TVNZ ondemand

Advertising Specifications for TVNZ Ondemand

TVNZ

Applicable to all Advertising

If requested advertisements do not meet the specifications expressed below, tvnzondemand.co.nz will be unable to commence the campaign, and the client will be required to revise the creative, at their own cost.

Creative Deadlines

- Advertising units must be received no later than 3 working days prior to the commencement of the campaign.
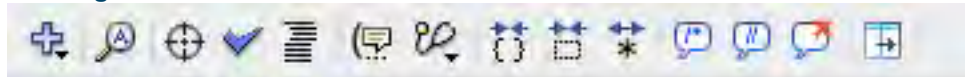
Image Display

- Creative must not include transparent backgrounds.

Click-through URLs

- An active linking URL, not exceeding 128 characters, must be provided with clickable ad units.
- Click-through URLs must not contain spaces or the '&' character.
- Click-throughs embedded in flash files must follow the format below.

Clicktag code to be embedded into a blank button in Flash.

```
on (release){
        getURL(_level0.clickTag, "_blank");
}
```

Filenames	All lower case characters without ampersands, asterisks, slashes, spaces or question marks.
Maximum File Size	30,000 bytes

Get URL actions	The button action script should be
	on (release){
	    getURL(_level0.clickTag, "_blank");
	}

Publish Settings	Flash version 6 or higher, ActionScript version 2.0

Ad Unit Specifications

Mini Banners

- Location : Above streamed video content.
- Dimensions : 320 x 55 pixels.
- Accepted Data Formats : GIF, JPG, SWF (must have back up GIF/JPG), Third Party Redirects.
- GIF/JPG File Size : 15k maximum.
- SWF File Size : 15k maximum, streaming below 16k B/S.
- Sound : No Audio allowed.
- Animation : There is no limit to the amount of times that an animation can repeat.

NOTE: Please note that the creative's will be modified only ONCE. Any modification after, will be charged a fee of minimum hourly rate. (Regarding the fee please contact your Sales Exec)

Video Ad

- Location : Top, right hand side of most TVNZ ondemand pages.
- Dimensions : 640 x 480 pixels.
- Accepted Data Formats : Digi Beta or Beta SP TVC (that we will stream), or the TVC's Key number if already ingested into the TVNZ system, FLV (Flash Video).
- File Size : n/a, as the creative will be housed internally.
- Duration : Maximum of 30 seconds.
  Note: The maximum length of Video Ads on tvnz.co.nz is 15 seconds

Skyscraper

- Location : Right side column on all section homepages and story pages.
- Dimensions : 160 x 600 pixels.
- Accepted Data Formats : GIF, JPG, SWF (must have back up GIF/JPG), Third Party Redirects.
- GIF/JPG File Size : 20k maximum.
- SWF File Size : 30k maximum, streaming below 33k B/S.
- Sound : Audio must be user activated by a 'click here for sound' instruction.
- Animation : There is no limit to the amount of times that an animation can repeat.
- CPU Load : The load on a user's computer CPU must not be excessive. If TVNZ deem it to be excessive alteration to the creative will be requested.