



Specifications

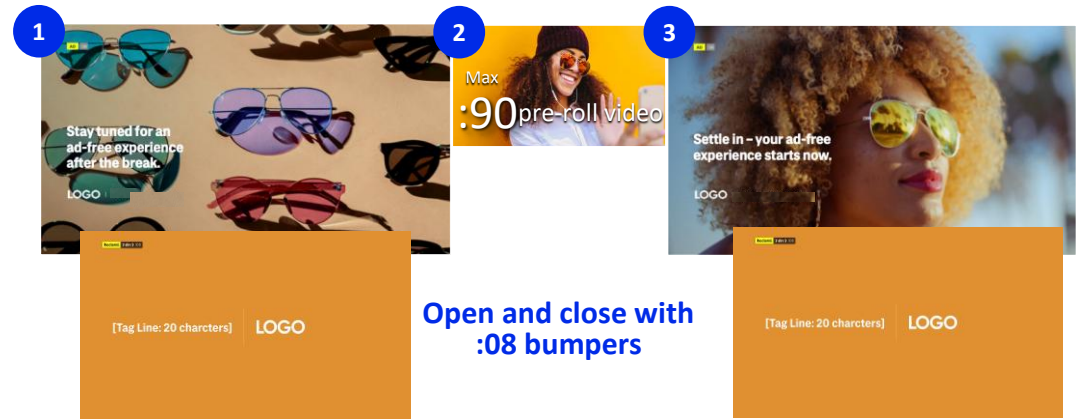
HBO – InFront Ad

InFront

Kick off consumers' content with an exclusive ad experience that grants their view interruption-free, thanks to your brand. InFront gives your message maximum exposure when viewers are leaned in and ready to start their content.

DETAILS

- Exclusive ownership of the pre-roll-only ad experience on a single view of content
- Runs rotationally
- Frequency cap: 1x every 60 min; 3x per day
- InFront includes
 - 1x Open Pre-Roll Bumper (:08)
 - 1x Pre-Roll Video (:90 maximum)
 - 1x Close Pre-Roll Bumper (:08)
- Available on Mobile, Desktop, and CTV
- InFront will not run on Kids content

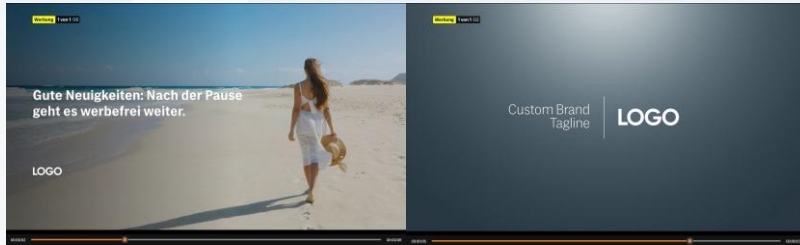


Pre-Roll Bumpers resolve into a custom end card that gives your brand attribution for the ad-free experience

InFront Ad Experience

1

:08 Open Pre-Roll Bumper



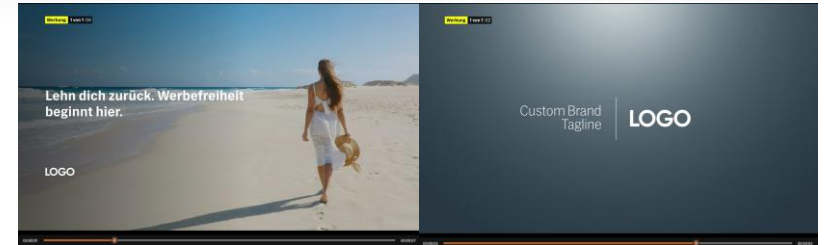
2

:15-90 Pre-Roll Video



3

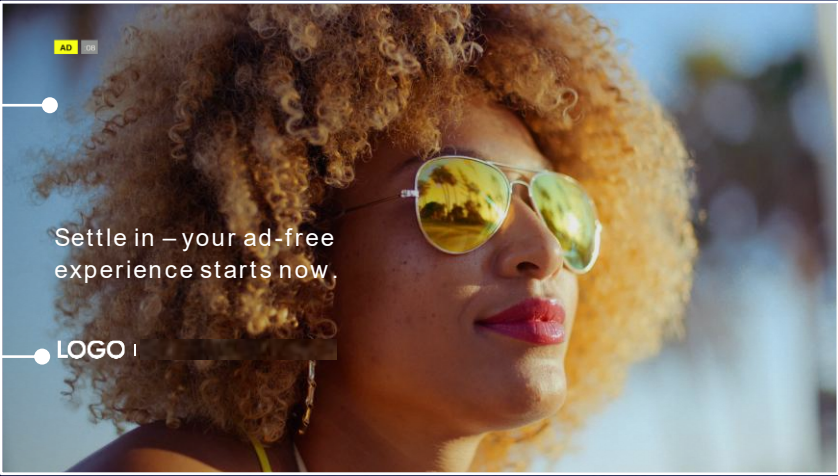
:08 Close Pre-Roll Bumper



- Open and close with :08 bumpers that include a custom brand tagline and attribution tied to the ad-free experience.
 - Consumers enjoy their title, ad-free.

InFront Open & Close Bumper

What We Need From You



KEY VISUAL
Sound-Off Video
or Image

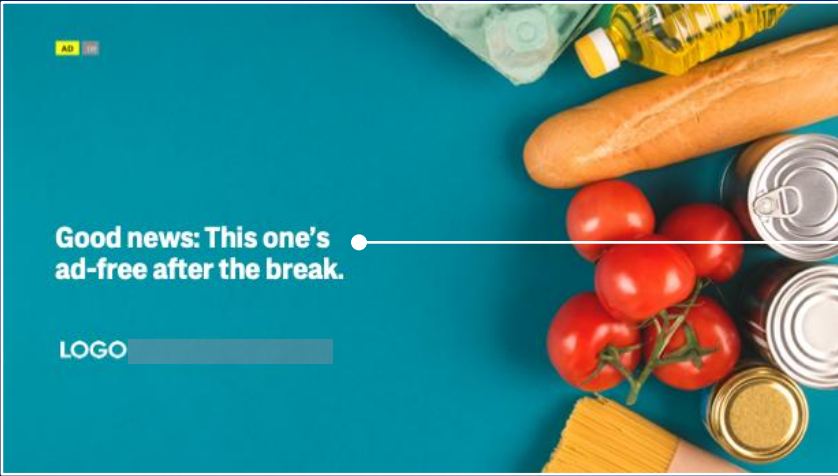
BRAND LOGO



**BACKGROUND
COLOR**

BRAND TAGLINE
30-character limit,
including spaces

What You Choose From Us



**AD-FREE
HEADLINE**
Select from
our options



AUDIO TRACK
Select from our options.
Brand audio is
subject to WBD review
and approval.



InFront Open & Close Pre-Roll Bumper Headlines

Select headline for **Open** Pre-Roll Bumper:

- Gute Neuigkeiten: Nach der Pause geht es werbefrei weiter.
- Nach der Pause geht's werbefrei weiter – dank [BRAND].
- Bleib dran. Nach der Pause geht es werbefrei weiter.
- Keine Werbung nach dieser Pause. Jetzt weiter streamen.
- Einen Augenblick – die Werbefreiheit beginnt nach dieser Pause.
- Nach der Pause geht es werbefrei weiter.

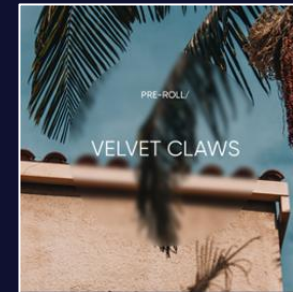
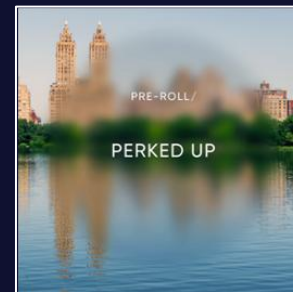
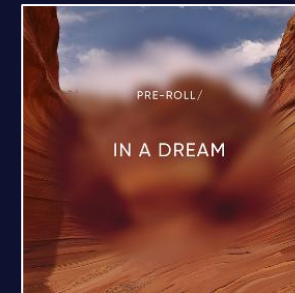
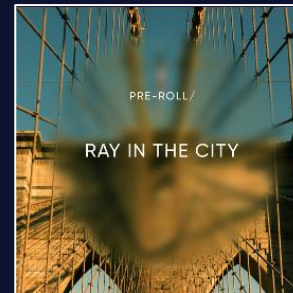
Select headline for **Close** Pre-Roll Bumper:

- Lehn dich zurück. Werbefreiheit beginnt hier.
- Mach's dir gemütlich. Werbefreiheit beginnt hier.
- Genieße es. Werbefreiheit beginnt hier.
- Die Werbefreiheit beginnt hier.
- Werbefreiheit beginnt hier – dank [BRAND].

InFront Open & Close Pre-Roll Bumper Audio Tracks

Click the track art to listen to each track.

Please select one audio track.



Advertiser provided audio is subject to WBD review and approval.

Audio tracks must be instrumental, without vocals or voiceover.

Technical Specs

File Size	Up to 1 GB max
Max Creative Rotations	Up to 3
Video File Format	MP4 preferred, MOV accepted
Frame Rate	23.98 or 29.97
Video Bitrate	Constant bitrate of 18-30 Mbps
Resolution	1920x1080
Video Aspect Ratio	16:9
Video Processing	Adaptive Deinterlace
Codec	Apple Pro Res 422 Apple Pro Res 422 HQ H.264 15 Mbps minimum

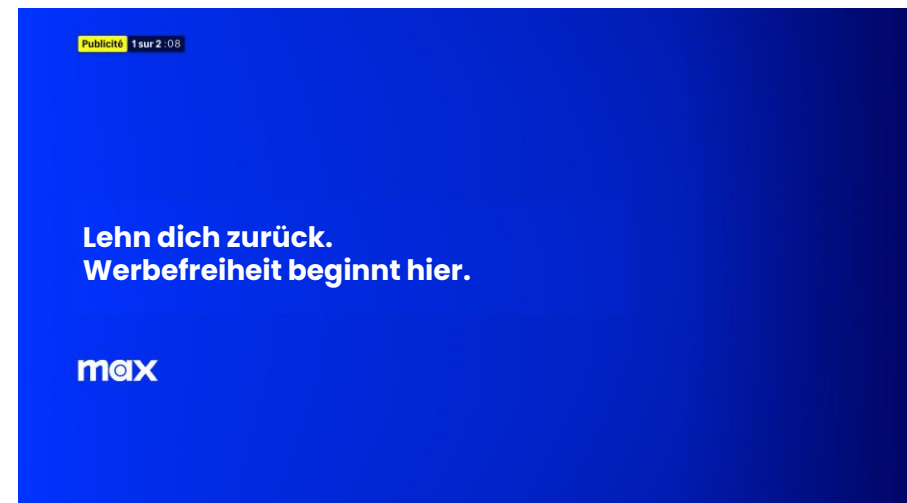
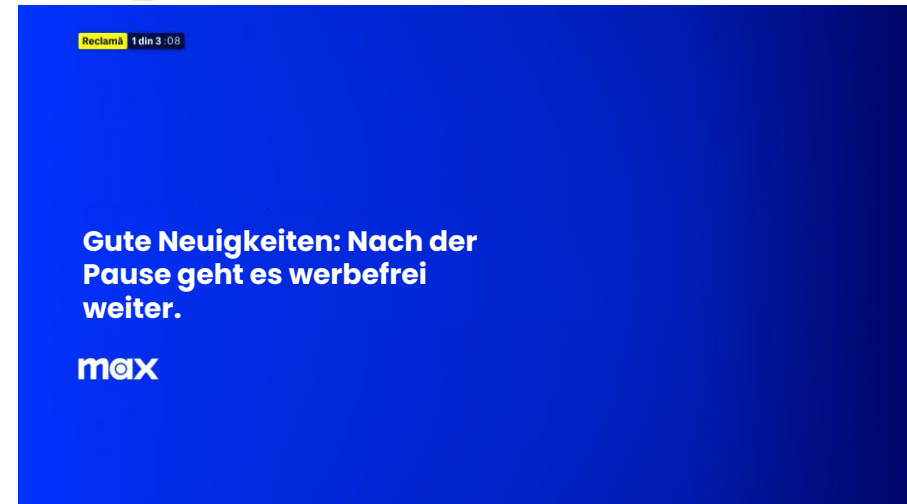
Audio Bitrate	192 kbps minimum
Audio Sample Rate	48 kHz required. 16 or 24 bit only
Sound & Length Policy	<ul style="list-style-type: none">• All audio will conform to dial norm specs: -24 lkfs• Standard format is stereo on channels 1&2
3rd Party Vendors Accepted	Innovid, DCM, Extreme Reach, Sizmek, Flashtalking, Thunder
Tracking	Standard 1x1s - Impression Tags due at least 3x business days before launch
Lead Time	3-5 Business Days to QA & Traffic ROS Media Assets

- 1x1 Trackers accepted from the following vendors: DCM, Innovid, Extreme Reach, Flashtalking, Sizmek, Thunder.

House Design – InFront Bumper

Used when advertisers do not want to leverage an intro or outro InFront bumper to ensure users know that they will have an ad free experience after the break. Communicate to users that a brand is promoting an ad-free content experience.

ASSET House Design	AUDIO Pre-Roll music beds	'PRESENTED BY' ANIMATION NA
		CONTENT TYPES <ul style="list-style-type: none">• Series• Movies
COPY Boilerplate Headlines Intro: Gute Neuigkeiten: Nach der Pause geht es werbefrei weiter. Outro: Lehn dich zurück. Werbefreiheit beginnt hier.		



InFront Bumper Specs

ASSET <ul style="list-style-type: none"> Product Image Video Background Image Still 	AUDIO <ul style="list-style-type: none"> Existing Pre-Roll music beds Advertisers can provide their own audio beds 	'PRESENTED BY' ANIMATION No CONTENT TYPES Movies and Series
NOTES & RECOMMENDATIONS <ul style="list-style-type: none"> AE Template Provided 		
COPY Intro Pre-Roll Bumper <ul style="list-style-type: none"> Gute Neuigkeiten: Nach der Pause geht es werbefrei weiter. Outro Pre-Roll Bumper <ul style="list-style-type: none"> Lehn dich zurück. Werbefreiheit beginnt hier. 		

