



Autoplay Overlay Ad

Creative Guidelines

Overview

Autoplay Overlay Ad

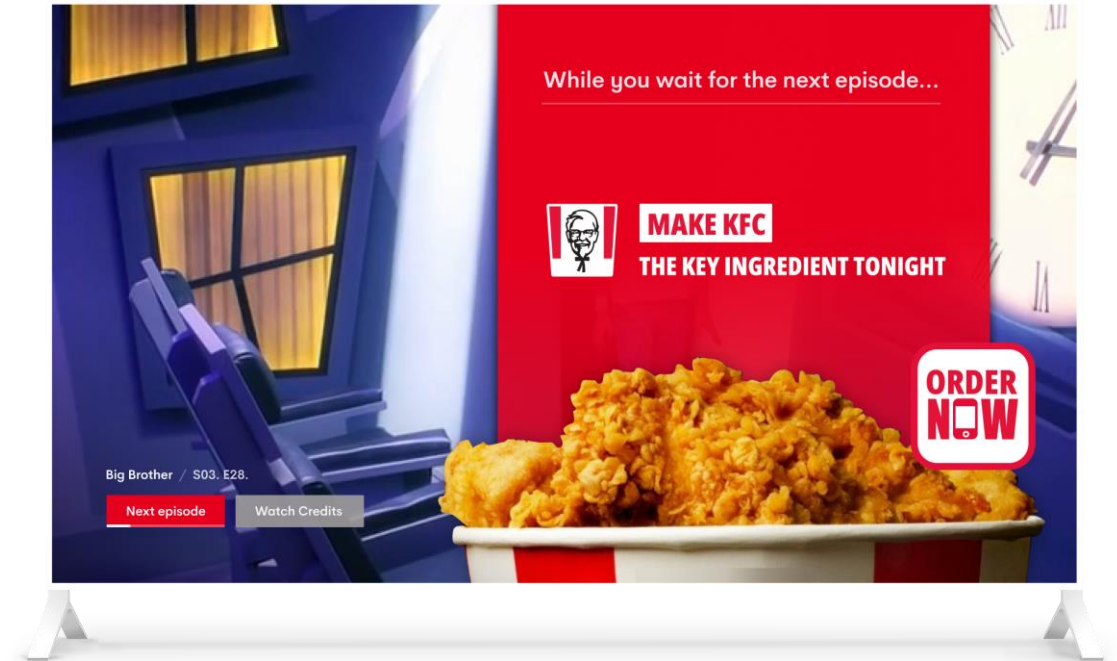
What is Autoplay Overlay?

A non-disruptive, non-intrusive ad experience that appears at the end of an episode when a viewer is watching Video-On-Demand (VOD) content across 7plus.

The Autoplay Overlay allows marketers to deliver relevant messaging to consumers at the right time and place — during a natural break in the storytelling. It also allows advertisers to create and own a positive, entertaining viewer experience.

Supported Platforms:

- Android TV
- Samsung TV
- LG TV
- Playstation
- Web (Desktop and Tablet)



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Standard Creative

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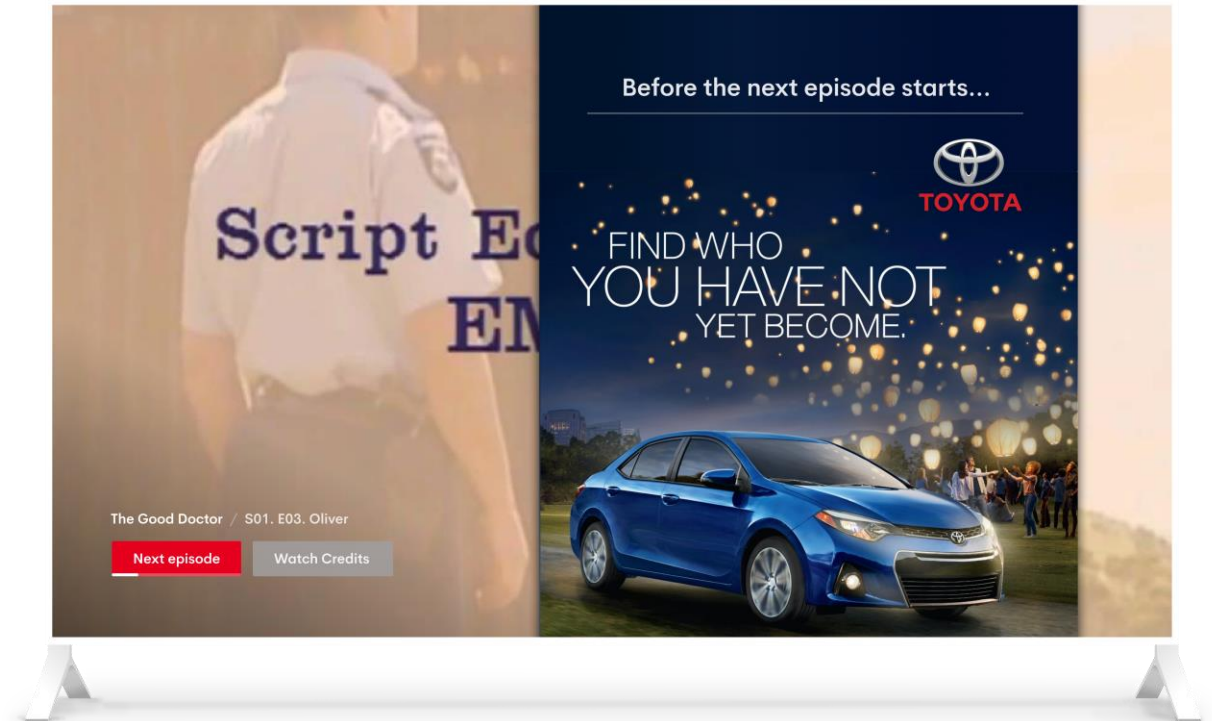
Standard Creative dimensions = 1920px x 1080px

Max. file size = 1MB

Supply .png format

How to get the most out of Autoplay Overlay:

- Creative assets may include imagery and logo, to be placed in the safe zone outlined in the template
- There are 3 options of CTA text to choose from, as outlined in the template
- Select an accent colour or gradient for the background rectangle that compliments your branding
- Final artwork should be a single transparent PNG export which includes imagery, logo, supporting text/CTA within the safe zone, and all other areas should be transparent. Background content and UI overlay should be turned off before exporting.



Working with Our Templates

Autoplay Overlay Ad

The Template Includes:

- Safe area guides and sample device UI
- Example ad creative (imagery, logo and colour)
- Folder layers to place your ad creative (imagery and logo)
- Ad Overlay Background colour picker

Please Note: UI overlays have been provided to help test how buttons and text will overlay on your artwork. Video stills have also been provided to see how your ad will sit over content. The creative safe area guides show a prescribed area to place your client artwork. Keep all assets (branding, text & imagery) within the prescribed safe area.

