



ViacomCBS Hosted Video In-Stream Ad

I. ViacomCBS Hosted Video and Audio	
Item	Specification
Dimensions	Minimum resolution of 1280x720 No Black bars
Frame Rate	Frame Rate: 23.98, or 29.97 Color Space: 4:2:2 Constant frame rate only Remove any pull-down added for broadcast Please make content progressive using adaptive de-interlace with no frame blending
Codec(s)	MOV (H.264 High Profile) Apple prores 422 or Apple prores 422HQ Interlaced video is not accepted
Video Bit Rate	Constant Bit Rate 15-30 Mbps
Min Size	No minimum as long as asset meets resolution and bit rate requirements
Max Size	10 GB
Slates	Video must be submitted without leaders (i.e leaders, slates, countdowns).
Duration	Viacom Accepts a variety of length creatives, standards include :15, :30, :60*, :90*. <i>Any odd length creative, please contact your Viacom Sales Representative,</i> <i>*Anything longer than a :30 can only run in midroll inventory.</i>
Audio	2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate, Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard Max Peak: Should be between -8db and -10db never to exceed -6db
Time line	3-5 business days traffic and testing lead-time from the receipt of the final asset

II. Billboard (Only available in certain instances)	
Item	Specification
Client Created	Please follow Specifications in Section I Max Duration: :05 (Five Seconds)
Viacom Created	Please provide a 1280x720 jpg (Only static assets accepted)
III. Important Notes Specific to Billboards	
<ul style="list-style-type: none"> • Billboards must be Viacom Hosted • All general notes from section IV (Four) apply to billboards. 	

IV. Important Notes General to Viacom hosted assets

- "Fourth-party" wrapping of any billing pixel is not allowed.
- All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
- Max creatives: 10
- Viacom cannot accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial.
- Metrics provided to advertisers: Impressions, Clicks, Completion Rate, Time Spent Viewing and CTR.

V. General Notes

Tracking Available	Viacom is able to run the full host of IAB tracking metrics. Including but not limited to: <ul style="list-style-type: none">• Impression• Quartile Tracking: 25%, 50%, 75%, 100%• Clicks
Ad validation	<ul style="list-style-type: none">• Blocking of video delivery is strictly prohibited by Viacom• 1x1 tracking tags are accepted for monitoring only (No Java Script)• Viewability can only be tracked via Vendor integration and is desktop only

Contacts

Questions about this opportunity	Please contact your ViacomCBS representative.
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