

PAUSE AD

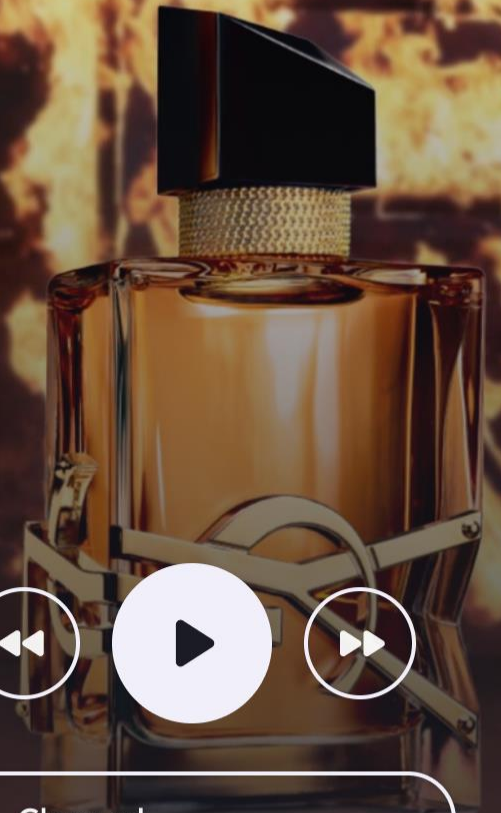
Preliminary Live from October

MOCKUP

LIBRE

YVES SAINT LAURENT

EAU DE PARFUM INTENSE,
THE SULTRY VANILLA SIGNATURE



× Close ad

Speech and subtitles

REKLAM

00.50.41

DUA LIPA

PAUSE AD SPECIFICATIONS

INSTRUCTIONS

The static pause ad appears in the Viaplay player whenever viewers pause the stream. An ad label and close button are added automatically. Avoid placing essential information in these areas, as they might get obscured by the player controls. Does not support click through.

Please note – QR codes need to be included in the creative campaign.

SIZE

Format: JPEG

Ratio: 16:9

Resolution: 1920x1080 pixels

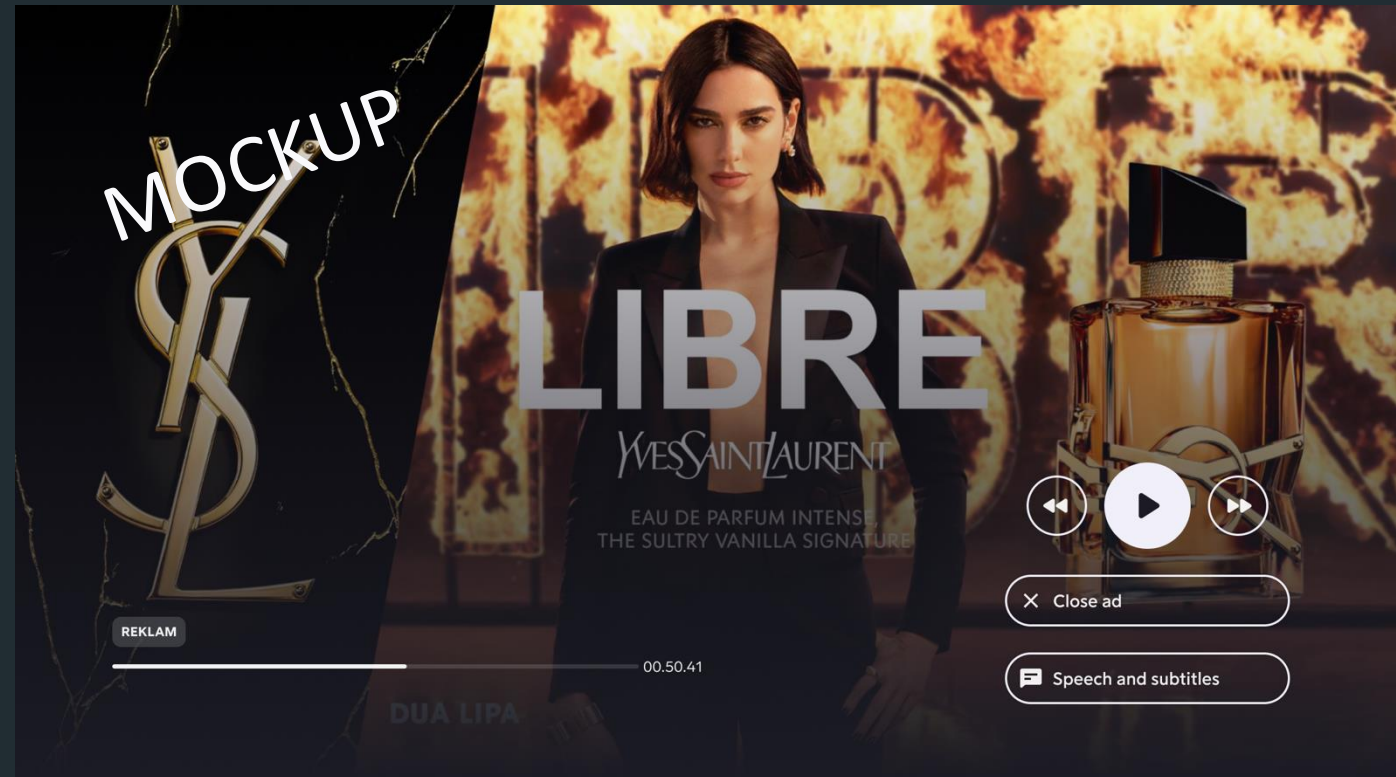
Maximum file size: 3MB

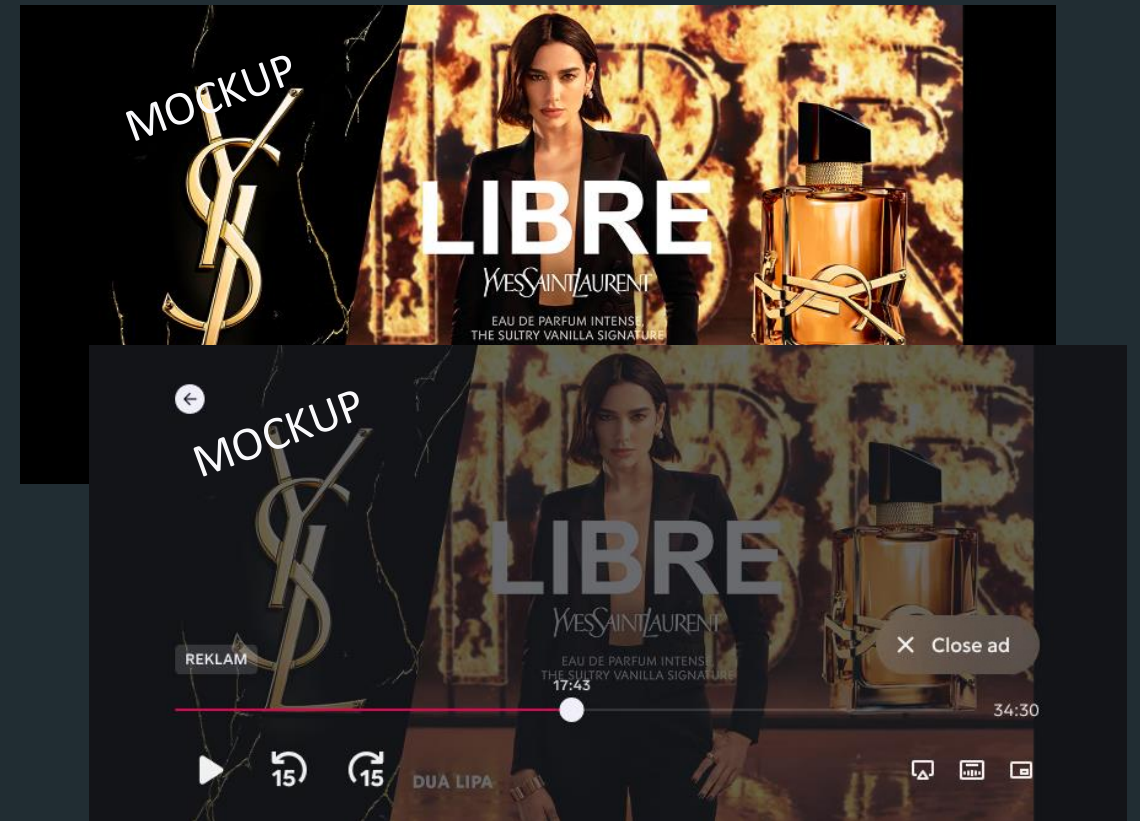
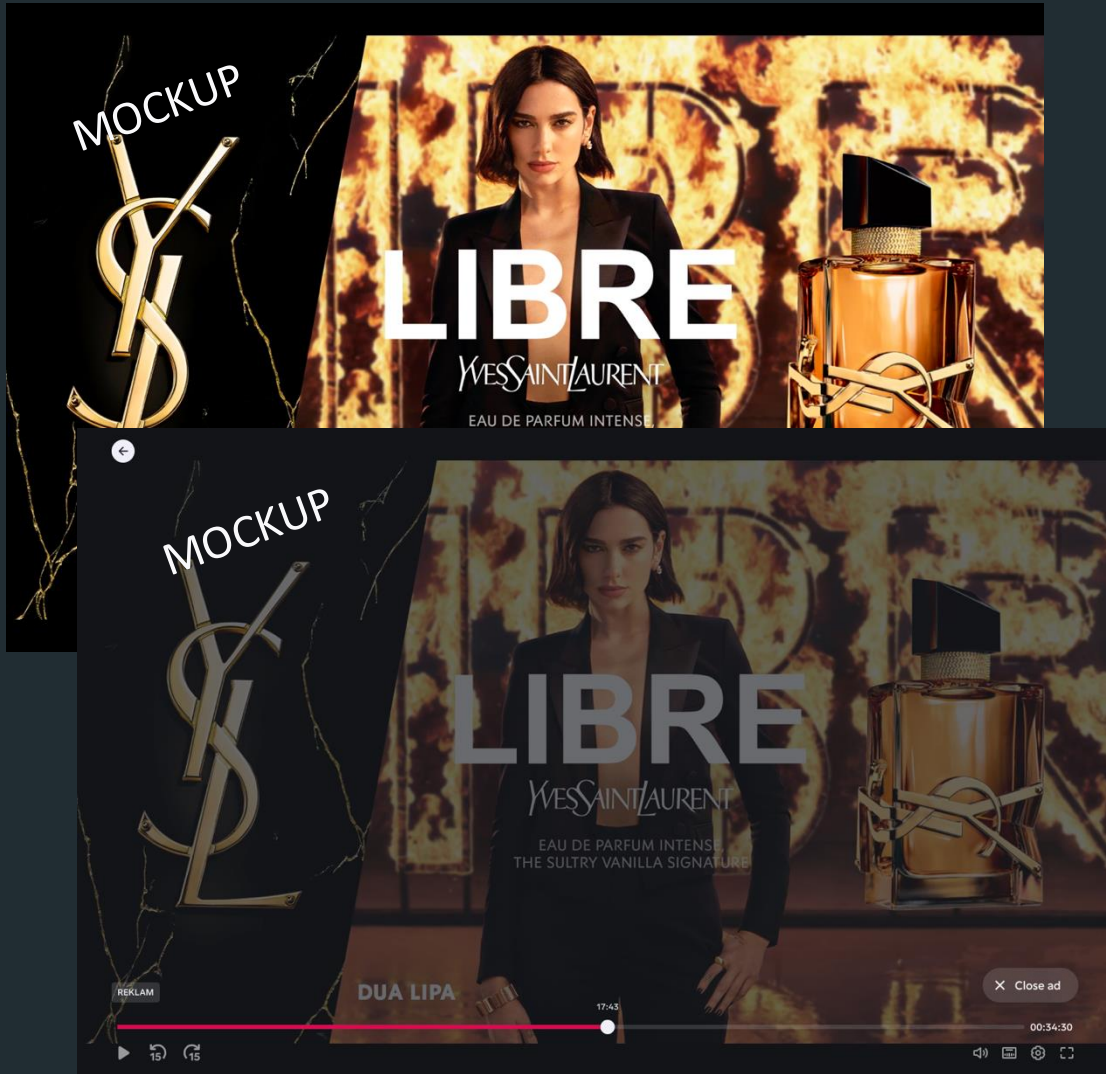
AVAILABLE ON

Desktop, Mobile, Tablet, CTV* (XDK, AndroidTV, Android STB so far)

DELIVERY

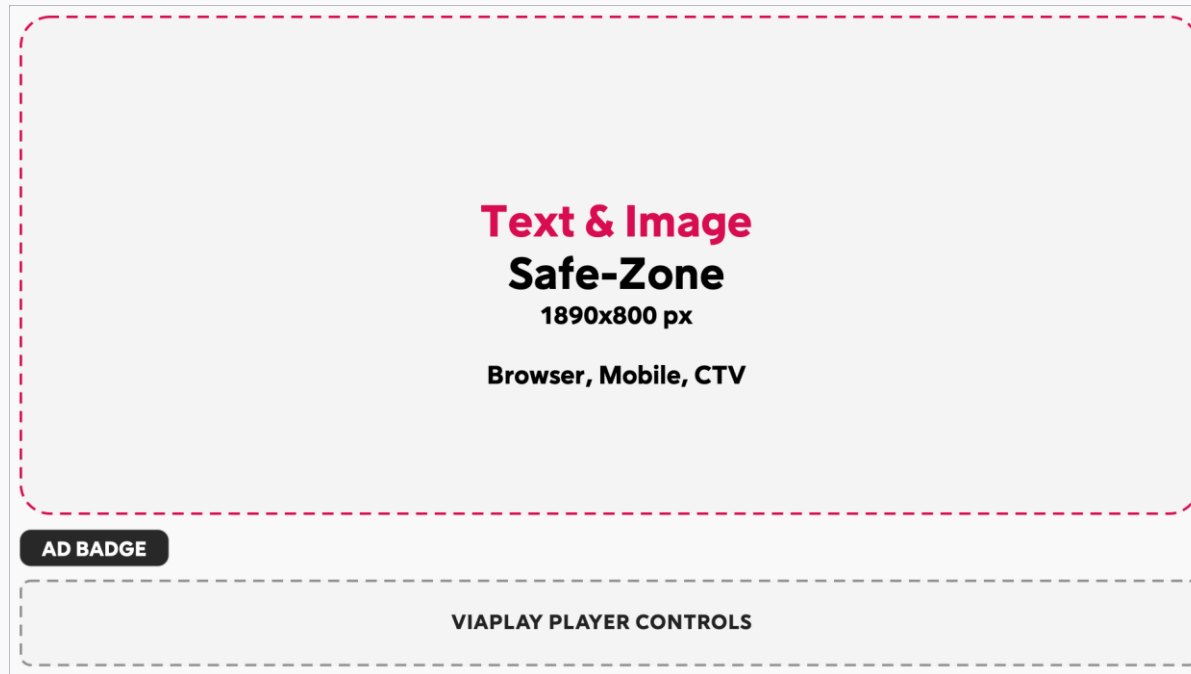
The creative must be available 4 workdays before the campaign commence (7 for gambling companies) .



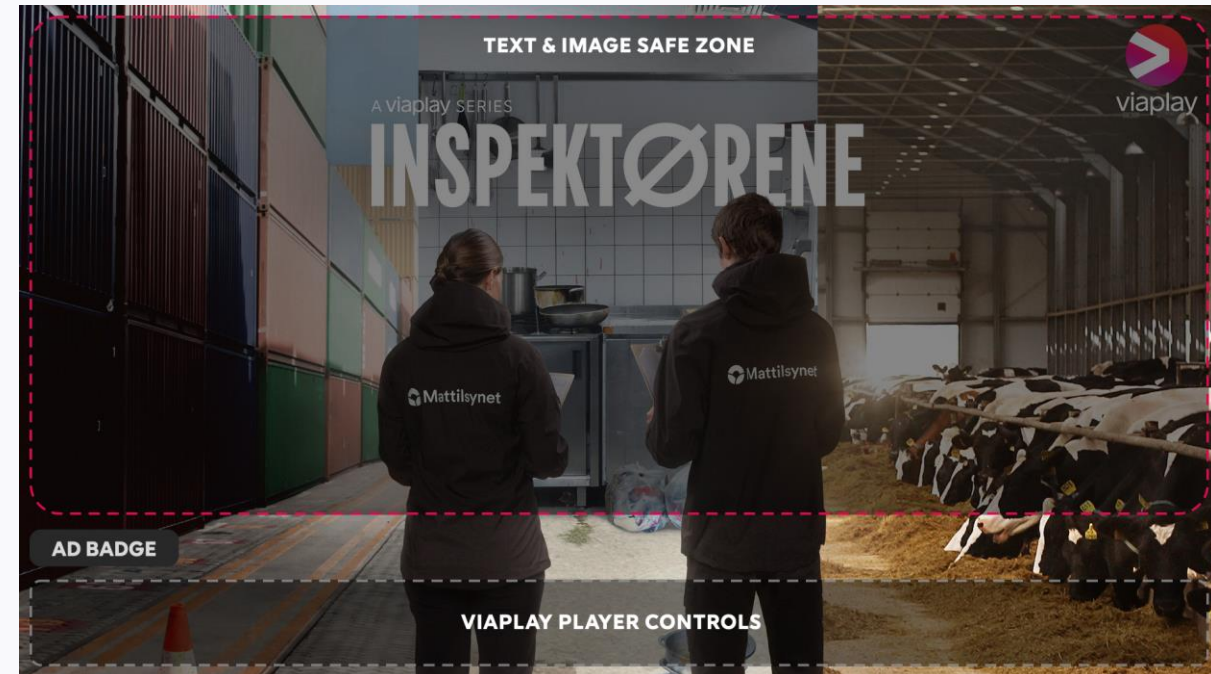


Ensure your campaign creative is designed for Viaplay Pause Ads placement by minding the safe-zones, ensuring best visibility across all our platforms.

Safezones -



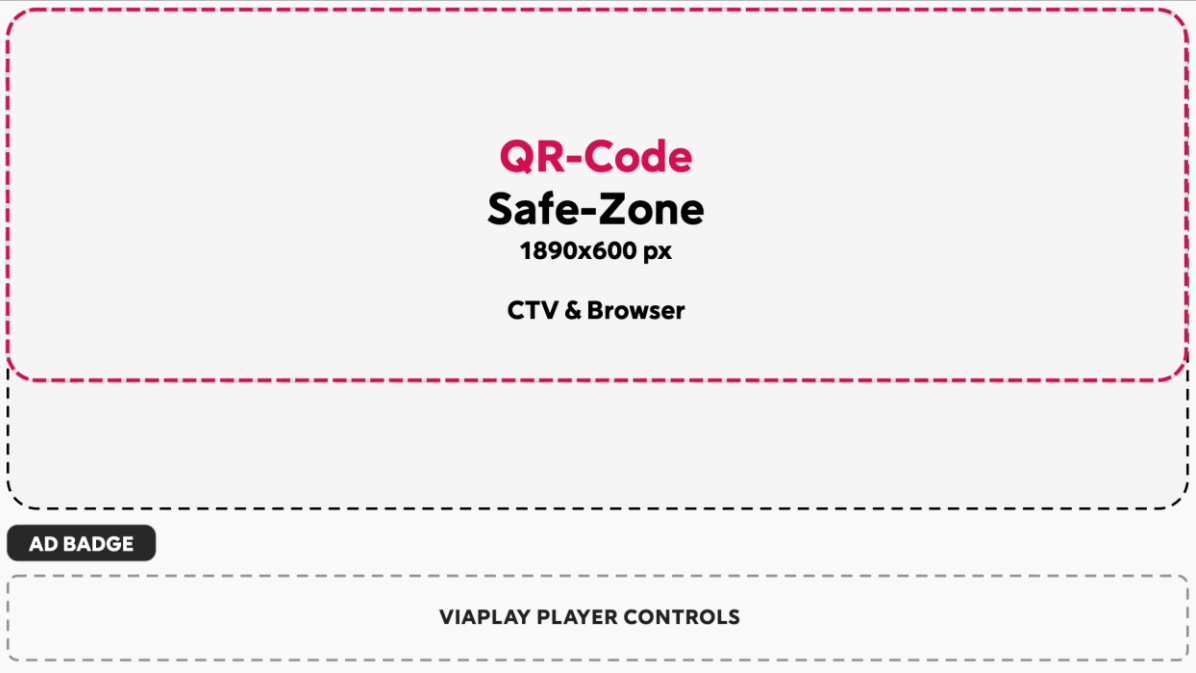
Example:



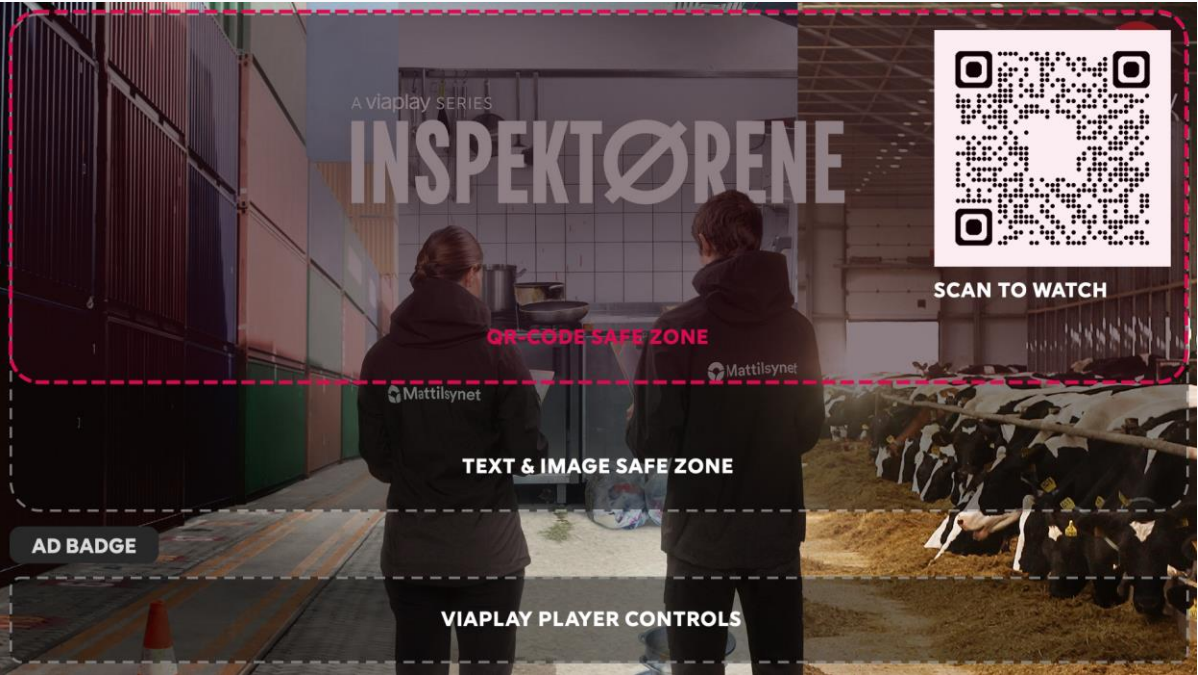
Contain important text & imagery positioned within the Text & Image Safe Zone.

For TVs & Browsers we offer the opportunity to include a scannable QR-code in the Creative.
Minimum size 450x450px – but placed anywhere in the QR-code safe-zone.

Safezones



Example with QR-code:



A scannable QR-code can be placed within the QR-Code Safe-zone, ensuring it is scannable in all states of the player while pausing.