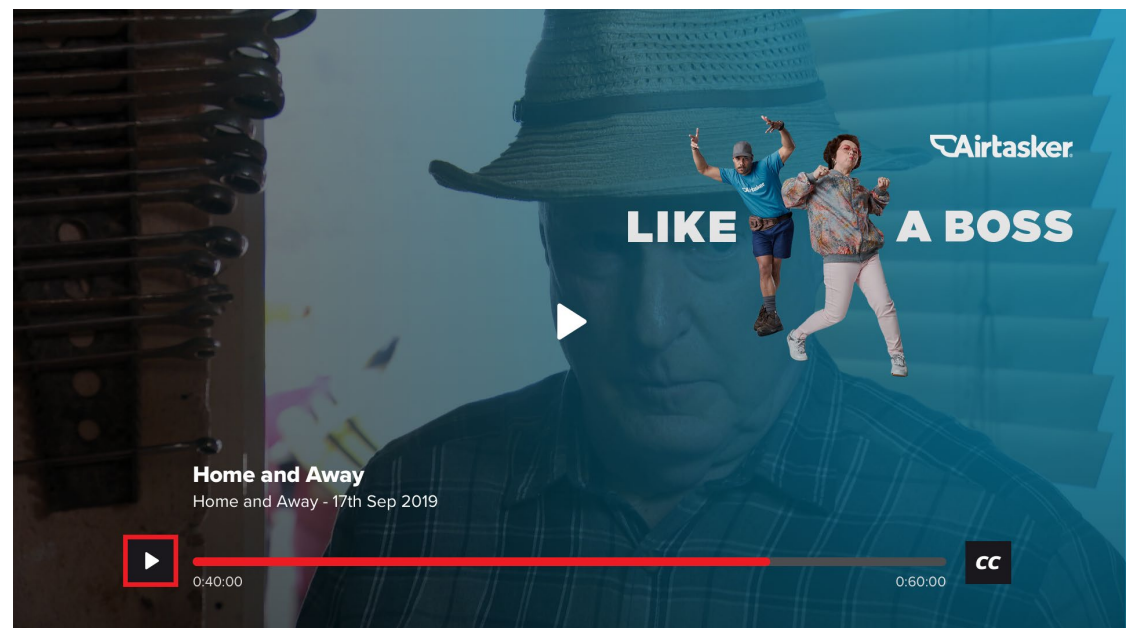
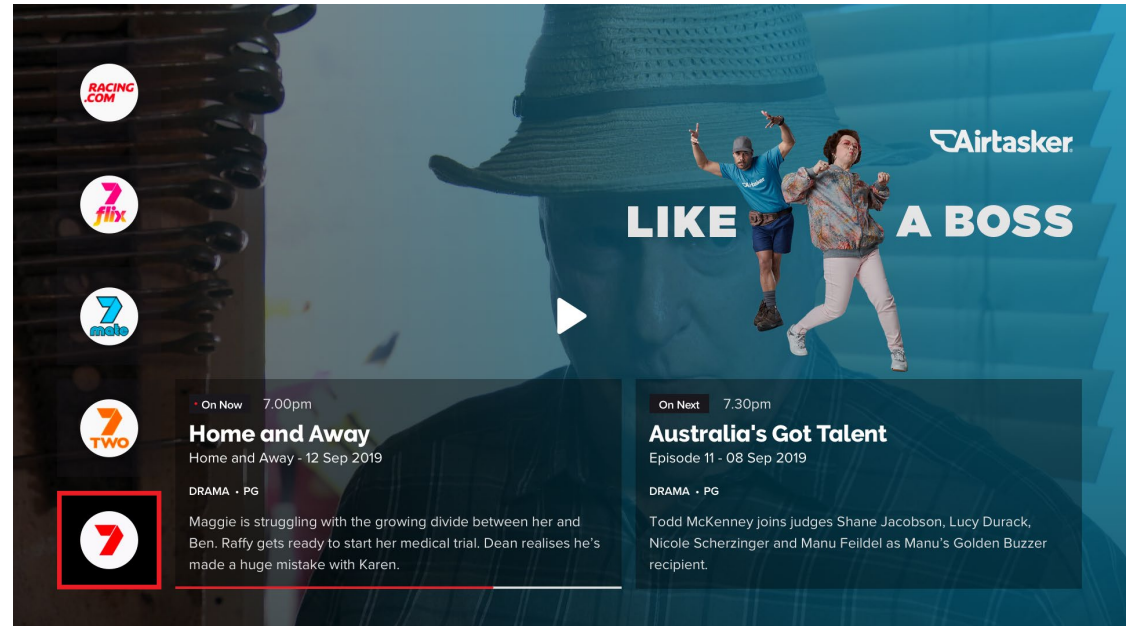
The template includes two groups of layers

- 1) Safety Areas & Sample TV UI
- 2) Your client ad artwork with gradient background and fill

1) Safety Areas & Sample TV UI group indicates: artwork boundaries, TV UI overlays (for both live and VOD) that can help you see how buttons and text will overlay on your artwork. Video stills have also been provided to see how your ad will sit over content. Art Safe Area: This is the prescribed area to place your client artwork. Keep all assets (branding, text & imagery) within the prescribed safe zone.

2) While your ad branding is restricted to the 526px x 310px safe zone, the artwork background will fill the 1280px x 720px screen. Your artwork has the option to have a single colour gradient; this colour should integrate smoothly with your ad as well as the TV UI.

Please note: Before exporting your ad it is your responsibility to test how it looks with the TV UI overlays and video still backgrounds.



AD RESTRICTIONS TV UI Overlays

Telstra TV live

On Now 7:00pm
Home and Away
Home and Away - 17th Sep 2019
DRAMA - PG
Maggie is struggling with the growing divide between her and Ben. Raffy gets ready to start her medical trial. Dean realises he's made a huge mistake with Karen.

On Next 7:30pm
Australia's Got Talent
Episode 11 - 08 Sep 2019
DRAMA - PG
Todd McKenney joins judges Shane Jacobson, Lucy Durack, Nicole Scheerzinger and Manu Feildel as Manu's Golden Buzzer recipient.

Logos: ABC, FOX, 7, 7 TWO, 7

Home and Away
Home and Away - 17th Sep 2019

Samsung VOD

40:00 59:00

Home and Away
7:00 - 7:30pm

Live

Maggie is struggling with the growing divide between her and Ben. Raffy gets ready to start her medical trial. Dean realises he's made a huge mistake with Karen.

House Rules
NEXT 7:30pm

LG Live

Turn captions on

Telstra TV VOD

Home and Away
Home and Away - 17th Sep 2019

0:40:00 0:50:00 CC

On Now 9:00pm
Home and Away
7:00 - 7:30pm
DRAMA - PG
Maggie is struggling with the growing divide between her and Ben. Raffy gets ready to start her medical trial. Dean realises he's made a huge mistake with Karen.

On Next 7:30pm
My Kitchen Rules
PG

PS4 Live

Home and Away
Home and Away - 17th Sep 2019

Maggie is struggling with the growing divide between her and Ben. Raffy gets ready to start her medical trial. Dean realises he's made a huge mistake with Karen.

27:43 53:00

Turn captions on

Samsung Live

Home and Away
7:00 - 7:30pm
PG - DRAMA

Maggie is struggling with the growing divide between her and Ben. Raffy gets ready to start her medical trial. Dean realises he's made a huge mistake with Karen.

7:30pm
Australia's Got Talent

9:00pm
The Proposal

Turn on captions

Home and Away
Home and Away - 17th Sep 2019

PS4 VOD

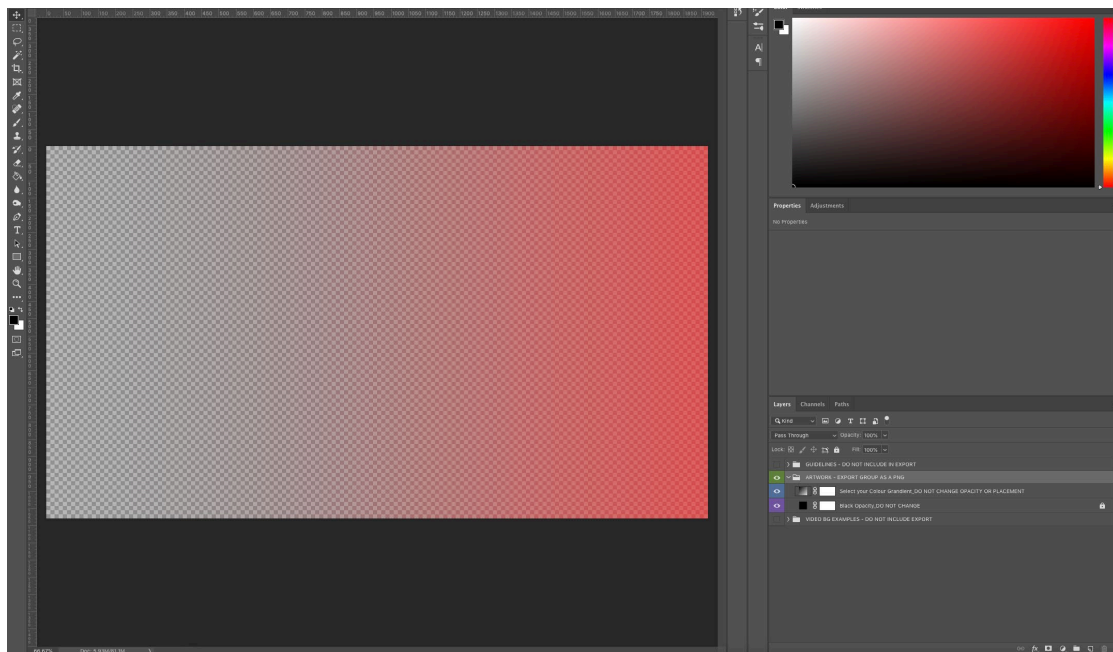
32:44 56:41

Back

Home and Away
Home and Away - 17th Sep 2019

le TV

12:01 11:58



Access to 7plus Template

[CLICK HERE TO DOWNLOAD TEMPLATES FROM DROPBOX](#)