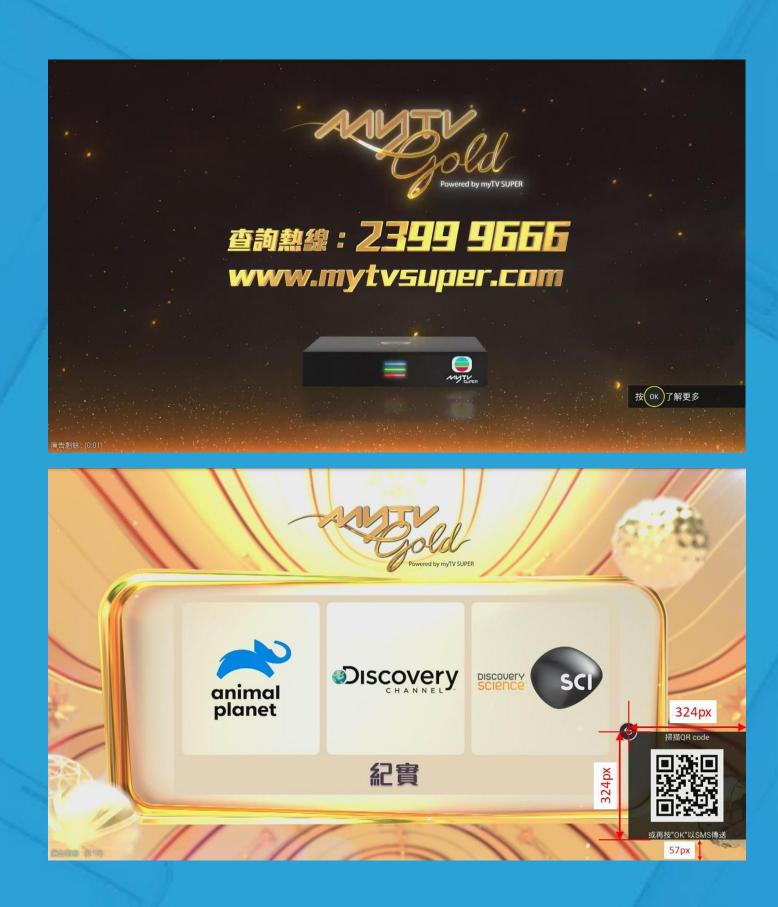
In-Stream

	Web / App	Set-Top-Box
Video	16:9 (1280W x 720H pixels) or	16:9 (1920W x 1080H pixels) or
resolution	4:3 (960W x 720H pixels)	4:3 (1440W x 1080H pixels)
File format	H.264/ mpeg4 AVC	H.264/ mpeg4 AVC
File size	Max. 10MB	Max. 20MB
Video bitrate	Min. 1404kbps	Min. 4500kbps
Frame rate	25fps	25fps
Audio bitrate	Stereo 44.1Hz and 96kbps	Stereo 48Hz and 192kbps
Audio setting	Normal Peak: 5 (-16dBFS)	Normal Peak: 5 (-16dBFS)
	Full Range: 2-6 (-28~ -12dBFS)	Full Range: 2-6 (-28~ -12dBFS)
Click-through	Allowed	Allowed
URL	Anowed	Anowed

Set-Top-Box Clickable in-stream ad

- User clicks "OK" button and then QR code & SMS of client's landing will be

generated.



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Material guideline:

- 3rd party ad serving tag is not allowed
- Duration: no buffer for video duration of each commercial. i.e. if an order is confirmed 30sec video, client should submit an exact 30sec video. Otherwise, it would be rejected
- Audio Level: if audio is out of the above audio range, it would be rejected

Submission deadline:

• All ads must be submitted at least 3 working days prior to campaign launch