

Paramount Global Hosted Video In Stream Ad With Companion

I. CBSI Hosted Video and Audio	
Item	Specification
Dimensions	Minimum resolution of 1280x720 (16:9) No Black bars
Frame Rate	Frame Rate: 23.98 or 29.97 Color Space: 4:2:2 or 4:2:0 Constant frame rate only (in native format) Remove any Telecine / 3:2 pull-down added for broadcast Please make content progressive using adaptive de-interlace with no frame blending
Codec(s)	.mov (Apple prores 422 or Apple prores 422HQ) .mp4 (H.264 High Profile) Interlaced video is not accepted scan type must be Progressive
Video Bit Rate	Constant Bit Rate 15-30 Mbps
Min Size	No minimum as long as asset meets resolution and bit rate requirements
Max Size	10 GB
Slates	Video must be submitted without leaders (i.e leaders, slates, countdowns).
Duration	Paramount Global accepts a variety of length creatives, standards include :15, :30, :60*, :90*. <i>Any odd length creative, please contact your Paramount Global Sales Representative,</i> <i>*Anything longer than a :30 can only run in midroll inventory.</i>
Audio	2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate, Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard Max Peak: never to exceed -6db
Time line	3-5 business days traffic and testing lead-time from the receipt of the final asset

II. Billboard (Only available in certain instances)	
Item	Specification
Client Created	Please follow Specifications in Section I Max Duration: :05 (Five Seconds)
VCBS Created	Please provide a 1280x720 jpg (Only static assets accepted)
III. Important Notes Specific to Billboards	
<ul style="list-style-type: none"> • Billboards are specific assets to the purchase of full episode sponsorships, any other use case, please contact your VCBS Sales Representative. • Billboards must be VCBS Hosted • All general notes from section IV (Four) apply to billboards. • Companion assets can be appended to billboards, just like video, however, they are not required 	

III. Important Notes General for VCBS hosted assets

- "Fourth-party" wrapping of any billing pixel is not allowed.
- IAS, DV, MOAT VPAID not Accepted
- All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
- Max creatives: 10
- ViacomCBS does not accept two :15 second spots from the same or different brand(s) to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial.
- Double Spotting is also not accepted
- Metrics provided to advertisers: Impressions, Clicks, Completion Rate, Time Spent Viewing and CTR.

IV. General Notes

Tracking Available	Paramount Global is able to run the full host of IAB tracking metrics. Including but not limited to: <ul style="list-style-type: none">• Impression• Quartile Tracking: 25%, 50%, 75%, 100%• Clicks• Mute/Un-mute• Full screen
Ad validation	<ul style="list-style-type: none">• Blocking of video delivery is strictly prohibited by Paramount Global• 1x1 tracking tags are accepted for monitoring only (No Java Script)• Viewability can only be tracked via Vendor integration and is desktop only• 1x1 tracking of viewability available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds)

Contacts

Questions about this opportunity	Please contact your Paramount Global representative.
Technical questions about your creative	email: cbsisalesvideo@cbsinteractive.com