

# 2-in-1 Super Video LREC



## Platforms

Mobile & Tablet: iOS 8+, Android 5+

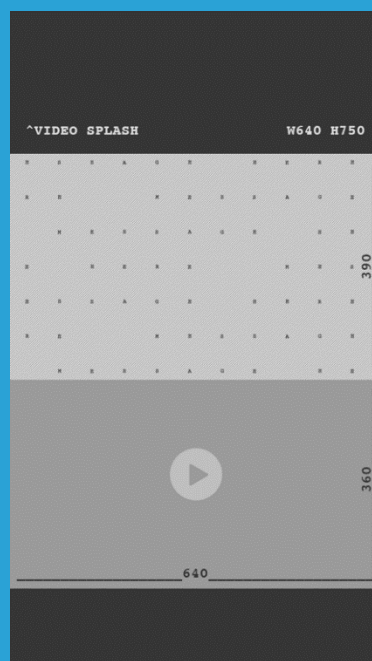
## Deliverables

| Materials         | File Format | Dimensions (WxH) pixels |           | Max File Size |
|-------------------|-------------|-------------------------|-----------|---------------|
| Background Image  | .gif / .jpg | Mobile                  | 640 x 750 | 80 KB         |
|                   |             |                         |           |               |
| Video             | .mp4        | 640 x 360               |           | 5 MB          |
| Video cover image | .jpg        |                         |           | 75 KB         |

## Specifications

|                                  |  |
|----------------------------------|--|
| Video Area                       | 640x360  |
| Audio                            | Not Allowed  |
| 3 <sup>rd</sup> party Ad serving | Not Allowed  |
| Submission Deadline              | All ads must be submitted at least 10 working days prior to campaign launch. |
| Click-through URL                | Allowed  |
| User Experience                  | Auto-play video and muted by default   |
| Other Notes                      | No additional progressive downloads allowed                                  |

## Dimensions



[Download Photoshop PSD file](#)

# Layout Features

## Portrait



- Background Image Position
  - Vertically top & Horizontally centered
- Video Position
  - Vertically bottom & Horizontally Centered
- Video Feature
  - Auto-play, muted by default<sup>1</sup>
- Clickable background image to a landing URL

<sup>1</sup> Muted by default not applicable for iOS 8, 9.

## Click through tag / landing page

Optional, one click through tag/ landing URL is allowed for background image area.



## Impression Tag

Third party click tag and impression tracking is allowed.

## Policies and Remarks

|                       |   |
|-----------------------|---|
| Ad Policies           | All creative is subject to approval by MYTV SUPER LIMITED   |
| 3 <sup>rd</sup> Party | MYTV SUPER LIMITED permits third-party impression tracking. |
| Impression Tag        | Please provide it when the creative submit.                 |