HOTSTAR AD SPECIFICATIONS

VIDEO CTA

WHAT IS IT?

Hotstar offers a range of ad units that are unique to Hotstar. This ad unit which is avalable at mobile enables a prominent position for advertisers to engage their users.

Combine the power of delivering your brand's story in full along with a call to action that is totally customized for your brand. Our users are highly engaged with our midroll video ads that are non-skip with high completion rates. The customized CTA with your brand's imagery will now be a seamless part of your brand's story providing strong and clear cues to the user.

Vanilla

1	BRAND LOGO	Dimension: 120px x 120px File type: Transparent PNG Max. file size: 50 KB
2	BRAND NAME	Max. 15 characters (including spaces)
3	CAMPAIGN TITLE	Max. 25 characters (including spaces)
4	CALL-TO-ACTION (CTA)	Choose from (recommended): Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now Custom: Max. 10 characters (including spaces) Background colour: Hex code
5	AD CLICK URL	Website/Landing Page link

Left screen (app mockup):

00:57   dove.com   5

1   AD Dove 2

Try the new Dove Pink Bar

4   BUY NOW

3

Dream Girl

13 Jan 2016 • Season 5 • Episode 33 • 21 min

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Episodes   MORE

S1 E1 • 9 Mar 2015
Laxmi Wants To Be A ...

S1 E2 • 10 Mar 20...
Laxmi Wants To Go T...

S1 E3
It's Mu...

Parinaz Buhariwalla

Tushna Mehta
So pretty 💜💋😘

Natasha Kotwal
Glowing beauty... What's the secret? x
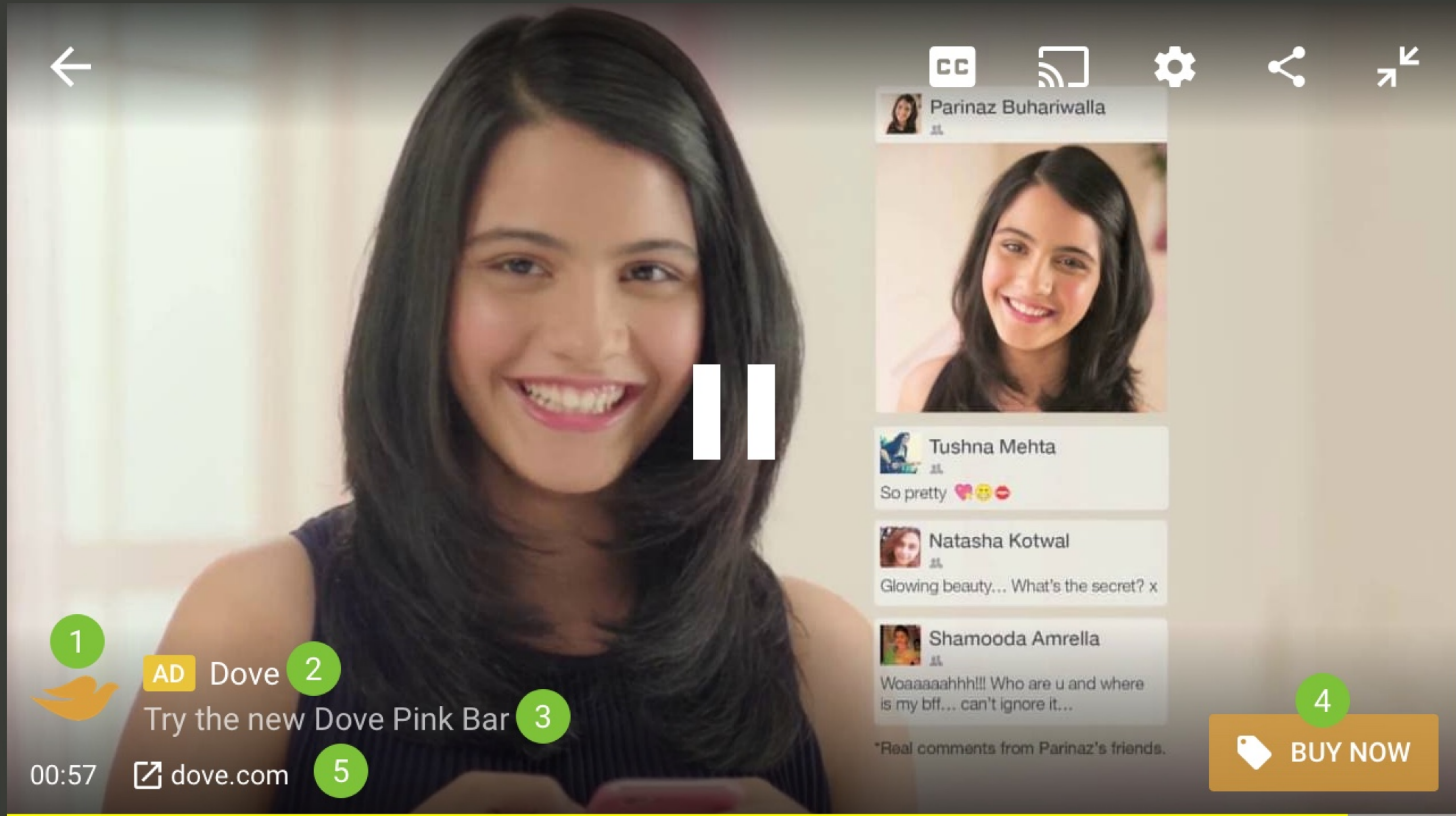
Shamooda Amrella
Woaaaahhh!!! Who are u and where is my bff... can't ignore it...

*Real comments from Parinaz's friends.

Vanilla – Fullscreen

Ad click URL will be applicable for CTA also.
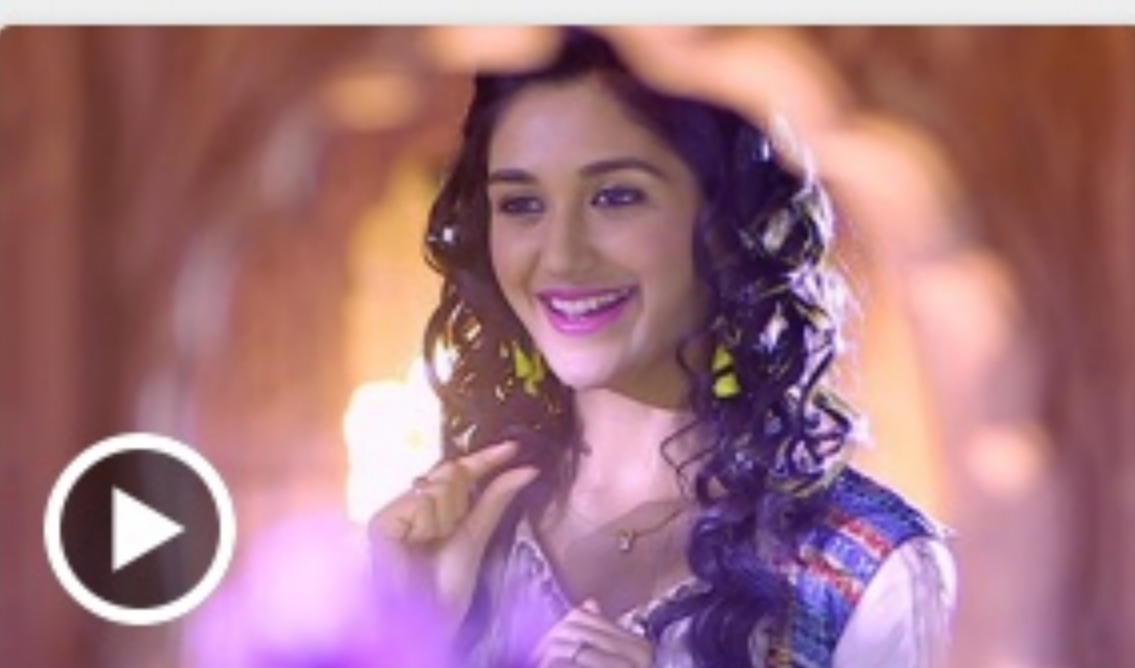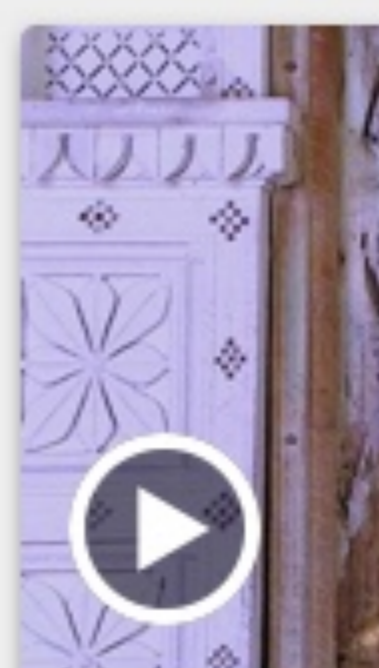
Vanilla – Fullscreen – Tapped State

AD Dove

Try the new Dove Pink Bar

00:57 dove.com

Parinaz Buhariwalla

Tushna Mehta

So pretty 💖😊⛔

Natasha Kotwal

Glowing beauty... What's the secret? x

Shamooda Amrella

Woaaaaahhh!!! Who are u and where is my bff... can't ignore it...

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🏷 BUY NOW

Branded Panel #1

1	BRAND LOGO	Dimension: 120px x 120px File type: Transparent PNG Max. file size: 50 KB
2	BRAND NAME	Max. 15 characters (including spaces)
3	CAMPAIGN TITLE	Max. 25 characters (including spaces)
4	CALL-TO-ACTION (CTA)	Choose from (recommended): Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now Custom: Max. 10 characters (including spaces)
5	AD CLICK URL	Website/Landing Page link
6	PANEL COLOUR	Hex code (Needs Hotstar approval; Closest matching color will be selected)

00:57　myntra.com　5

AD　Myntra　2
End of Reason Sale

SHOP NOW　4

1　3　6

Dream Girl

13 Jan 2016 • Season 5 • Episode 33 • 21 min

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S1 E1 • 9 Mar 2015
Laxmi Wants To Be A ...

S1 E2 • 10 Mar 20...
Laxmi Wants To Go T...

S1 E3
It's Mu...

Branded Panel #1 – Fullscreen

00:57　myntra.com

00:57 ⬈ airtel.in (5)
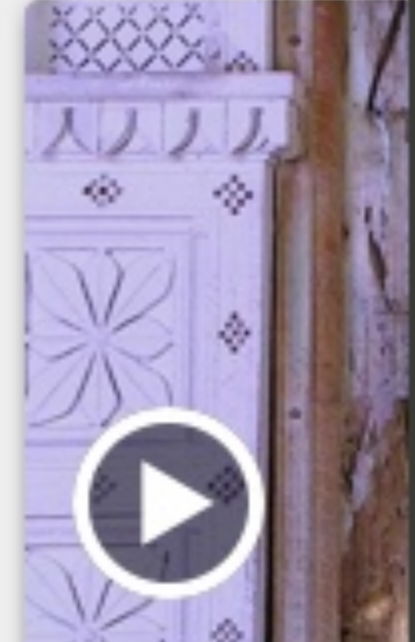
AD **Airtel** (2)
India's Widest 4G network

SEE PLANS (4)

(6)

(1) (3)

Dream Girl

13 Jan 2016 • Season 5 • Episode 33 • 21 min

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DOWNLOAD

⬍
SHARE

Episodes   MORE

S1 E1 • 9 Mar 2015
Laxmi Wants To Be A ...

S1 E2 • 10 Mar 20...
Laxmi Wants To Go T...

S1 E3
It's Mu...

Branded Panel #2

(1)	BRAND LOGO	Dimension: 120px x 120px File type: Transparent PNG Max. file size: 50 KB
(2)	BRAND NAME	Max. 15 characters (including spaces)
(3)	CAMPAIGN TITLE	Max. 25 characters (including spaces)
(4)	CALL-TO-ACTION (CTA)	Choose from (recommended): Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now Custom: Max. 10 characters (including spaces)
(5)	AD CLICK URL	Website/Landing Page link
(6)	PANEL IMAGE	1080px x 168px File type: JPG Max. file: 50 KB

Branded Panel #2 – Fullscreen

The background image provided for Video CTA will have a scrim (#00000 70%). The image hsould not contain any product or people. It should only searve as non prominent background to the CTA. It should be generic to the brand as it may be cropped on phones.

THANK YOU

sales@hotstar.com