



Immersive Video Takeover

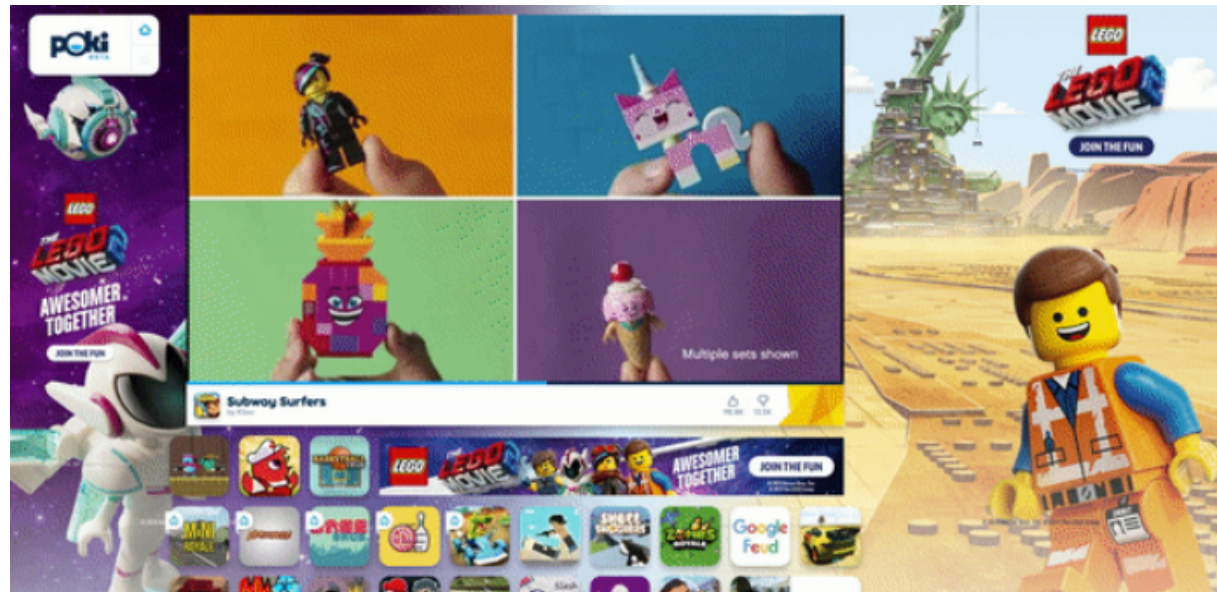
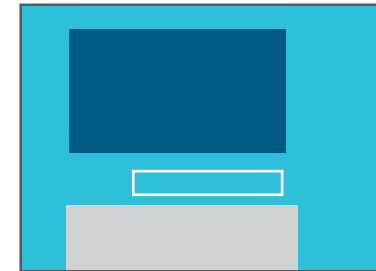
SPEC SHEET / V01.19.0623

OVERVIEW

Immersive Video Takeover (IMVT): A combination of premium video (15 sec), skin and three optional companion banners (160x600, 300x250 and 728x90) providing a unique and immersive experience.

 [VIEW DEMO](#)

 [DOWNLOAD TEMPLATE](#)

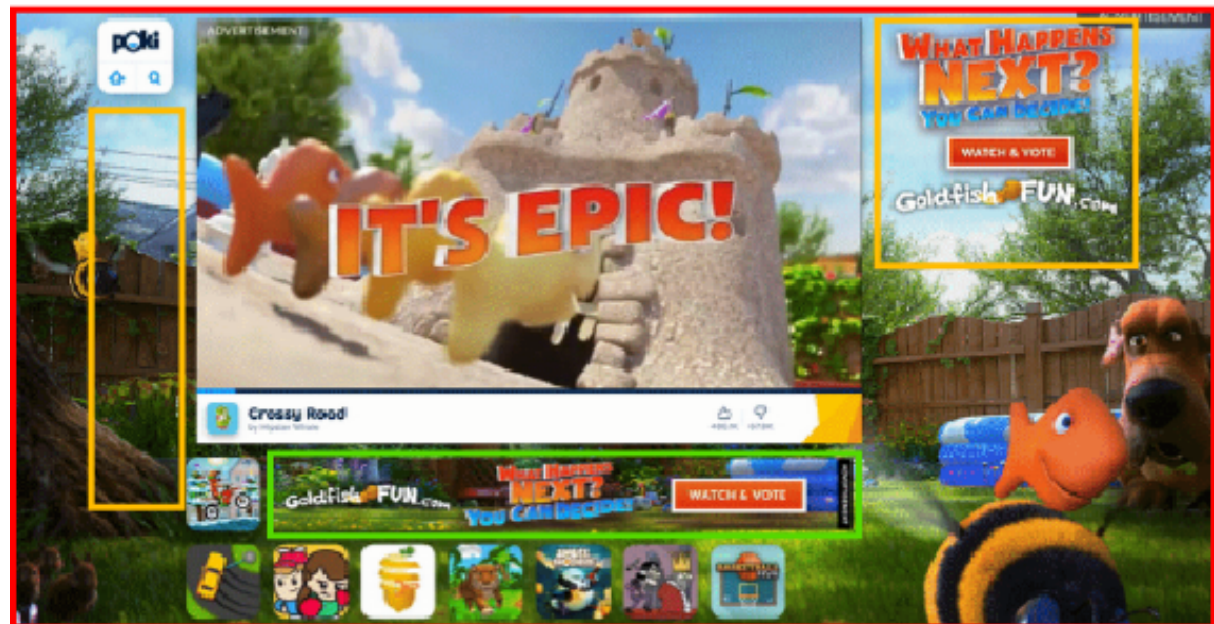
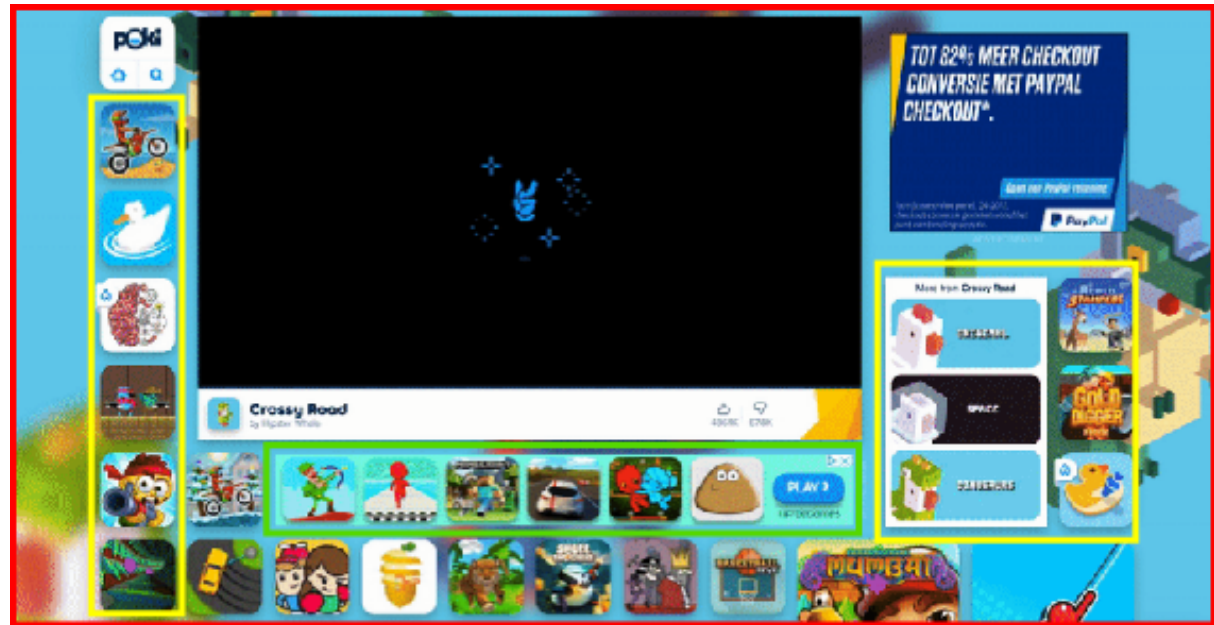


OVERVIEW

UNIT DETAILS

1. The left and right background sides are loaded in.
2. The game tiles on the left and right sides of the game frame disappear.
3. The video and leaderboard banner are loaded.
4. The 300x250 and 160x600 replacements are loaded (optional).

Note: 160x600 banner replacement is only visible on resolutions of 1880 px and wider.



DETAILS & REQUIREMENTS

UNIT DIMENSIONS

- 1366 x 768 px
- 1440 x 900 px
- 1536 x 864 px
- 1920 x 1018 px

BANNER

- 728x90, 300x250, 160x600 (all optional)

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

LOGO

- Brand Logo: .eps/.ai or high resolution 600x600 px

VIDEO SPECS

FEATURED VIDEO

- 1080p resolution
- HD video 1920x1080px
- 15 seconds, recommended
 - Auto-plays without sound
 - Video controls are not available

CREATIVE BRIEF / GUIDELINES

- Video Trailer/Teaser 15 seconds.
- Text copy (localised if applicable)
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements
- Brand book or style guide
- Separate branded elements from the commercial.

ADDITIONAL DETAILS

- Featured Video plays as a full video.
- Auto-initiated video user-initiated sound
- Preferred Lead Time: 4 weeks

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills
- Banners: 728x90, 300x250, 160x600 (all optional)
- Backgrounds (ideally 1920x1080, but we can work some design magic if needed)

REPORTING METRICS

- Impressions
- Click-through
- Engagement Rate
- Interaction Rate
- Click-through Rate
- Video Completion Rate

VIDEO METRICS

- Start
- Pause
- Finish
- Quartiles
- Mute
- Unmute

VIDEO

- 16:9 (widescreen) format, preferred
- 15 seconds
- 1080p resolution, preferred
- Video Codec: H.264

EVOLVE

MEDIA

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