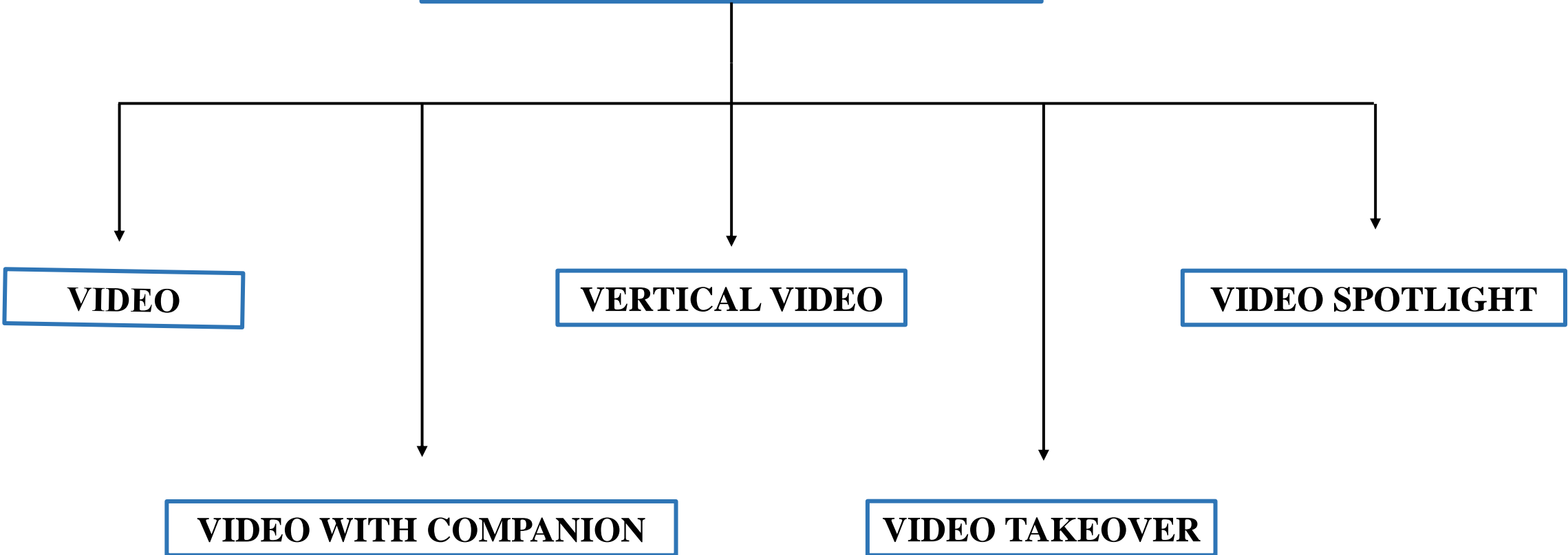




# AD SPECIFICATIONS

# VIDEO AD SPECS



# VIDEO

Video	Specification
Format	mp4/mov
Creative weight	up to 20 MB
Video length	6/10/20/30 sec max
Container	MP4
Bit rate type	CBR
Video Codec	H.264
Video bit rate	2000kbs
Width	1920
Height	1080
Frames per second	25
Aspect Ratio	16:09
Audio	Specification
Number of channels:	Stereo 2/0 (L,R)
Sample Rate:	48kHz
Data Rate:	192 kbps & above
Encode Mode:	AAC
Decibel Rate:	6dB

12:11

Learn More

Ad: (0:30)

My List

Share

**The Kapil Sharma Show**  
**E125. Team Babumoshal Bandookbaaz**

Shantivan opens doors to Newszuddin Siddiqui and Bidita Bag, who make an appearance in tonight's show to promote their film Babumoshal Bandookbaaz. Kapil Sharma asks Newszuddin and Bidita to enact a scene from the iconic classic Mughal-e-Azam.

Network SET

Cast Kapil Sharma, Sunil Grover, Ali Asgar, Kiku Sharda, Bharti Singh, Sumona Chakravarti, Chandan Prabhakar, Rochelle Rao

Stream Originals & Live Sports

**Go Premium >**

sonyliv.com/live-tv/set-live-100009246?watch=true&google\_preview=NNpVmjgzxY4InOKAYw4KWdMaaIAYCagOCQo7PhIQE

Outlook Google Ad Manage... Add new line items... Companion ads for... Live Event Schedule... FLIP Dashboard Ete... Savefrom Video Do... WeTransfer - Send...

**Nestlé**  
**NANGROW**  
Nutritious Milk Drink For Growing Children

**ALL GROWTH.  
ALL POSSIBILITIES.**

MY VANILLA

# VIDEO WITH COMPANION

Video	Specification
Format	mp4/mov
Creative weight	up to 20 MB
Video length	6/10/20/30 sec max
Container	MP4
Bit rate type	CBR
Video Codec	H.264
Video bit rate	2000kbs
Width	1920
Height	1080
Frames per second	25
Aspect Ratio	16:09
Audio	Specification
Number of channels:	Stereo 2/0 (L,R)
Sample Rate:	48kHz
Data Rate:	192 kbps & above
Encode Mode:	AAC
Decibel Rate:	6dB
Banner	Specifications
Size	728x90 & 320x50
Weight	80kb
Type	JPEG / GIF

Learn More

**PROVIDENT**<sup>®</sup>  
EXCEPTIONAL LIVING, NOW IN KOCHI

Ad : (0:03)

PROVIDENT since 1600 AD KATHAKALI 2022 PROVIDENT HOMES Exceptional living Now in Edappally Kochi

My List share

LIVE SET Live

Sony Entertainment Television (SET), one of India's leading Hindi general entertainment channels, is part of Sony Pictures Networks India (SPN). Launched in October 1995 and acclaimed as 4th Most Desired Brand of 2020, SET is a 'Thought Leader' in Indian television industry. Noted for its path-breaking content, innovative concepts and exciting, home-grown formats, SET's impactful urban stories, reality television, socio-mytho and historical shows enjoyed positive viewership.

Stream Originals & Live Sports

**Go Premium** >

A PURAVANKARA COMPANY

**PROVIDENT**<sup>®</sup>  
EXCEPTIONAL LIVING, NOW IN KOCHI

PROVIDENT since 1600 AD KATHAKALI 2022 PROVIDENT HOMES Exceptional living Now in Edappally Kochi

# VERTICAL VIDEO

Video	Specification
Format	mp4/mov
Creative weight	up to 20 MB
Video length	6/10/20/30 sec max
Container	MP4
Bit rate type	CBR
Video Codec	H.264
Video bit rate	2000kbs
Width	1080
Height	1920
Frames per second	25
Dimension	480x640
Aspect Ratio	9:16
Audio	Specification
Number of channels:	Stereo 2/0 (L,R)
Sample Rate:	48kHz
Data Rate:	192 kbps & above
Encode Mode:	AAC
Decibel Rate:	6dB





# VIDEO TAKEOVER

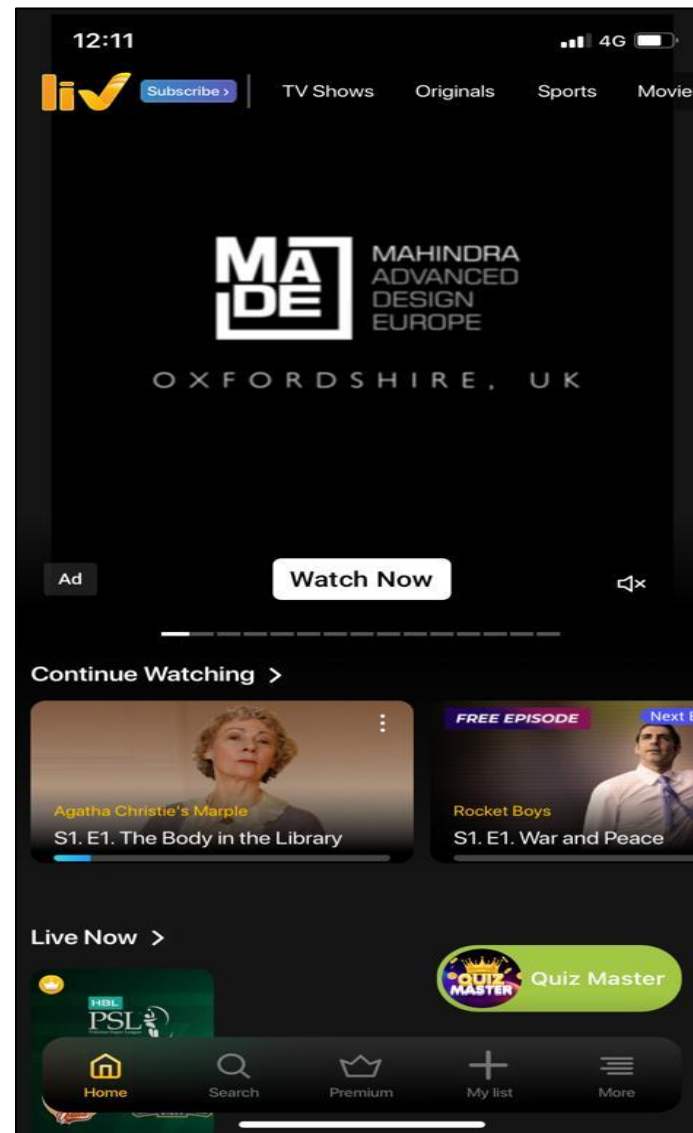
Video	Specification
Format	mp4/mov
Creative weight	up to 20 MB
Video length	6/10/20/30 sec max
Container	MP4
Bit rate type	CBR
Video Codec	H.264
Video bit rate	2000kbs
Width	1920
Height	1080
Frames per second	25
Aspect Ratio	16:09
Audio	Specification
Number of channels:	Stereo 2/0 (L,R)
Sample Rate:	48kHz
Data Rate:	192 kbps & above
Encode Mode:	AAC
Decibel Rate:	6dB



**NOTE: Need the M-Web site URL and it will open below the player in an IFrame as shown in the SS.**

# VIDEO SPOTLIGHT

Video	Specification
File Type	MP4
Dimension	480x640
Creative Weight	within 5 MB
Duration	10 Sec Max
Aspect Ratio	3:4
Audio	Specification
Number of channels:	Stereo 2/0 (L,R)
Sample Rate:	48kHz
Data Rate:	192 kbps & above
Encode Mode:	AAC
Decibel Rate:	6dB



# DISPLAY AD SPECS

```
graph TD; A[DISPLAY AD SPECS] --> B[IMAGE SPOTLIGHT]; A --> C[STANDARD BANNER]; A --> D[COMPOSITE];
```

**IMAGE SPOTLIGHT**

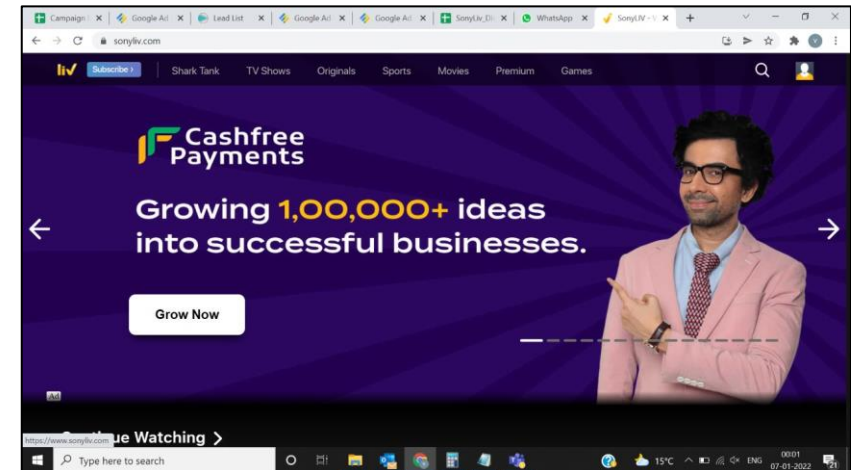
**STANDARD BANNER**

**COMPOSITE**



# IMAGE SPOTLIGHT

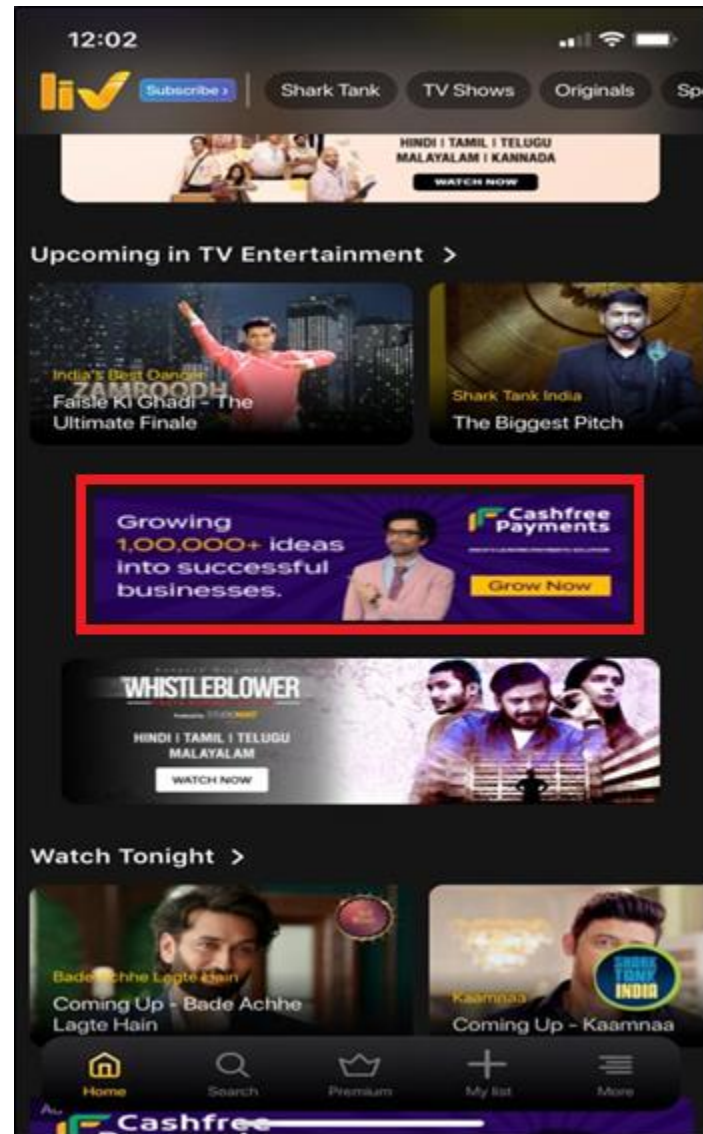
Image Spotlight	Dimension
Weight	within 100kb
File Type	JPEG
Mweb	1080x1296
Web	1920x900
Android	1080x1296
Tablet	1920x900
IOS	1080x1296



**NOTE: Please Refer to the slide number 16 for safe area guidelines.**

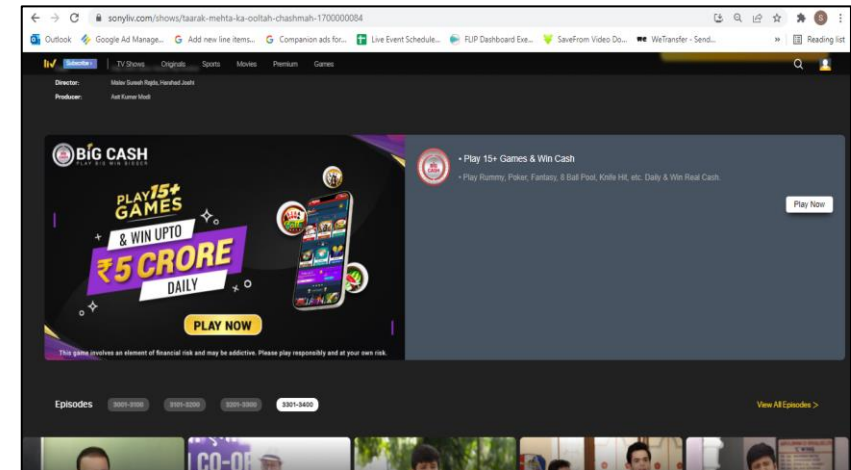
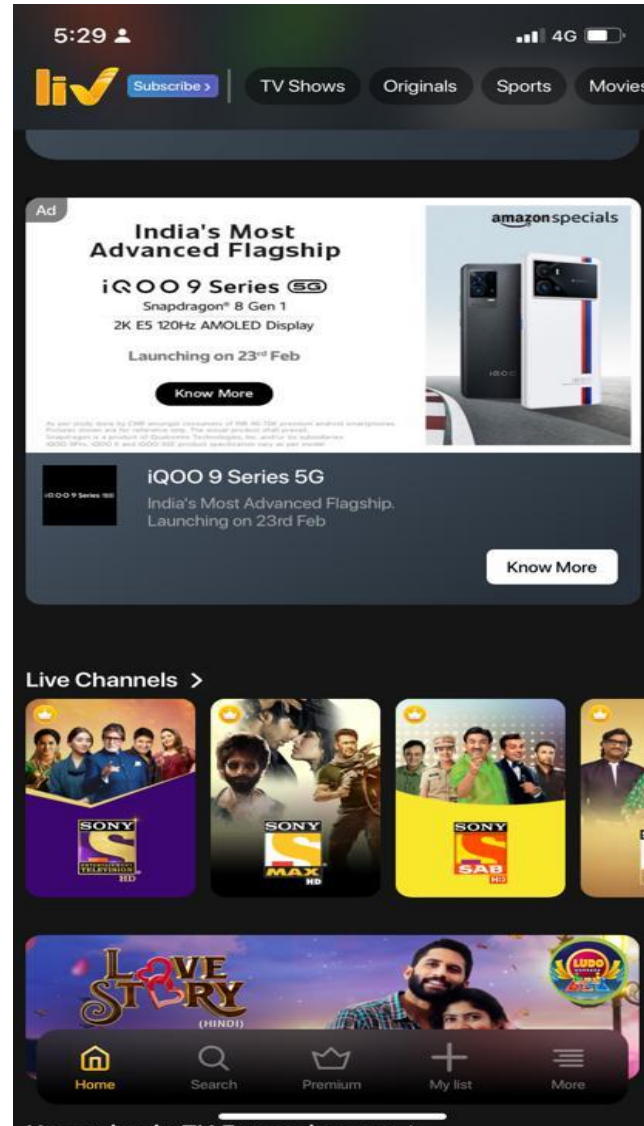
# STANDARD BANNER

Banner	Specifications
Dimensions	320x100
File Type	JPEG
Creative Weight	Within 100 kb

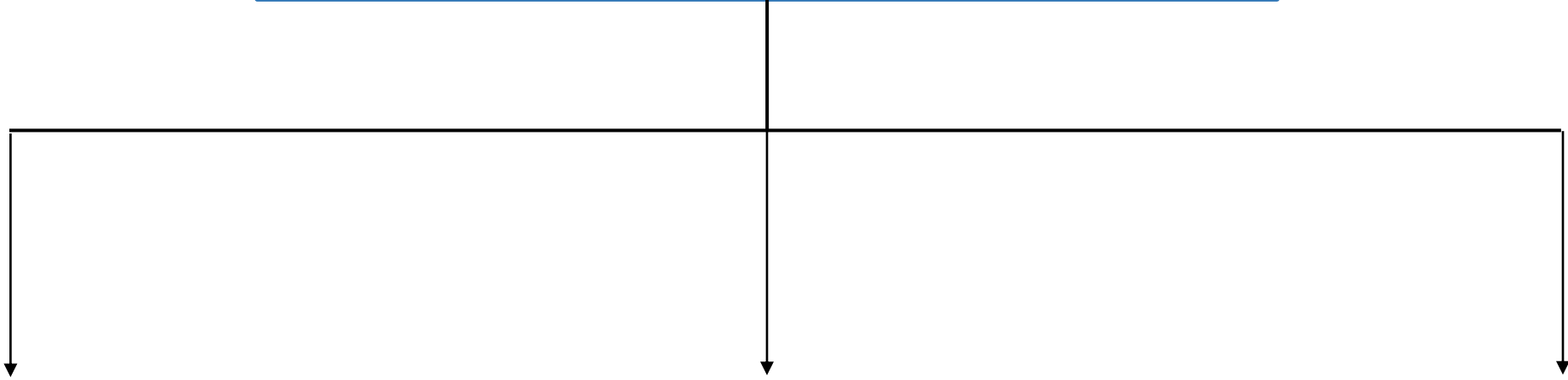


# COMPOSITE

Composite Ad	Specifications
App	
Dimension	640x360
Weight	Within 100kb
File Type	JPEG
Web	
Dimension	557x239
Weight	Within 100kb
File Type	JPEG
Logo	Specifications
Dimension	90x90
Weight	Within 100kb
File Type	JPEG
Text Elements	Example
Headline (Max 25 Characters)	SonyLIV
Body (Max 90 Characters)	We Live to Entertain
CTA (Max 15 Characters)	Watch Now



# LIVE INTERACTION AD SPECS



**L BAND**

**SQUEEZE UP**

**REPLAY BUG**

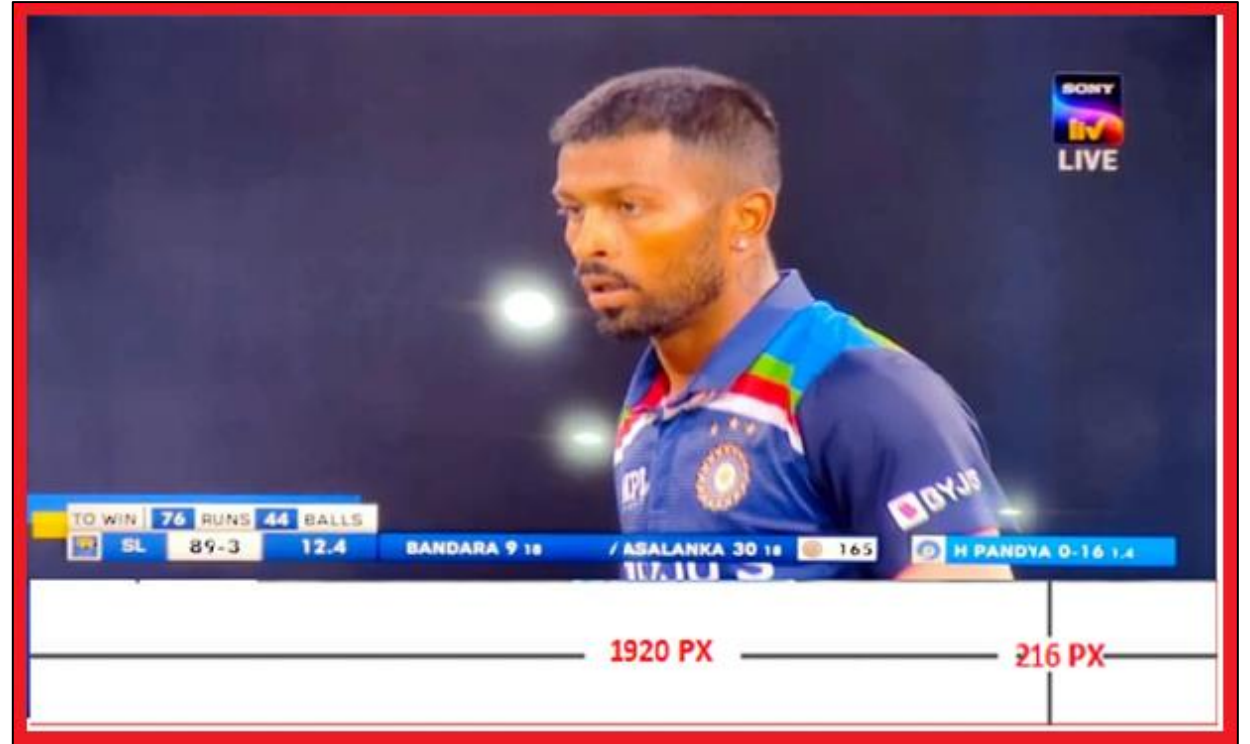
# L BAND

L Band	Specifications
Dimension	1920 x 1080 (in pixels)
File Type	JPEG



# SQUEEZE UP

Squeeze Up	Specifications
Dimension	1920 x 216 (in pixels)
File Type	JPEG



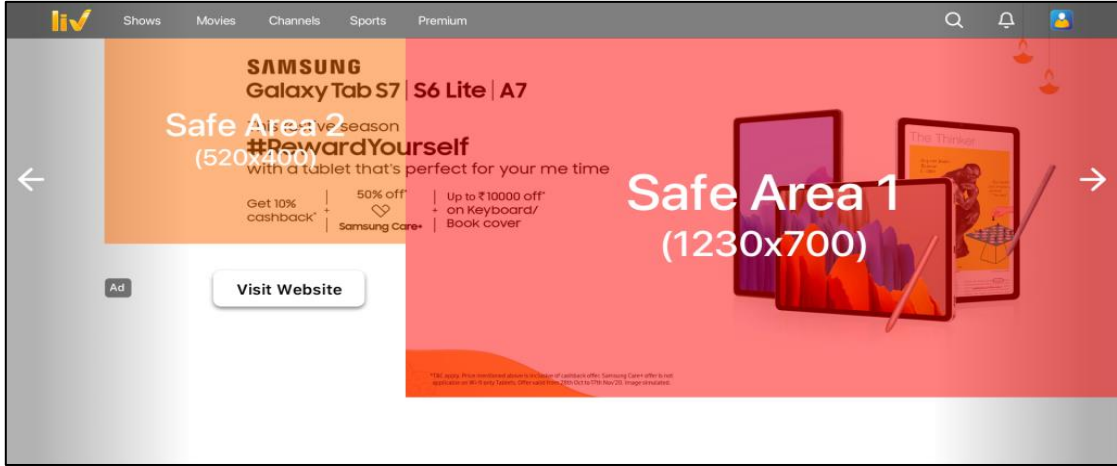


# REPLAY BUG

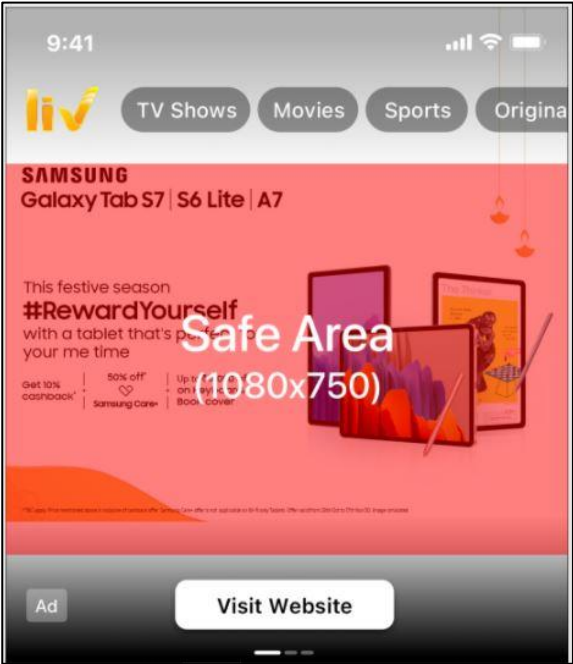
Replay Bug	Specifications
LOGO	High Resolution Logo
File Type	PSD File



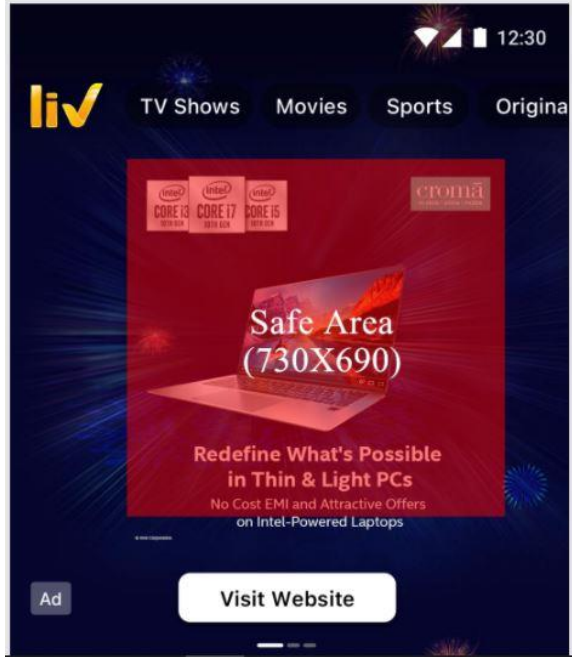
# SAFE AREA



Web



IOS



Android and MWeb