

ASTRO DIGITAL AD FORMAT

INTERACTIVE GUIDE

TABLE OF CONTENTS

AUDIO ADS	PG 4	MOBILE APP	PG 42
<ul style="list-style-type: none">• Audio Ad (Pre & Mid-roll)• Pre-roll Audio + Companion Static Ad• Shake Me™		<ul style="list-style-type: none">• Floating Icon• Feature Video• Player Banner• Push Notification• Podcast• Sequential Messaging• SYOK Live	
BRANDED ADVERTORIAL	PG 8		
<ul style="list-style-type: none">• Branded Content• Branded Podcast• EDM (Electronic Direct Mail)• Infographic			
DISPLAY (DESKTOP & MOBILE)	PG 12	SOCIAL MEDIA	PG 50
<ul style="list-style-type: none">• Blocks Catfish• Carousel Catfish• Catfish• Content Tile Ad• Expandable Catfish• Gallery Catfish• Half Page• In-Image Ad• In-Image Button• In-Image Takeover• In Article Expand• Interstitial (STO & STO Video)• Interstitial Peel• Interstitial Choice• Leaderboard• Masthead• Medium Rectangle• Mobile Catfish Peel• Mobile 3D Carousel (Image/Video)• Mobile Cyclone Catfish• Mobile Interstitial Cyclone• Mobile Overlay Catfish• Mobile Pull Catfish• Overlay Meteor• Parallax• Spinning Catfish• Skinner• Website Footer		<ul style="list-style-type: none">• Awani LinkedIn• Facebook Album (Up to max 5 Images)• Facebook Canvas Ad• Facebook Cover Photo• Facebook Event Page• Facebook Featured Post (Pinned Post)• Facebook Live• Facebook Post• Facebook Story• Instagram Carousel (Up to max 5 Images)• Instagram Live• Instagram Post (One Image/Video/Reels - Up to 60 Seconds)• Instagram Story• Instagram Reels (Up to 15 Minutes)• Instagram Video (Up to 60 Minutes)• Live X Package >10 (on event day)• X Post• TikTok Post• TikTok Live• YouTube Channel Art• YouTube Video• YouTube Shorts• YouTube PSP Video Ad• YouTube PSP Sponsorship (Brand Integration)	

TABLE OF CONTENTS

SPONSORSHIP	PG 74
<ul style="list-style-type: none">• Promo Page• Sponsorship Page• Player Highlights	
VIDEO ADS	PG 78
<ul style="list-style-type: none">• Awani Byte & Arena Xpress Video• In View Video• Pre-roll Video (Skippable and Non-Skippable)• Video Catfish• Video Parallax	

AUDIO ADS



AUDIO AD (PRE & MID-ROLL)

An audio ad that appears before or during an actual audio content is playing.



MOBILE



Audio Ad (Pre & Midroll)

SYOK website & mobile app

Audio

File Format	MP3 (Recommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (Max)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only Mid-roll: 30 secs only

**Note: Available on digital radio streams & podcasts on the SYOK website (desktop & mobile web) & mobile app.*

PRE-ROLL AUDIO + COMPANION STATIC AD

An audio ad that appears before or during an actual audio content is playing accompanied by a display banner.



DESKTOP

Audio Ad + Companion Banner

SYOK website & mobile app

Audio

File Format	MP3 (Recommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (Max)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only Mid-roll: 30 secs only

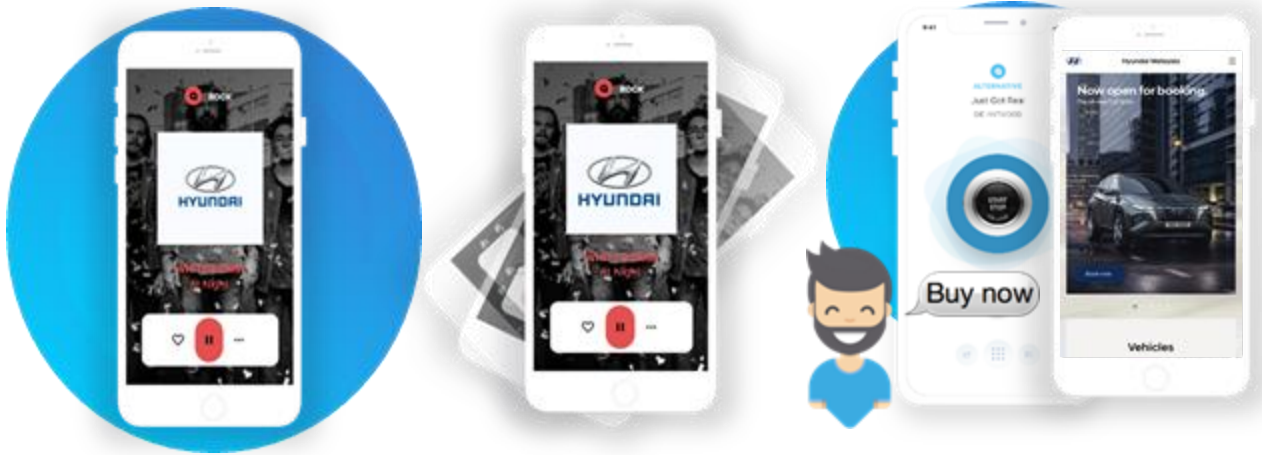
Companion Banner

File Format	JPG & PNG
File Size	500KB (Max: 1MB)
Dimension (W x H)	Desktop: 800 x 600px Mobile Web: 300 x 250px

**Note: Available on digital radio streams & podcasts on the SYOK website (desktop & mobile web) & mobile app. Companion banner displays on desktop & mobile web.*

SHAKE ME™

Listeners are invited to shake or tap their phone to trigger an action while listening to an audio ad.



**Note: Listeners can interact directly with the ad without unlocking their phone or even looking at their screens.*



Shake Me™

SYOK website & mobile app

Audio

File Format	MP3 (ecommmended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (Max)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only

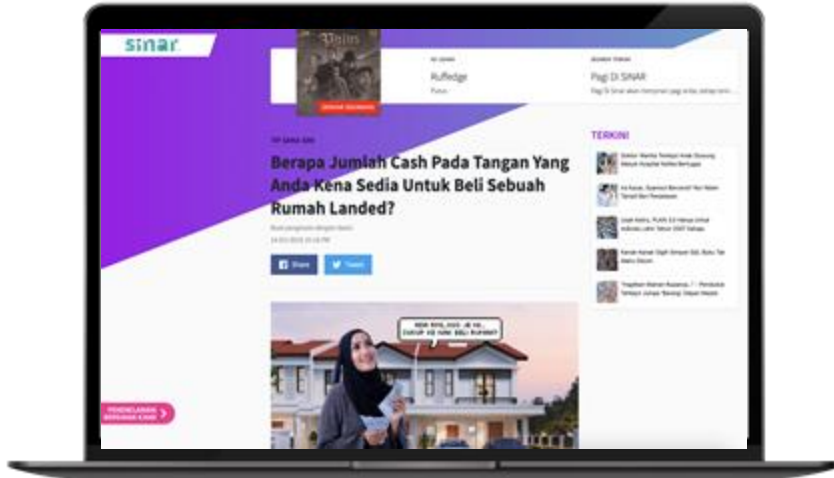
**Note: Available on digital radio streams & podcasts on the SYOK website (desktop & mobile web) & mobile app.*



BRANDED ADVERTORIAL

BRANDED CONTENT

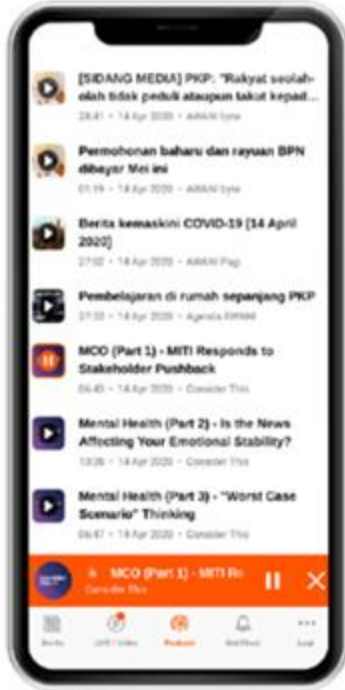
Article write up linked to a brand and its URL for further info.



BRANDED ADVERTORIAL

BRANDED PODCAST

Branded episodic audio file series available on desktop and mobile.



EDM (ELECTRONIC DIRECT MAIL)

Daily AWANI EDM customisation with embedded ad placement or branded newsletter with curated content.



INFOGRAPHIC

Imagery and charts with minimal texts that give an overview of a topic. Use striking, engaging visuals to communicate information.



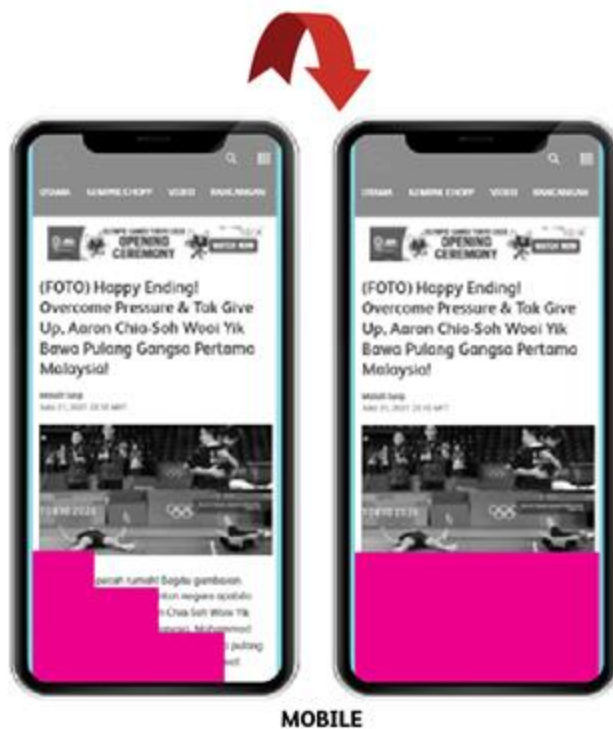
DISPLAY

(DESKTOP & MOBILE)



BLOCKS CATFISH

An interactive display ad forms through a blocks stacking animation.



Blocks Catfish

Mobile

File Format

JPG/PNG/GIF

Dimension (W x H)

640 x 220px

File Size

2MB

CAROUSEL CATFISH

An interactive display ad forms through a blocks stacking animation.



[Click Here for Preview](#)

Carousel Catfish

Mobile

File Format	JPG/PNG/GIF
File type	3 sets of images (2 images per set)
Landing Page URL	Max 3 links
File Size	2MB

Catfish

Dimension (W x H) 600 x 300 (*3 links)
Bottom card image 2:1 ratio

Interstitial

Dimension (W x H) 400 x 640 (*3 links)
Bottom card image 2:1 ratio

CATFISH

Banner ad appears horizontally at the bottom of the page.



DESKTOP



MOBILE

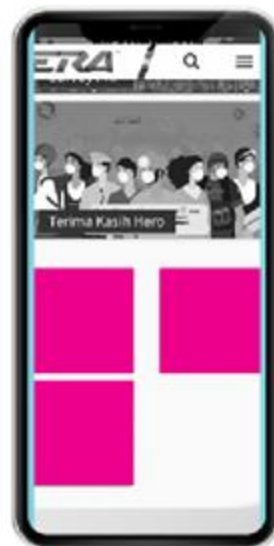
Catfish		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	980 x 90px	320 x 50px
File Size	Less than 500KB	Less than 500KB
Animation	15 secs	15 secs
Third Party Ad Serving	No	No
Third Party Ad Tracking	Impression & click tracking	Impression & click tracking

CONTENT TILE AD

Square banner in a tile-based arrangement at the promo highlights section of a website.



DESKTOP



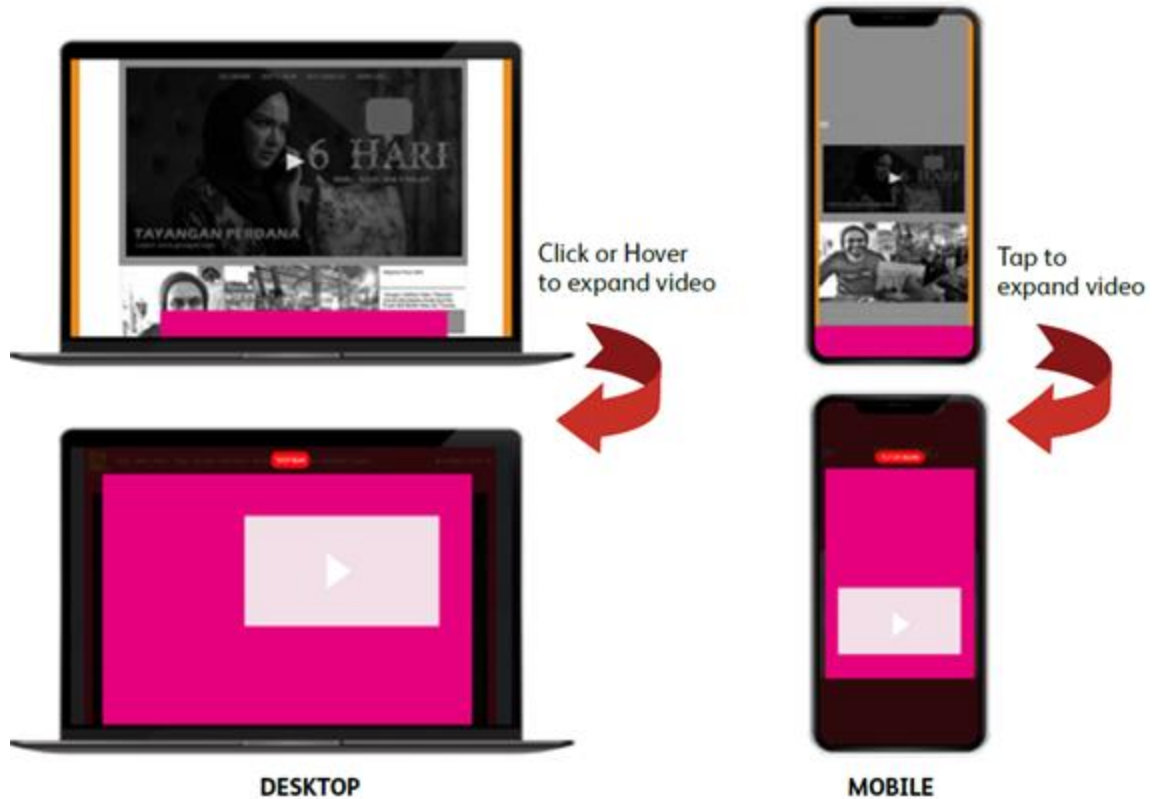
MOBILE

DISPLAY

Content Tile Ad		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	255 x 255px	150 x 150px
File Size	500KB	500KB
Animation	Yes	Yes
Looping	Yes	Yes

EXPANDABLE CATFISH

Expandable ad when a user engages with the ad.

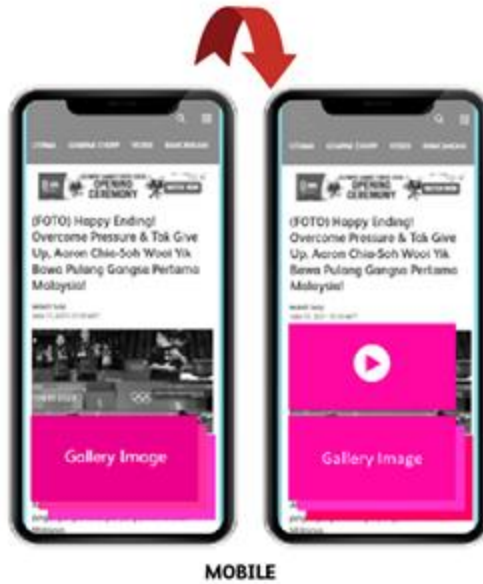


Expandable Catfish

	Desktop	Mobile
File Format	HTML5, GIF/ JPEG, 3 rd Party Ad Tag	HTML5, GIF/ JPEG, 3 rd Party Ad Tag
Dimension (W x H)	640 x 480px	400 x 300px
File Size	Video size less than 10MB	Video size less than 10MB
Video	MP4, MOV, VAST, VPAID	MP4, MOV, VAST, VPAID
Video Aspect Ratio	16:9, 4:3	16:9, 4:3
Duration	30 secs	30 secs

GALLERY CATFISH

An interactive display ad in the form of a gallery to browse for more info & supported with a video ad.



DISPLAY

Gallery Catfish	
Mobile	
Gallery Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	640 X 220px
File Size	2MB
Video	
File Format	MP4
Aspect Ratio	16:9
File Size	5MB
Duration	30 secs
Engagement Icon	For video play usage only
File Format	JPG/PNG/GIF
Dimension (W x H)	40 x 40px
File Size	2MB
Landing Page URL	4 URLs (3 cards & 1 video)

HALF PAGE

Display ad that directs the viewer's attention to the advertising message.



DESKTOP



MOBILE

Half Page

	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	300 x 600px	300 x 600px
File Size	500KB	500KB
Animation	Yes	Yes
Looping	Yes	Yes

IN-IMAGE AD

A display ad perfectly overlays on the main visual of an article.



DESKTOP



MOBILE



In-image		
	Desktop	Mobile
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	700 x 90px (Safe space: 569 x 90px)	438 x 63px (Safe space: 320 x 63px)

DISPLAY

IN-IMAGE BUTTON

A display ad perfectly overlays on the main visual of an article supported with an animated button which amplifies In-Image ad message and stays visible to users while they scroll the article.



DESKTOP



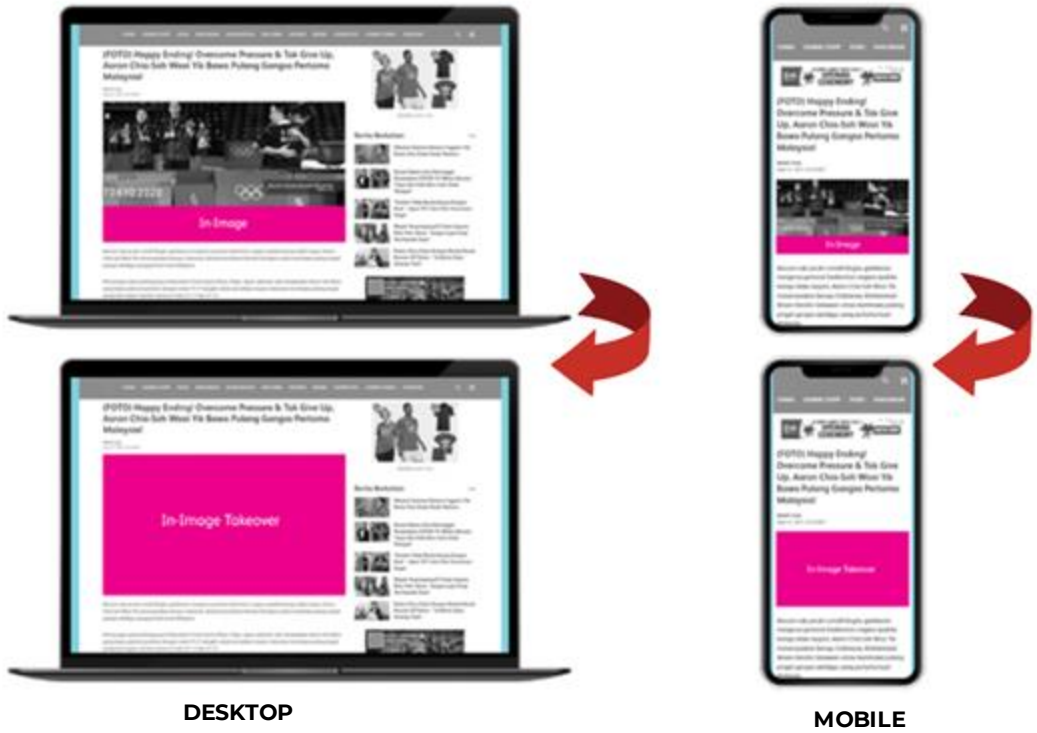
MOBILE



In-image		
	Desktop	Mobile
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	700 x 90px (Safe space: 569 x 90px)	438 x 63px (Safe space: 320 x 63px)
In-image Button		
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	100 x 100px	100 x 100px

IN-IMAGE TAKEOVER

A 3-6 secs animated display ad perfectly overlays on the entire main visual of an article before shrinking into an In-Image ad.



DESKTOP

MOBILE



In-image

	Desktop	Mobile
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	700 x 90px (Safe space: 569 x 90px)	438 x 63px (Safe space: 320 x 63px)

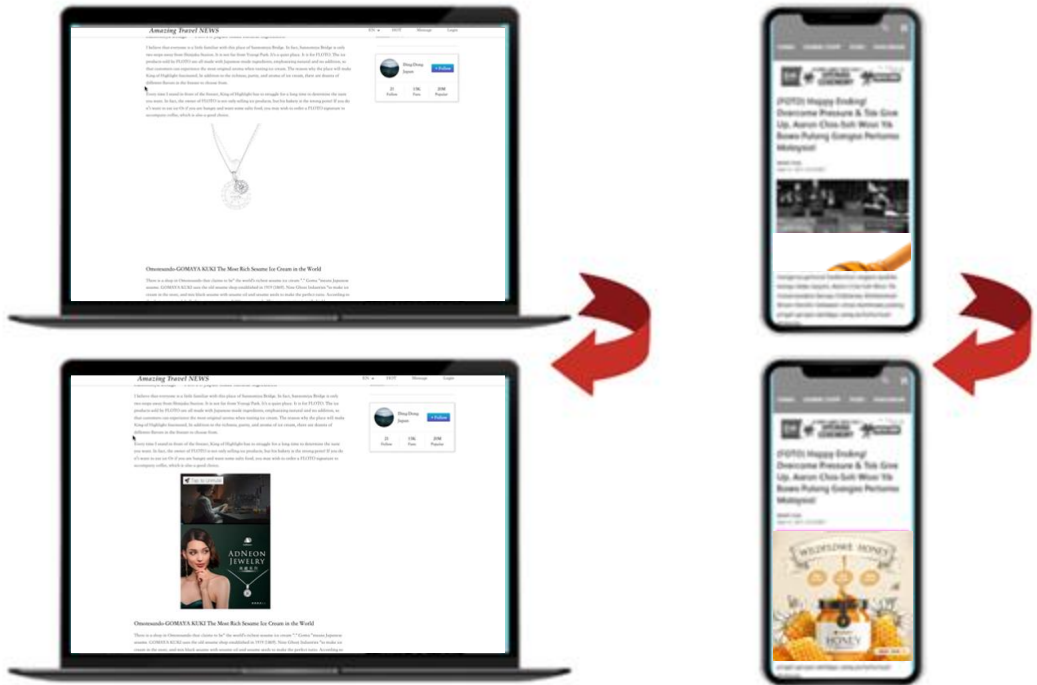
In-Image Takeover

File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	569 x 422px	569 x 422px

DISPLAY

IN ARTICLE EXPAND

A display ad with expanding effect animation, followed by video and image introducing the products as user scrolls down the article.



DESKTOP

MOBILE



DISPLAY

In Article Expand		
	Desktop	Mobile
File Format	Animation Image: JPG/PNG/GIF Image: JPG/PNG/GIF Video: MP4	
Dimension (W x H)	Animation Image: 640 x 960 Image: 640 x 600 Video: 16:9	
File Size	Animation Image: 2MB Image: 2MB Video: max 5MB	
Landing Page	1	

INTERSTITIAL (STO & STO VIDEO)

Display or video ad which fills the homepage of the site and gets the viewer's attention to the advertising message.



Interstitial (STO)		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	800 x 600px	320 x 480px
File Size	Less than 1MB	Less than 1MB
Animated	Yes	Yes
Looping	Yes	Yes

Interstitial (STO VIDEO)		
	Desktop	Mobile
File Format	HTML5	HTML5
Dimension (W x H)	800 x 600px	320 x 480px
File Size	10MB	10MB
Video Format	MP4	MP4

**Available on SYOK and Astro AWANI mobile apps.*

INTERSTITIAL PEEL

An Interstitial ad with the interaction of peeling to reveal it.



Interstitial Peel

	Mobile
File Format	JPG/PNG/GIF
Dimension (W x H)	640 x 1280px
File Size	2MB
Landing Page URL	1 URL

INTERSTITIAL CHOICE

An Interstitial ad with the interaction of making a choice between 2 choices by revealing 2 different advertising messages.



Interstitial Choice	
	Mobile
File Format	JPG/PNG/GIF
Dimension (W x H)	1080 x 1920px
File Size	2MB
Landing Page URL	3 URL

LEADERBOARD

Display banner.



DESKTOP



MOBILE

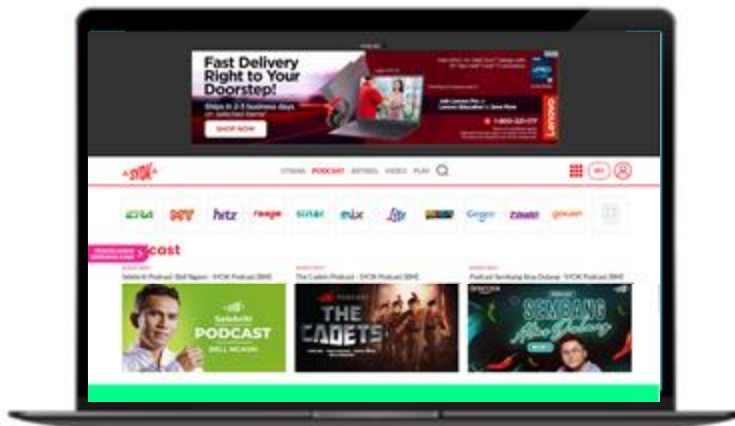
Leaderboard

	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	728 x 90px, 970 x 90px, 900 x 90px	320 x 50px
File Size	500kb	500kb
Animated	Yes	Yes
Looping	Yes	Yes

**Available on both SYOK and Astro AWANI mobile apps.*

MASTHEAD

A visual piece at the top of a homepage.



DESKTOP



MOBILE

Masthead

	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	970 x 250px	300 x 300px
File Size	Less than 1MB	Less than 1MB
Animated	Yes	Yes
Looping	Yes	Yes

MEDIUM RECTANGLE

Display Banner.



DESKTOP



MOBILE

DISPLAY

Medium Rectangle		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	300 x 250px	300 x 250px
File Size	500KB	500KB
Animated	Yes	Yes
Looping	Yes	Yes

**Available on both SYOK and Astro AWANI mobile apps.*

MOBILE PEEL CATFISH

An Interstitial ad with the interaction of peeling to reveal it.



MOBILE

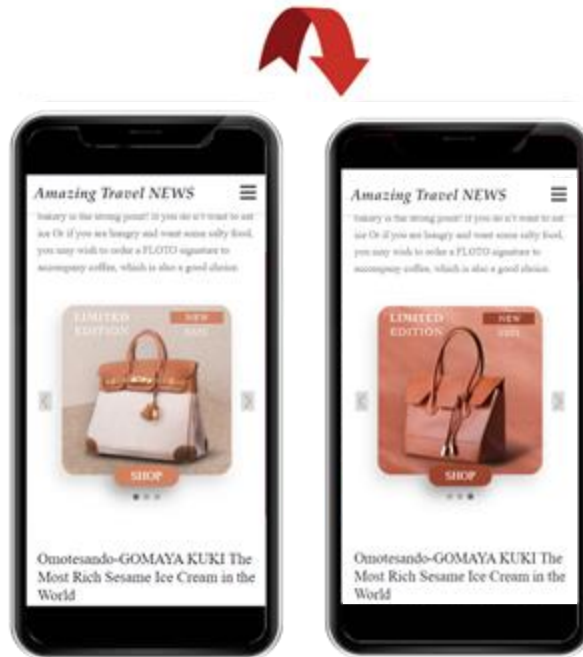


Mobile Peel Catfish

	Mobile
File Format	Catfish Image: JPG/PNG/GIF Interstitial Image: JPG/PNG/GIF Video: MP4
Dimension (W x H)	Catfish Image: 640 x 220 Interstitial Image: 640 x 1280 Video: 16:9
File Size	Catfish Image: 2MB Interstitial Image: 2MB Video: < 5MB
Landing Page	1

MOBILE 3D CAROUSEL (IMAGE/VIDEO)

An interactive display ad that combines multiple videos or images in a carousel format.



MOBILE

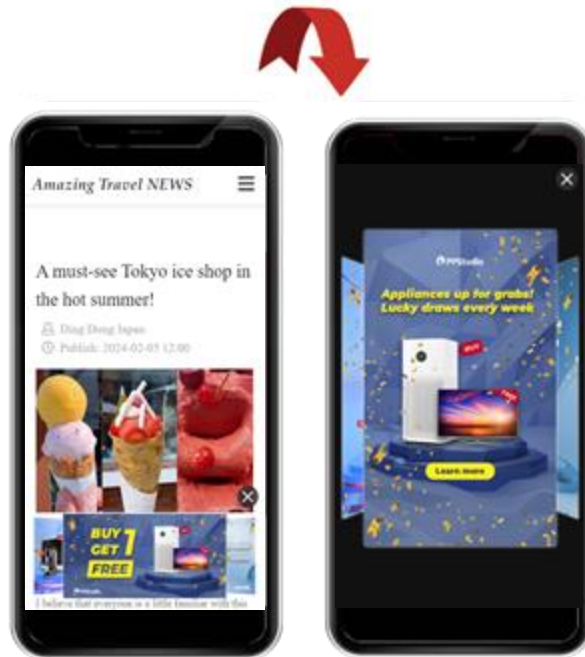


Mobile 3D Carousel (Image/Video)

	Mobile
File Format	Foreground Video for a Card (Option): MP4 Foreground Banner Image for a Card (Option): JPG/PNG/GIF Sticky Card Banner (Optional): JPG/PNG/GIF
Dimension (W x H)	Foreground Video for a Card (Option): 16:9 (*1) / 4:3 (*1) Foreground Banner Image for a Card (Option): 300 x 300 (*1) / 600 x 600 (*1) Sticky Card Banner (Optional): 300 x 300 (*1) / 150 x 150 (*1)
File Size	Foreground Video for a Card (Option): < 5MB Foreground Banner Image for a Card (Option): 2MB Sticky Card Banner (Optional): 2MB
Call to action	Text : 15 single bytes (1 Chinese Characters = 2 single bytes) Text and Button color : HEX color codes
Landing Page	1 per Card

MOBILE CYCLONE CATFISH

An interactive display ad that combines multiple images in a catfish format, which triggers into Interstitial ad when user swipes it.



MOBILE



[Click Here for Preview](#)

Mobile Cyclone Catfish

	Mobile
File Format	Bottom Image: JPG/PNG/GIF Interstitial Image: JPG/PNG/GIF
Dimension (W x H)	Bottom Image: 600 x 300 Interstitial Image: 400 x 640
File Size	Bottom Image: < 2MB Interstitial Image: < 2MB
Additional Info	3 sets of images (2 images for each set)
Landing Page	1 per Set

MOBILE INTERSTITIAL CYCLONE

An Interstitial ad that combines a top banner/video with carousel images at the bottom.



MOBILE



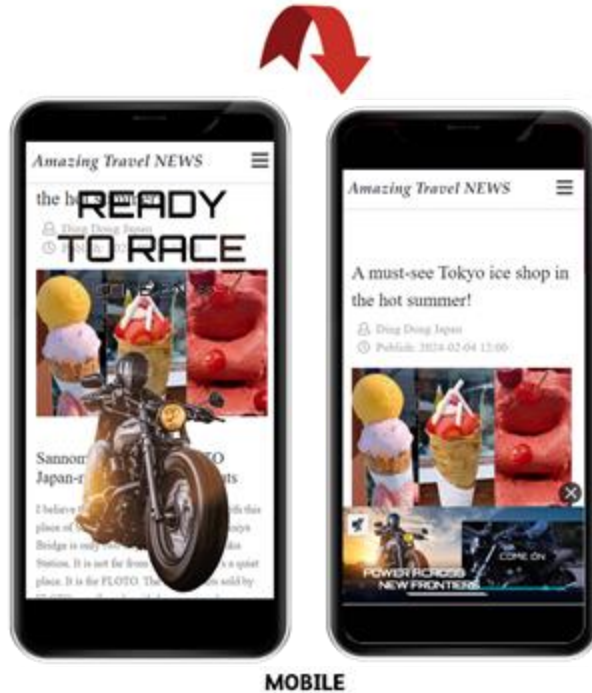
[Click Here for Preview](#)

Mobile Interstitial Cyclone

	Mobile
File Format	Top Image (Option): JPG/PNG/GIF Top Video (Option): MP4 Bottom Carousel Card (2 or 3 images): JPG/PNG/GIF
Dimension (W x H)	Top Image (Option): 640 x 360 Top Video (Option): 16:9 Bottom Carousel Card (2 or 3 images): 500 x 400
File Size	Top Banner: 2MB Top Video (Option): max 5MB Bottom Carousel Card (2 or 3 images): 2MB
Landing Page	1 per Image 1 for Video

MOBILE OVERLAY CATFISH

An interactive display ad with Interstitial animation followed by catfish.



MOBILE



Mobile Overlay Catfish

	Mobile
File Format	Interstitial Image: JPG/PNG/GIF Catfish Image: JPG/PNG/GIF Bottom Video (Optional): MP4
Dimension (W x H)	Interstitial Image: 640 x 1280 / 640 x 640 / 640 x 430 Catfish Image: 750 x 300 Bottom Video (Optional): 16:9 / 4:3
File Size	Interstitial Image: 2MB Catfish Image: 2MB Bottom Video (Optional): max 5MB
Landing Page	1

MOBILE PULL CATFISH

An interactive ad with the interaction of pulling to reveal it.



MOBILE

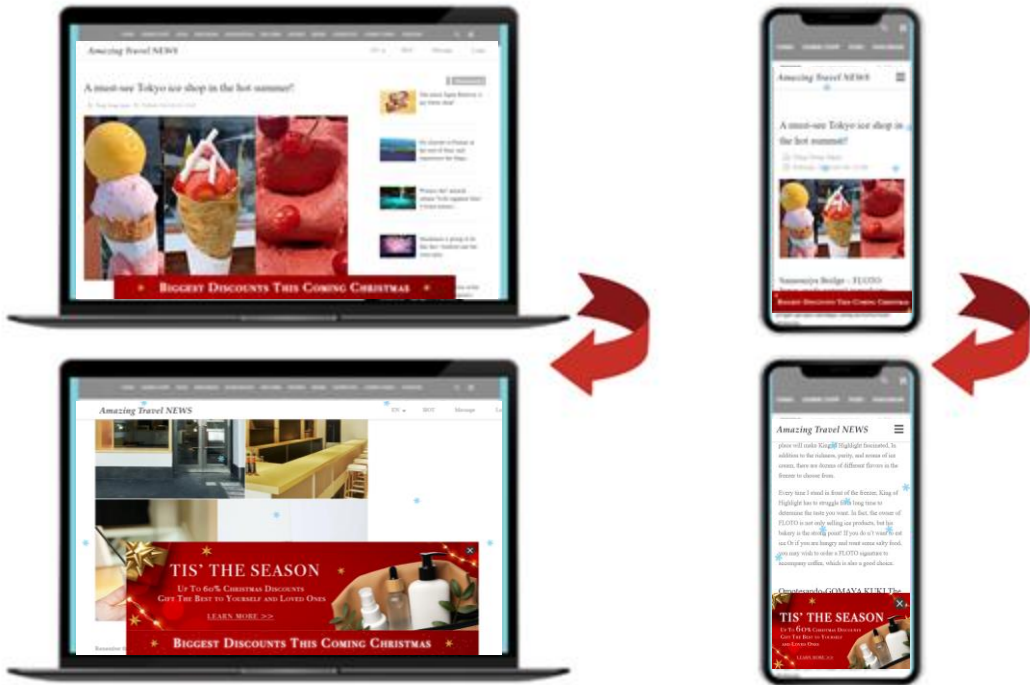


Mobile Pull Catfish

	Mobile
File Format	Catfish Image: JPG/PNG/GIF Interstitial Image: JPG/PNG/GIF
Dimension (W x H)	Catfish Image: 640 x 360 Interstitial Image: 640 x 1280
File Size	Catfish Image: 2MB Interstitial Image: 2MB
Landing Page	1 for Catfish 1 for Interstitial

OVERLAY METEOR

An interactive ad with meteor effect, available as an add on media buy on any current display ad format.



DESKTOP

MOBILE



DISPLAY

Overlay Meteor		
	Desktop	Mobile
File Format	JPG/PNG/GIF	
Dimension (W x H)	Recommended: 256 x 256	
Landing Page	N/A	
Additional Info	Bundle / Add on media buy on any current display ad format and having the meteor effect with client's brand logo / product	

PARALLAX

A display ad appears within an article seamlessly as the user scrolls to read it more.



MOBILE



[Click Here for Preview](#)

Parallax

Mobile

Interstitial Image

File Format

JPG/PNG/GIF

Dimension (W x H)

640 x 1280px

File Size

2MB

Landing Page URL

1 URL

SPINNING CATFISH

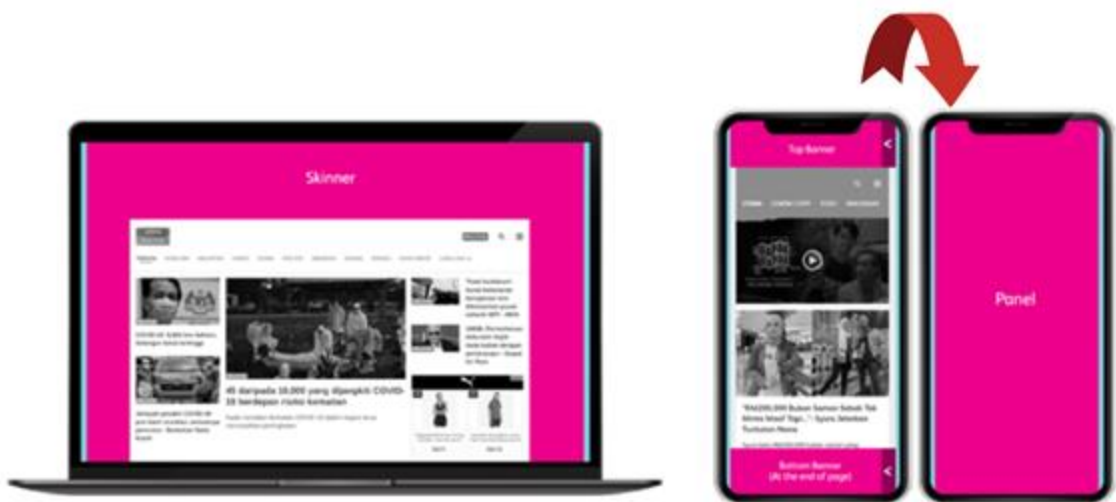
An interactive display ad in the form of a spinner wheel to browse for more info & takeover the entire screen with an Interstitial ad.



Spinning Catfish	
	Mobile
Spin Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	600 x 300
File Size	2MB
Interstitial Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	320 x 480
File Size	2MB
Landing Page URL	1 per Set

SKINNER (STANDARD)

High impact display ad wrapping the entire website.



DESKTOP

MOBILE



Skinner (Standard)

	Desktop	Mobile
File Format	Ai (Adobe Illustrator) / PSD (Adobe Photoshop)	Ai (Adobe Illustrator) / PSD (Adobe Photoshop)
Dimension (W x H)	Dimensions of image: 1920 x 1080px Visible Top Dimension: 1000 x 250px (4:1) Visible Left / Right Dimensions: 460 x 1080 (Safe Area: 170 x 1080) Video (Optional): 16:9 (less than 30 sec)	Dimensions of image: 750 x 1334px Top Image (Transparent): 750 x 220px Footer Image (Transparent): 750 x 200px Video (Optional): 16:9 (less than 30 sec)
File Size	Overall assets weight should be less than 4MB Video (Optional): less than 3MB	Overall assets weight should be less than 4MB Video (Optional): less than 3MB

SKINNER (GALLERY)

High impact display ad wrapping the entire website.



DESKTOP

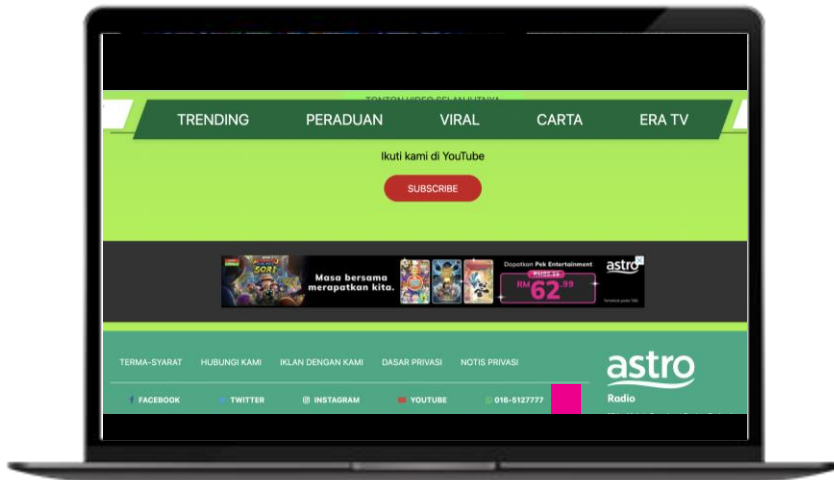


Skinner (Gallery)

	Desktop
File Format	Ai (Adobe Illustrator) / PSD (Adobe Photoshop)
Dimension (W x H)	Dimensions of image: 1920 x 1080px Visible Top Dimension: 1000 x 250px (4:1) Visible Left / Right Dimensions: 460 x 1080 (Safe Area: 170 x 1080) Carousel (up to 5 images): 80 x 200px (2:5) Video (Optional): 16:9 (less than 30 sec)
File Size	Overall assets weight should be less than 4MB Video (Optional): less than 3MB
Remarks	Support multiple click URLs

WEBSITE FOOTER

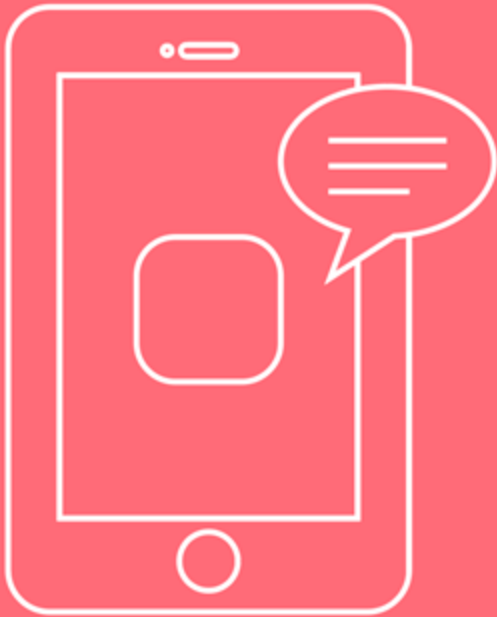
Website footer with brand's logo featured.



DISPLAY

Website Footer

	Logo / Icon
File Format	PNG / SVG
Dimension (W x H)	38 x 38
Animated	No



MOBILE APP

FLOATING ICON

A clickable asset to feature a brand/product that remains on the app's homepage when scrolled vertically.



Floating Icon

	Mobile
File Format	PNG
Dimension (W x H)	150 x 150px
File Size	500KB
Animation	No
Looping	No

FEATURE VIDEO

Brand's sponsored video will be situated in the "Featured" section for better eyeball exposure.



PLAYER BANNER

A clickable banner that appears above the minimised player on the App's homepage.



Player Banner

	Mobile
File Format	JPG/PNG
Dimension (W x H)	428 x 60px
File Size	500KB
Animation	No
Looping	No

PUSH NOTIFICATION

Notification sent to app users upon request. Available for premium advertisers.



PODCAST (includes Intro, Outro and Cover Image)

Audio branded content series.



SEQUENTIAL MESSAGING

Various audio ad placements sequentially in different ad breaks for effective storytelling.



Ad 1

Join us at the Asia Music festival



Ad 2

Bring 3 of your friends to the festival



Ad 3

Spend a min of RM30 to meet BTS!



Sequential Messaging

SYOK Website & Mobile App

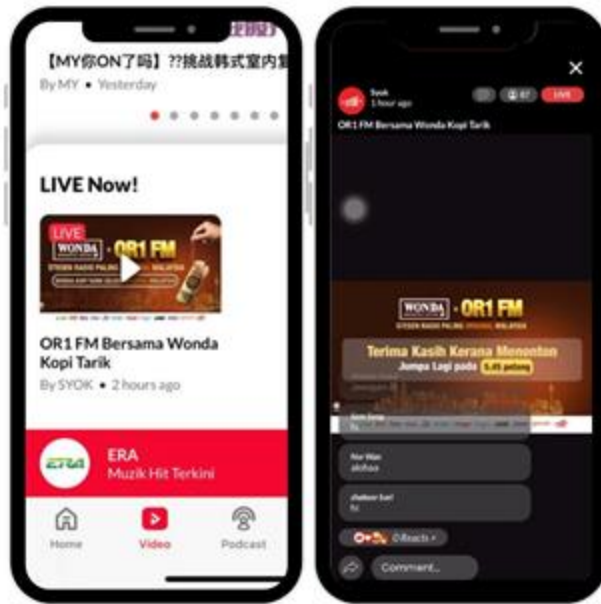
Audio

File Format	MP3 (Recommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (MAX)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only Mid-roll: 30 secs only

**Note: Available on digital radio streams & podcasts on the SYOK website (Desktop & mobile web) & mobile app.*

SYOK LIVE

Introducing SYOK's new Video Live Stream feature! It lets you share live content and chat directly with the SYOK audience in real-time. Engage and connect instantly!



SYOK Live

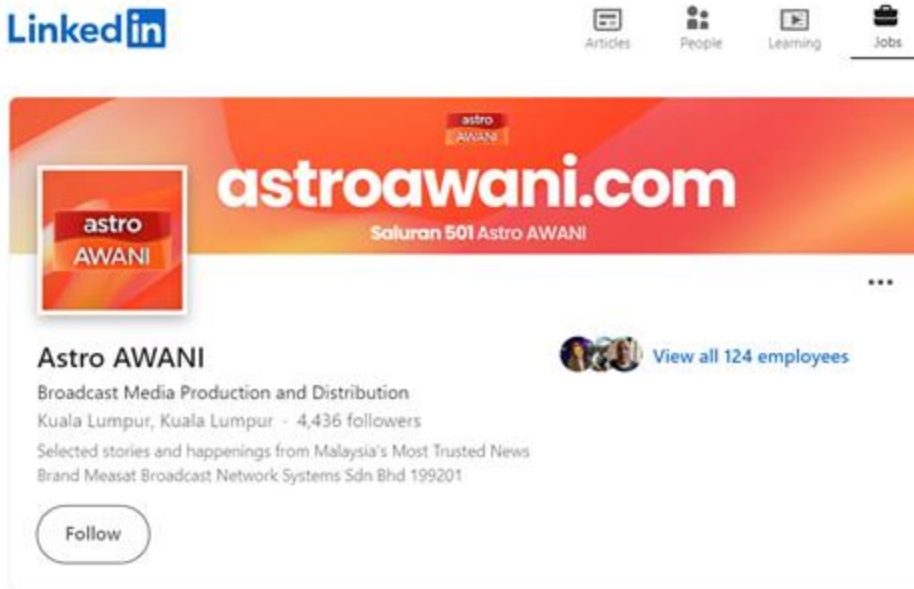
	Mobile
Thumbnail Image	
File Format	JPG/PNG
Dimension (W x H)	640 x 360px
File Size	500KB
Animation	No
Looping	No

SOCIAL MEDIA



AWANI LINKEDIN

Audio branded content series.

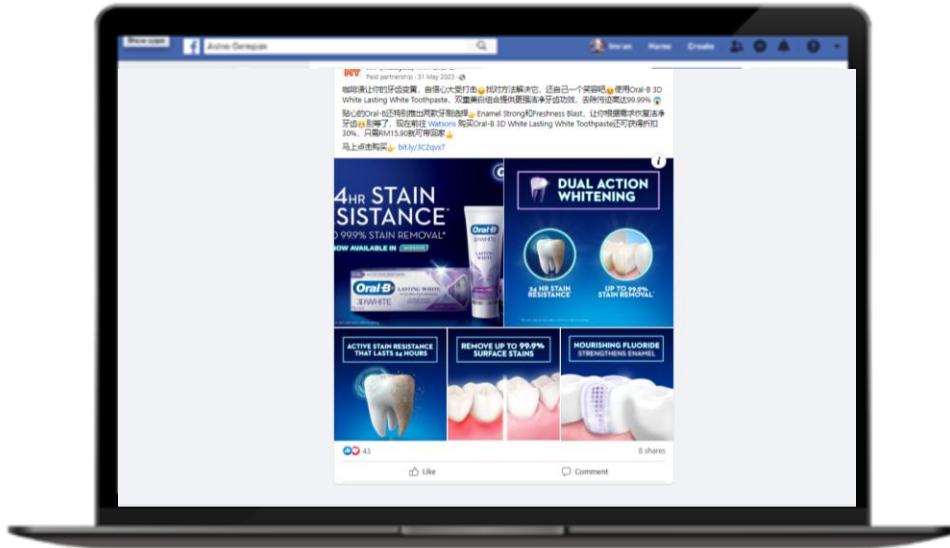


AWANI LinkedIn

	Video Ads	Image Ads
File Format	MP4	JPG/GIF/PNG
File Size	200MB (Max)	5MB (Max)
Duration	3 secs to 30 mins (recommended <15secs)	-
Ratio	4:5, 9:16, 16:9, 1:1	1.91:1, 1:1, 2:3, 4:5
Dimension	360 – 1920px	1200 x 627px
Introductory Text	Up to 150 characters	Up to 150 characters
Headline	Up to 70 characters	Up to 70 characters

FACEBOOK ALBUM (up to max 5 images)

A compilation of photos in an album from a brand's Facebook account.



FACEBOOK CANVAS AD

Mobile-optimised and designed to capture the complete attention of the audience. Users can swipe through carousels in a single ad.



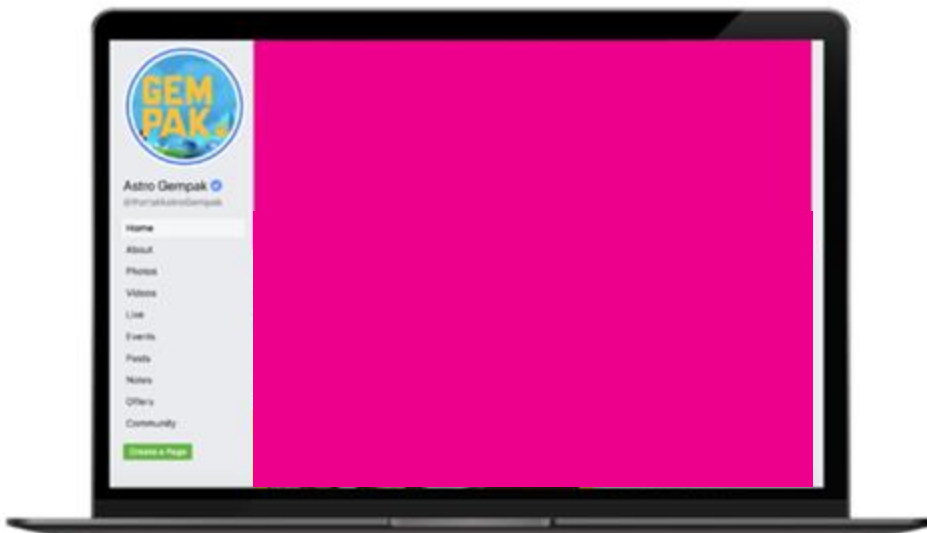
FACEBOOK COVER PHOTO

A visual piece at the top of a Facebook homepage. It is a nearly-screen width banner image.



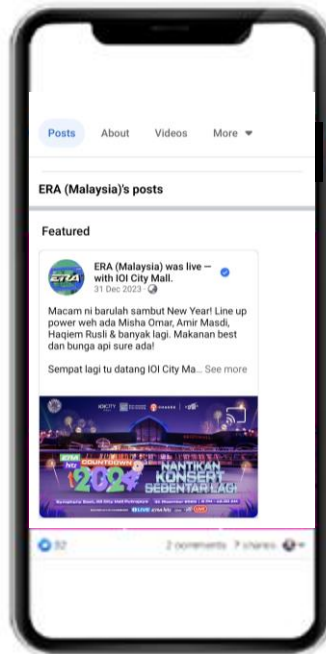
FACEBOOK EVENT PAGE

Facebook event page.



FACEBOOK FEATURED POST (pinned post)

A Pinned-To-Top post is a status update that is selected to stay on top of the timeline.



FACEBOOK LIVE

Live video broadcast via Facebook to broadcast a conversation, performance, Q&A or virtual event.



FACEBOOK POST

Message posted on the account's timeline targeted to the audience.



FACEBOOK STORY

A feature on Facebook that allows the account to post multiple photos or videos and will appear in a "slideshow format". Audiences can also engage with the story.

Facebook Story		
	Image Ads	Video Ads
File Format	JPG/PNG	MP4/MOV
File Size	30MB (Max)	4GB (Max)
Ratio	9:16 to 1.91:1	9:16 and 4:5 to 1.91:1
Duration	-	Max 2 mins *recommended 15s
Dimension	1080 x 1080px (Min 500px) *Consider leaving roughly 14% of the top and 20% of the bottom of the image free from text, logos or other creative elements to avoid covering these elements with UI elements such as the call to action	
Primary Text	125 characters	
Headline	40 characters	

INSTAGRAM CAROUSEL (up to max 5 images)

Instagram's format of a post that combines multiple images in one post. Maximum 5 images.



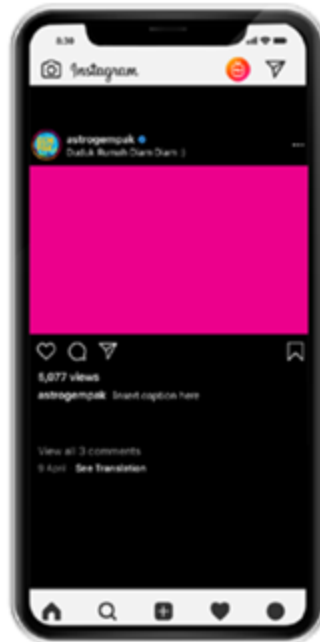
INSTAGRAM LIVE

A feature on Instagram Stories that allows the account to stream videos to followers and engage with them in real time.



INSTAGRAM POST (one image/video/reels – up to 60 sec)

An image or video posted on the account's feed. It is targeted to the account's followers.



INSTAGRAM STORY

A feature on Instagram that allows the account to post multiple photos or videos and will appear in a "slideshow format". Audiences can also engage with the story.



INSTAGRAM REELS (up to 15 minutes)

A video posted on the account's feed. It is targeted to the account's followers.

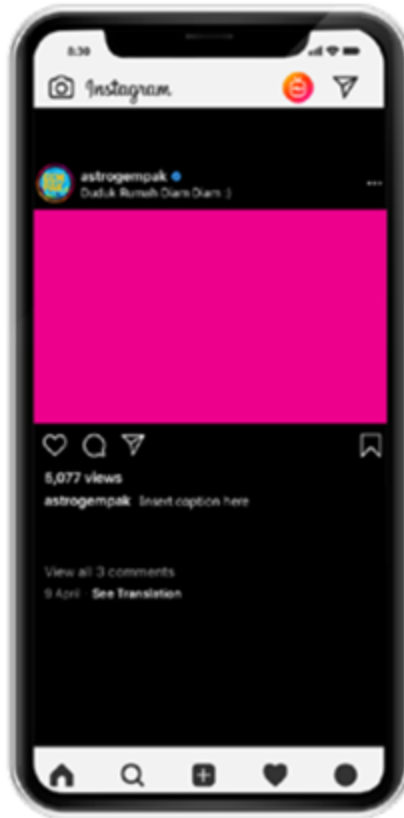


Instagram Reels

File Format	MP4/MOV
File Size	4GB (Max)
Ratio	9:16
Resolution	Min 500 x 888px
Video Captions	Optional, but recommended
Video Sound	Optional, but strongly recommended
Primary Text	72 characters

INSTAGRAM VIDEO (up to 60 minutes)

A video posted on the account’s feed. It is targeted to the account’s followers.



Instagram Video	
File Format	MP4/MOV
File Size	4GB (Max)
Ratio	4:5
Resolution	Min 500 x 888px
Video Captions	Optional, but recommended
Video Sound	Optional, but strongly recommended
Primary Text	125 characters

LIVEX PACKAGE > 10 (on event day)

Live Twitter postings on event day.



X POST

Short messages on Twitter account wall targeted to the account's followers.



TIKTOK POST

Video ad that plays in TikTok "For You" page targeted to the audience.



TikTok Post

File Format	MP4
File Size	500MB (Max)
Duration	5 to 60 secs (recommended <15secs)
Ratio (Dimension)	9:16 (min 540*960px), 16:9 (min 960*540px), or 1:1 (min 640*640px)
Description	1-100 characters / 1-50 Asian characters <i>*Does not support Emojis & special characters - "{" or "#"</i>

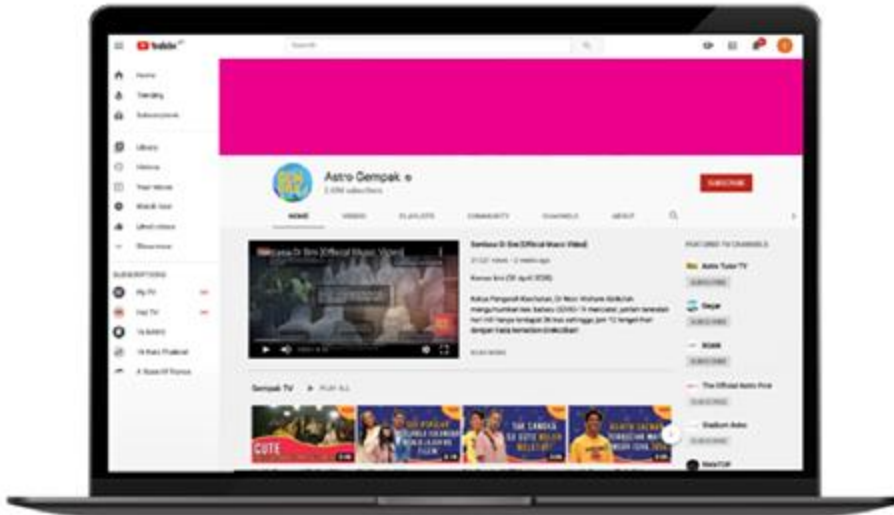
TIKTOK LIVE

Real-time content displayed on TikTok “For You” page and allows interaction with viewers.



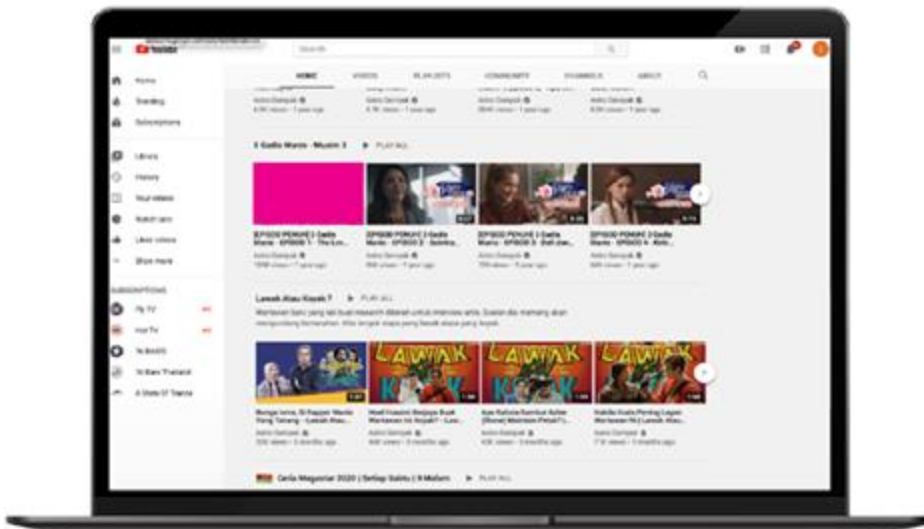
YOUTUBE CHANNEL ART

A visual piece on top of a YouTube channel homepage. It is a nearly-screen-width visual.



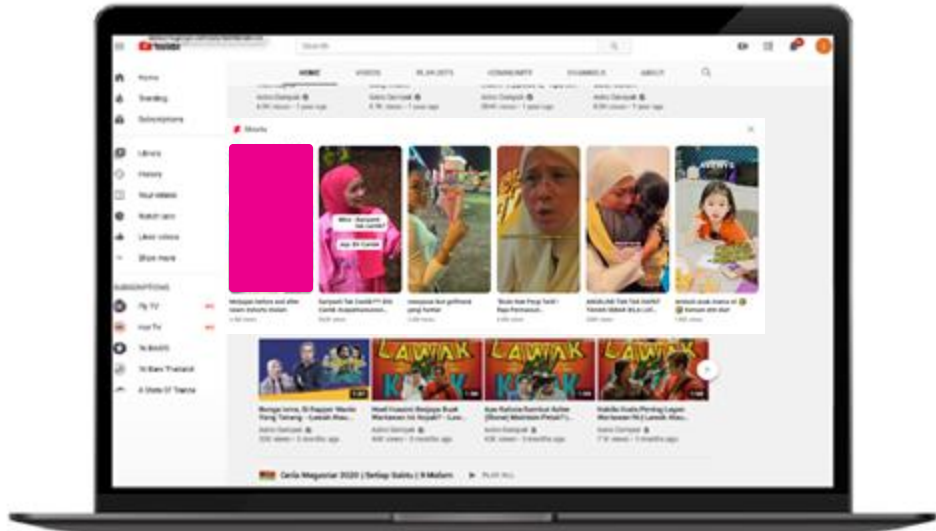
YOUTUBE VIDEO

Video uploaded to a brand's YouTube channel.



YOUTUBE SHORTS

Short video posted on YouTube.



YouTube Shorts

	Thumbnail
File Size	2GB (Max)
Ratio	16:9
Resolution	1280 x 720px (min 640px wide)
Titles	Up to 100 characters *please note that only 40 characters will be visible on the screen when viewed on the app

YOUTUBE PSP VIDEO ADS

BUMPER VIDEO AD



Bumper Video Ad	
Platform	YouTube (Desktop, mobile, connected TV, embeds, video ads on GDN)
File Format	MP4
Dimension (W x H)	1920 x 1080px
Aspect Ratio (W x H)	16:9
File Size	Less than 256GB
Duration	6 secs (Max)
Remarks	Non-skippable Plays before, during or after another video.

YOUTUBE PSP VIDEO AD

NON-SKIPPABLE VIDEO AD



Non-skippable Video Ad

Platform	YouTube (Desktop, mobile, connected TV, embeds, video ads on GDN)
File Format	MP4
Dimension (W x H)	1920 x 1080px
Aspect Ratio (W x H)	16:9
File Size	Less than 256GB
Duration	20 secs (Max)
Remarks	Non-skippable Plays before, during or after another video

YOUTUBE PSP VIDEO AD

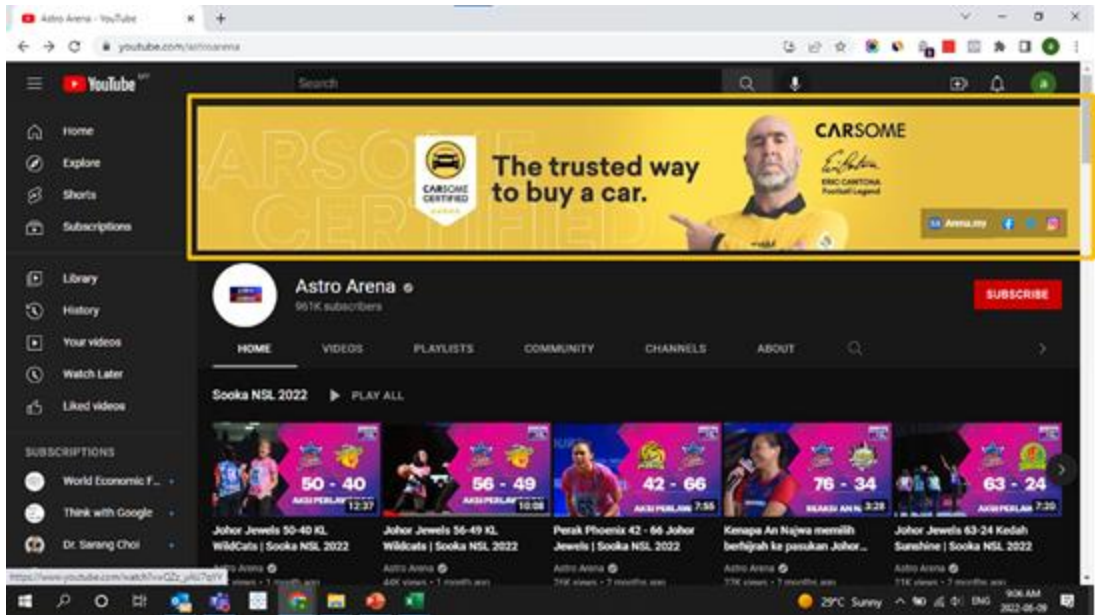
SKIPPABLE VIDEO AD



Skippable Video Ad

Platform	YouTube (Desktop, mobile, connected TV, embeds, video ads on GDN)
File Format	MP4
Dimension (W x H)	1920 x 1080px
Aspect Ratio (W x H)	16:9
File Size	Less than 256GB
Duration	12 secs (Min) – 6 mins (Max)
Remarks	“Skip Ad” button appears after 5 secs Plays before or during a video

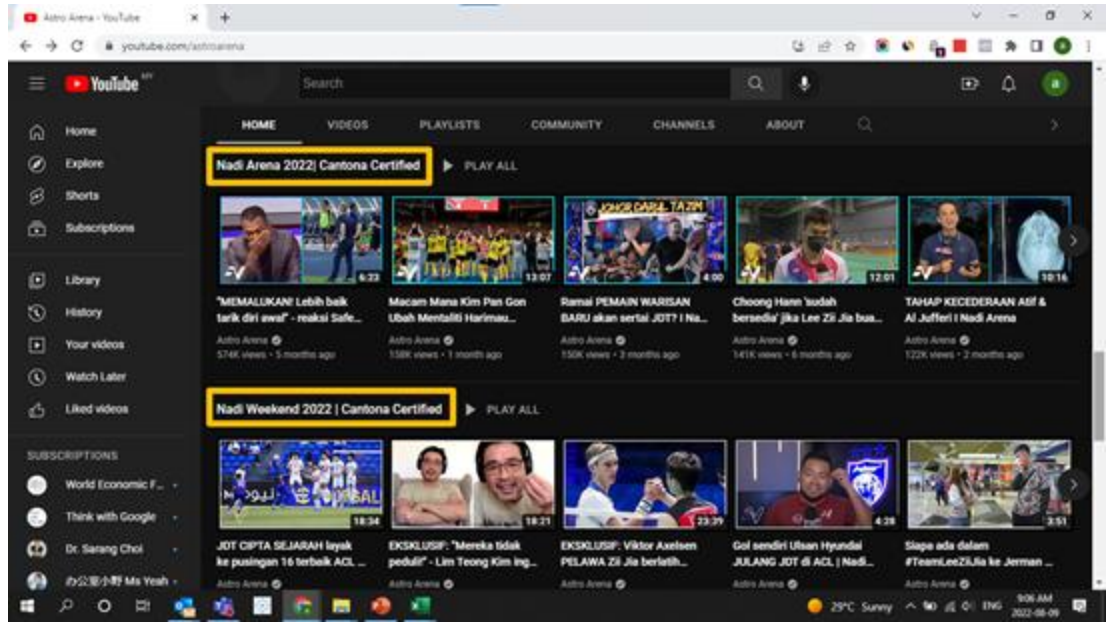
YOUTUBE PSP SPONSORSHIP (BRAND INTEGRATION) - BRANDED CHANNEL ART



Branded Channel Art

Platform	YouTube (Desktop, mobile and connected TV)
File Format	PNG or Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440px (Min) Safe central area for text and logos: 1235 x 338px.
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)

YOUTUBE PSP SPONSORSHIP (BRAND INTEGRATION) - BRANDED VIDEO PLAYLIST

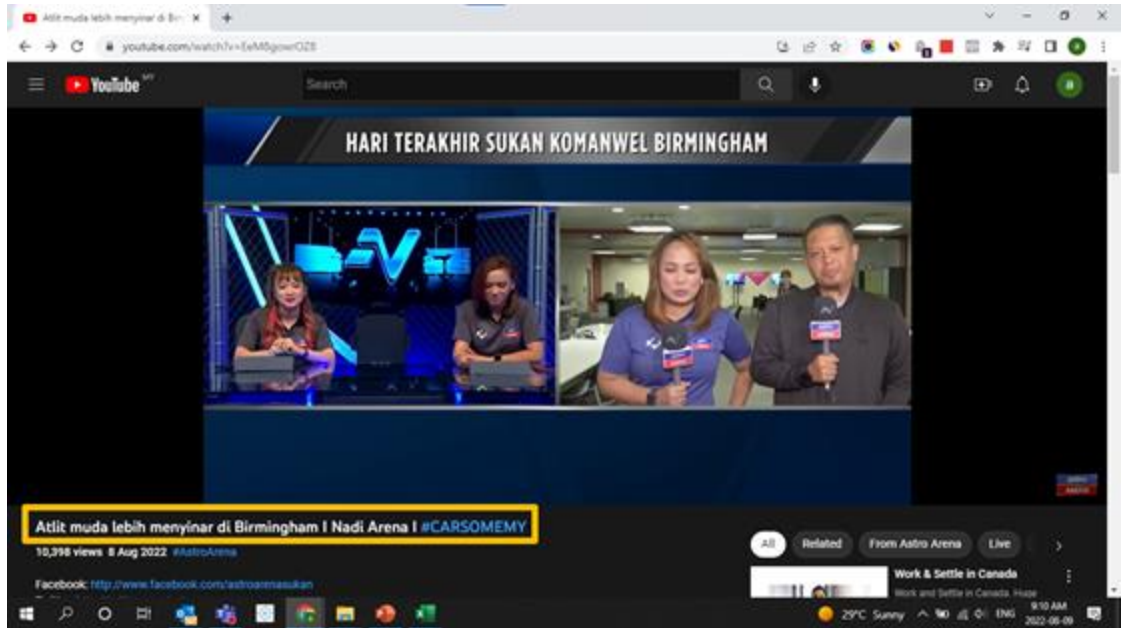


Branded Video Playlist

Platform	YouTube (Desktop, mobile and connected TV)
Text	20 characters (Max) Example: Cantona Certified

YOUTUBE PSP SPONSORSHIP

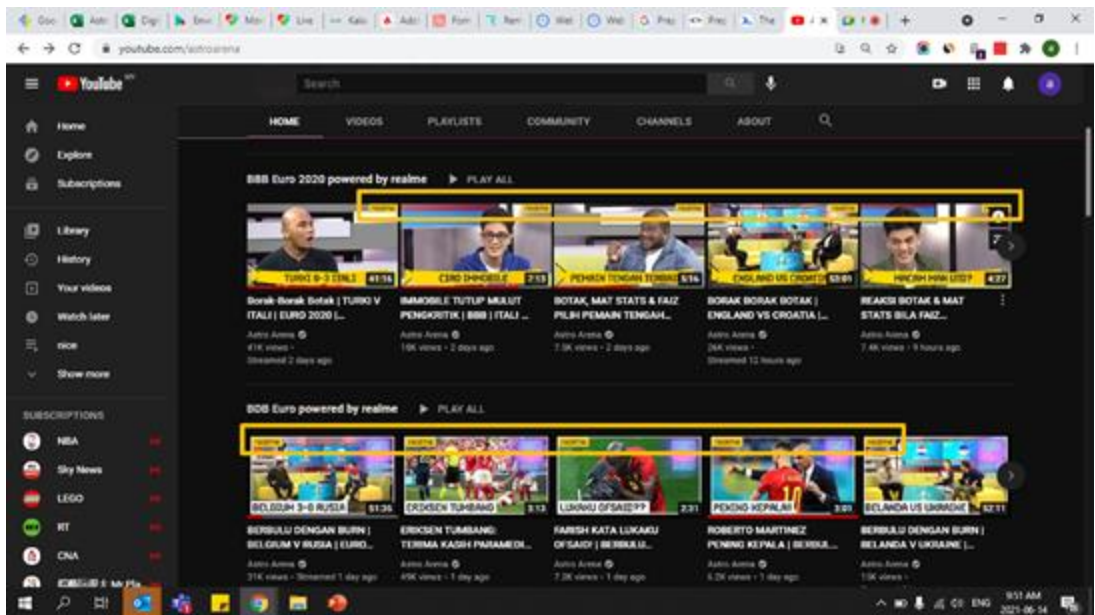
(BRAND INTEGRATION) - BRANDED VIDEO TITLE HASHTAG



Branded Video Title Hashtag

Platform	YouTube (Desktop, mobile and connected TV)
Text	20 characters (Max) Example: #carsomemy

YOUTUBE PSP SPONSORSHIP (BRAND INTEGRATION) - BRANDED VIDEO THUMBNAIL

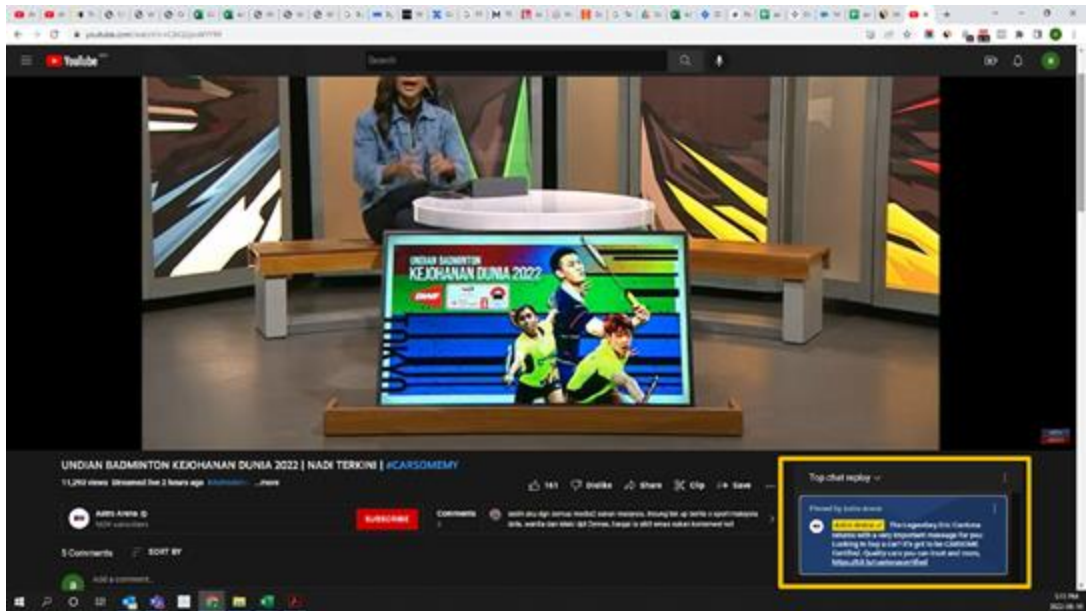


Branded Video Thumbnail

Platform	YouTube (Desktop, mobile and connected TV)
File Format	PNG
Dimension (W x H)	300 x 300px
File Size	1MB (Max)
Remarks	Brand/campaign logo

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED PINNED CHAT MESSAGE (Live Stream)

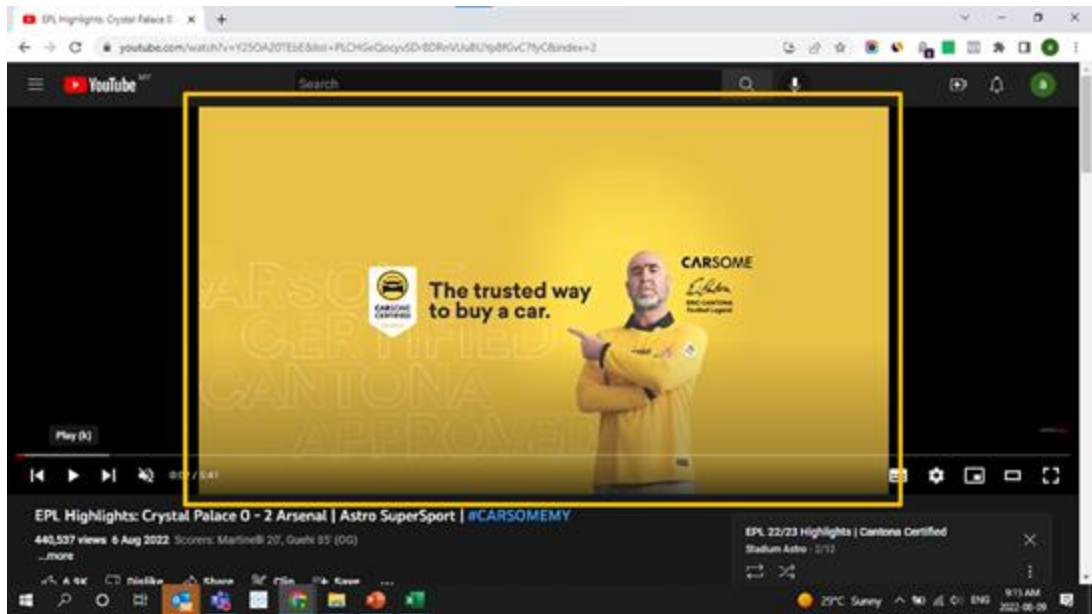


Branded Pinned Chat Message (Live Stream)

Platform	YouTube (Desktop, mobile and connected TV)
Text	200 characters (Max) Example: The Legendary Eric Contana returns with a very important message for you: Looking to buy a car? It's got to be CAR SOME Certified. Quality cars you can trust and more, https://www.carsome.my/
Remarks	Appears in Live chat during Live stream only.

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED 3 SECS INTRO



Branded 3 secs Intro

Platform	YouTube (Desktop, mobile and connected TV)
File Format	Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440px (Min)
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)
Remarks	Example: Carsome sample (refer to first 3 secs before the actual content starts), https://www.youtube.com/watch?v=oJlwlC2hSTg&list=PLORlIcEjczcJuFcm95wjeJ1NEtpqyqFk-&index=65



SPONSORSHIP

PROMO PAGE

Native ad type. Display banner.



DESKTOP

MOBILE

Promo Page

	Desktop	Mobile
File Format	JPG/PNG/HTML5	JPG/PNG
Header Dimension (W x H)	1200 x 350-600px	600 x 700px
Content Dimension (W x H)	1140 x follow content length	600 x follow content length
File Size	700KB	200KB
Animated	No	No

SPONSORSHIP PAGE

Native ad type. Display banner.



DESKTOP



MOBILE

Sponsorship Page

	Desktop	Mobile
File Format	JPG/PNG/HTML5	JPG/PNG
Header Dimension (W x H)	1140 x 350-600px	600 x 700px
File Size	Less than 1MB	Less than 200KB
Animated	Yes	No

PLAYER HIGHLIGHTS

Music player highlight



DESKTOP



MOBILE (TABLET)

Player Highlights

	Desktop	Mobile (Tablet)
File Format	JPEG	JPEG
Dimension or the W x H)	Large Desktop Size: 850 x 480px	Medium Tablet Size: 450 x 470px
File Size	72 dpi	72 dpi
Animated	No	No

VIDEO ADS



AWANI BYTE & ARENA XPRESS VIDEO

Branded news in video format with a concise messaging.



VIDEO ADS

IN VIEW VIDEO (Outstream)

Ad that is shown before, during or after video watching. Max duration is 30 secs.



DESKTOP



MOBILE

In View Video (Outstream)

	Desktop	Mobile
File Format	MP4	MP4
Duration	Up to 30 secs	Up to 30 secs
Codecs	H.264/AAC, VP8/VP9	H.264/AAC, VP8/VP9
File Size	Less than 10MB	Less than 10MB
Dimension (W x H)	640 x 480px	400 x 300px
Video Controls	Play/Pause, Mute/Unmute, Replay	Play/Pause, Mute/Unmute, Replay
Bit Rate	Max 700	Max 700
Responsive	Yes, minimum is 300px and maximum is 700px	Yes, minimum is 300px and maximum is 700px
Third Party Ad Serving	No	No
Third Party Ad Tracking	Impression tracking & click	Impression tracking & click

PRE-ROLL VIDEO (Instream)

Video ad before content streams.



DESKTOP



MOBILE

VIDEO ADS

Pre-roll video (Instream)		
	Desktop	Mobile
File Format	MP4	MP4
Duration	Up to 30 secs	Up to 30 secs
File Size	Less than 10MB	Less than 10MB
Dimension (W x H)	640 x 480px	400 x 300px
Audio Playback	From video	From video

*Skippable video ad applies to any ad duration (e.g. 6, 10, 15, 30 secs & above) & the 'Skip Ad' button begins at 5 secs.

*Non-skippable video ad applies to maximum ad durations of 15 secs & below only.

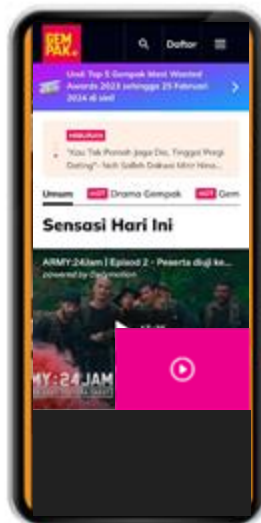
*Also applicable to AWANI, SYOK & sooka mobile apps.

VIDEO CATFISH

Video appears at the bottom of the page.



DESKTOP



MOBILE



VIDEO ADS

Video Catfish		
	Desktop	Mobile
File Format	MP4	MP4
Duration	Up to 30 secs	Up to 30 secs
Codecs	H.264/AAC, VP8/VP9	H.264/AAC, VP8/VP9
File Size	Less than 10MB	Less than 10MB
Dimension (W x H)	640 x 480px	400 x 300px
Video Controls	Play/Pause, Mute/Unmute, Replay	Play/Pause, Mute/Unmute, Replay
Bit Rate	Max 700	Max 700
Third Party Ad Serving	No	No
Third Party Ad Tracking	Impression tracking & click	Impression tracking & click

VIDEO PARALLAX

A video ad appears within an article seamlessly as user scrolls to read it more.



MOBILE



Video Parallax

	Mobile
Video	
File Format	MP4
Video Aspect Ratio	9:16
File Size	5MB
Duration	Up to 30 secs
Landing Page URL	1 URL