



Synced Video Reskin

SPEC SHEET / V01.30.0523

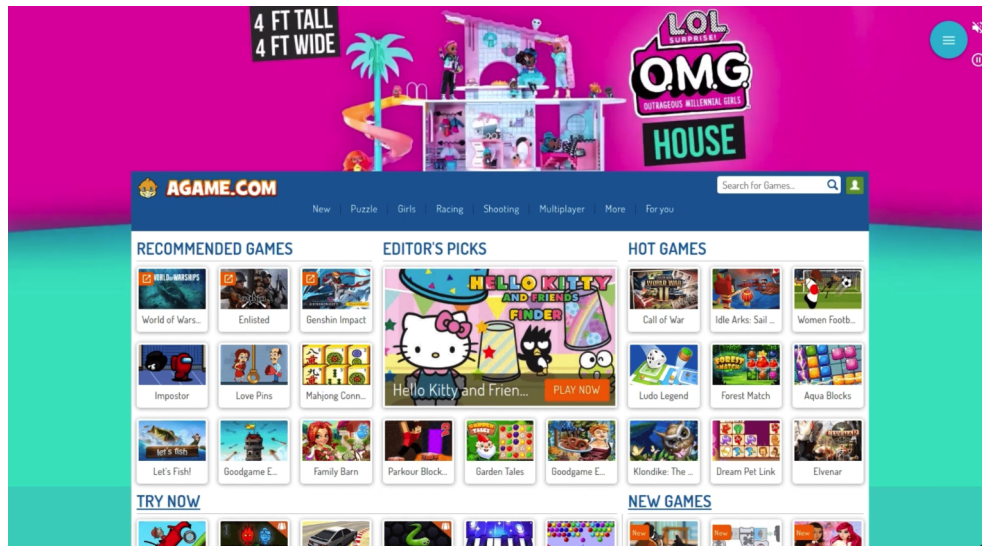
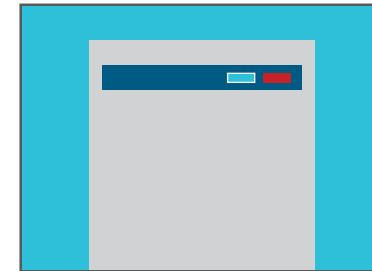
Synced Video Reskin will place your brand front-and-center and catch the attention of our kids' audience with a fully immersive video takeover experience.



VIEW DEMO

NO TEMPLATE AVAILABLE

See Details & Requirements, Page 3



VIDEO RESKIN

DETAILS & REQUIREMENTS

UNIT DIMENSIONS

RESKIN

- See reskin templates

VIDEO SPECS

FEATURED VIDEO

- 1080p resolution
- HD video 1920x1080px
- 15 - 30 seconds, recommended
 - Auto-plays without sound
 - Video controls are not available

ADDITIONAL DETAILS

- Featured Video plays as a full video.
- Auto-initiated video user-initiated sound

REPORTING METRICS

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

VIDEO METRICS

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

ASSETS REQUIRED

HIGH-RES LAYERED SOURCE FILES

- Photoshop / Illustrator

FONTS

- TTF or OTF format

CREATIVE BRIEF / GUIDELINES

- Video Trailer/Teaser 15 - 30 seconds.
- Copy / Selling Points
- Release Messaging with Schedule
- Calls to Action
- Click-through URL(s)
- Legal / Rating Requirements

ALREADY-APPROVED CREATIVES

- Ad Units, Posters, etc.
- Key Art
- Product Image / Pack Shot
- Logos
- Photos / Stills

VIDEO

- 16:9 (widescreen) format, preferred
- 15-30 seconds
- 1080p resolution, preferred
- Video Codec: H.264