

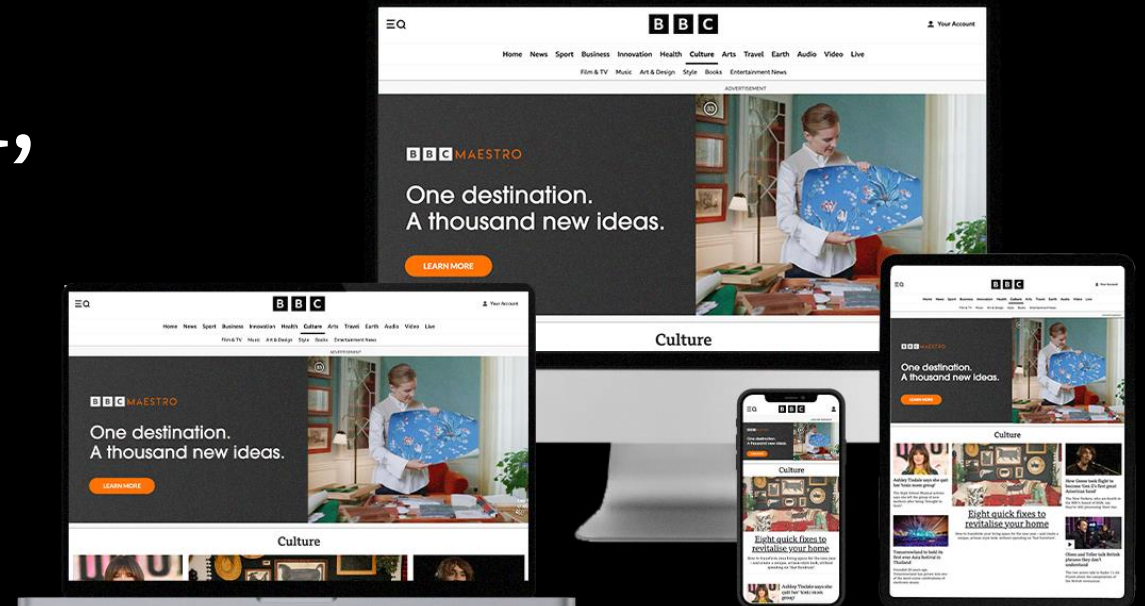
**BBC**  
**STUDIOS**

# Digital Display Ad Format Suite

# Achieving brand objectives in a trusted, safe environment

BBC.com is the BBC's global digital platform, delivering trusted news, award-winning entertainment and high-quality factual programming. It offers audiences on-demand access across news, documentaries, drama and lifestyle, while providing brands with a premium environment to reach an engaged, discerning digital audience.

Our digital ad format suite aligns creative design, audience insight and contextual intelligence, helping advertisers capture attention, drive performance and build long-term brand equity.



# Digital Ad Format Suite

Our suite of digital advertising formats has been designed to ensure you meet your objectives wherever you are in your marketing journey.

With three distinct sets making up our full product suite, each one has been crafted to deliver against specific brand objectives, offering tailored formats, targeting opportunities and creative approaches.



## Hero

**Brand Takeover**

*“Own the moment. Capture the audience.”*

Designed for maximum visibility to dominate high-attention moments. Ideal for short term campaigns looking to drive upper funnel awareness



## Presence

**Brand Awareness**

*“Stay seen. Stay present.”*

Designed for driving consideration and building brand affinity via sustained visibility. Perfect for always-on, long-term brand campaigns



## Performance

**Brand Impact**

*“Attract Attention. Drive Engagement”*

Designed to drive specific outcomes like clicks, conversions and interactions, perfect for pushing lower funnel engagement

# Hero



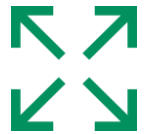
# Hero: Own the Moment. Capture the Audience.

Designed for maximum visibility to dominate cultural, seasonal or high-attention launch moments. Ideal for driving upper funnel awareness or owning key moments e.g. major product launches, film releases or event-based marketing

## Key Characteristics:



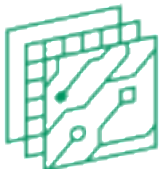
Premium homepage and point-of-entry placements



Interactive, full screen opportunities



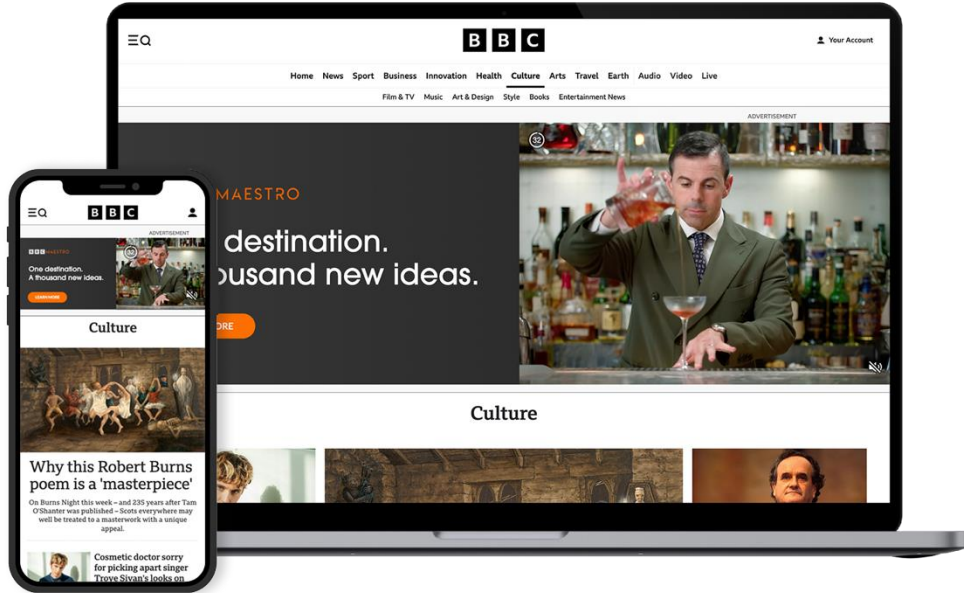
Short-window 'share of voice' ownership



Ideal for Demographic targeting



# Times Square



The Times Square is a large, full width format that can appear at the top of the Homepage, above the nav bar, or on Index and Article pages, below the nav bar, providing maximum visibility for instant awareness. Able to serve images and videos of up to 30 seconds, this format provides a premium ad experience that captures attention. Available on desktop, tablet and mobile web on BBC.com it can run as part of a Direct or PG campaign.



**Direct IO** - Yes

**Programmatic** – PG – Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** - Desktop, tablet & mobile web

See [Desktop](#), [Tablet](#) and [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

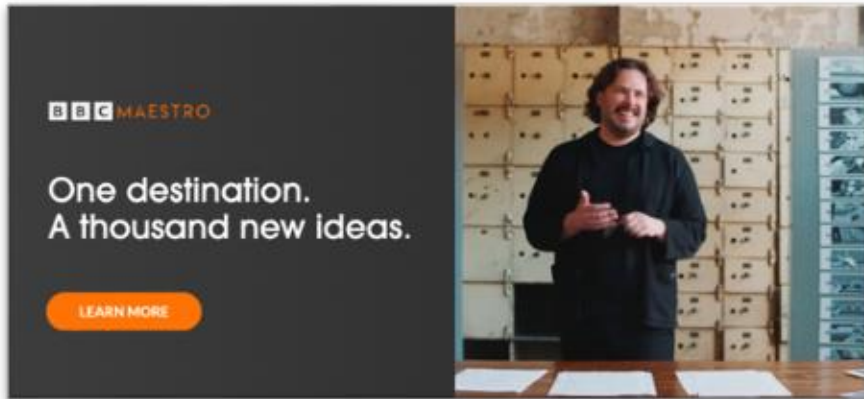
*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*





# Times Square

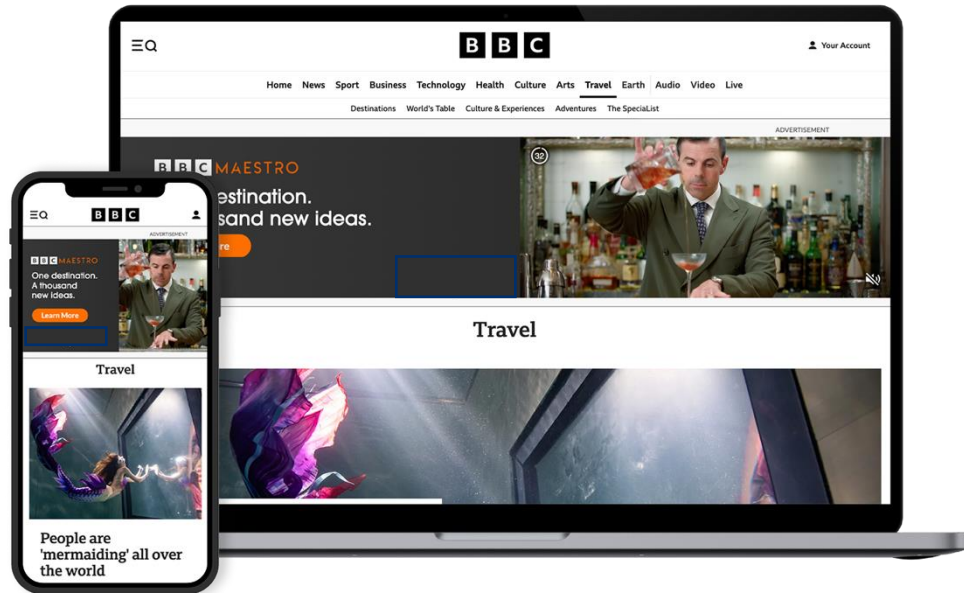
Layout Option 1



Asset List: Times Square layout option 1	
x1 Video OR Image	Aspect Ratio: 16x9 File Type: MP4 (Video) or JPG/PNG (Image) Length: Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 Title	Max 100 characters
x1 CTA Text	Max 15 characters. <i>If no CTA text is provided 'Learn More' will be used as default</i>
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file. <i>If none are provided default template fonts will be used</i>



# Headliner



The Headliner is a full width format that can appear at the top of the page across the site, bringing immediate reach and impact to any brand campaign. Able to serve images and videos of up to 30 seconds, this format will ensure your campaign owns the moment with a dominant share of voice. Available on desktop only on BBC.com, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** – PG – Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** - Desktop web only

Demo links coming soon.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*



# Headliner

Layout Option 1

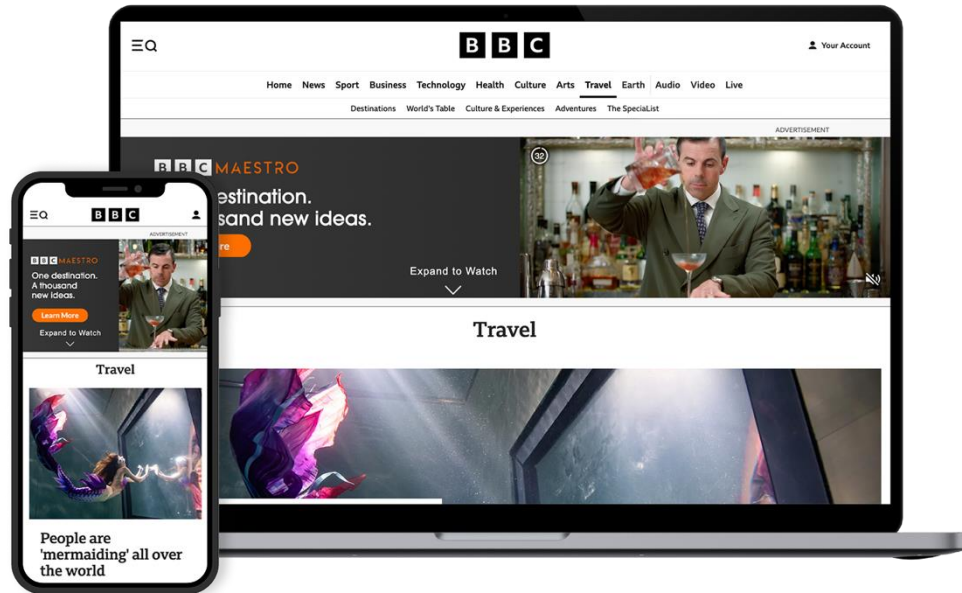


Asset List: Headliner layout option 1

x1 Video OR Image	Aspect Ratio: 16x9 File Type: MP4 (Video) or JPG/PNG (Image), , GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 Title	Max 65 characters
x1 CTA Text	Max 15 characters <i>If no CTA text is provided 'Learn More' will be used as default</i>
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA.
Font	Option for client to use their own fonts if they supply as WOFF font file. If none are provided default template fonts will be used.



# Headliner Expanded



The Headliner Expanded is our largest format that can appear at the top of the page across the site. Starting as a Headliner, it features a user-initiated capability to expand to double the height, pushing content down to reveal further brand messaging. Able to serve images and videos of up to 30 seconds, this format will help you achieve maximum brand awareness for those key calendar moments. Available on desktop, tablet and mobile web on BBC.com, it can run as part of a Direct campaign only.

**BBC STUDIOS**

**Direct IO** - Yes

**Programmatic** - PG, PD, OA – No

**Platforms** - bbc.com

**Devices** – Desktop, tablet, mobile web

See [Desktop](#), [Tablet](#) and [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

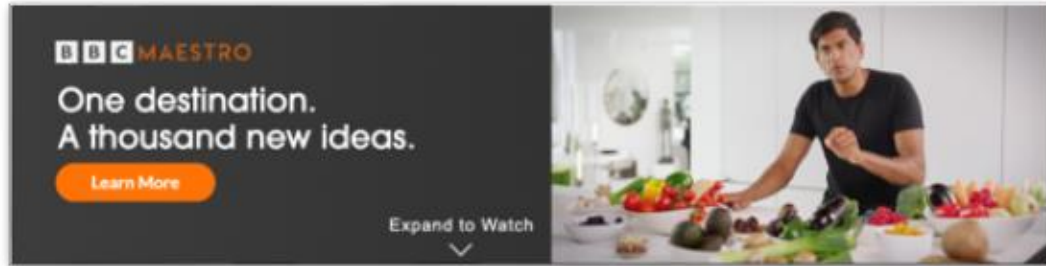
*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*





# Headliner Expanded

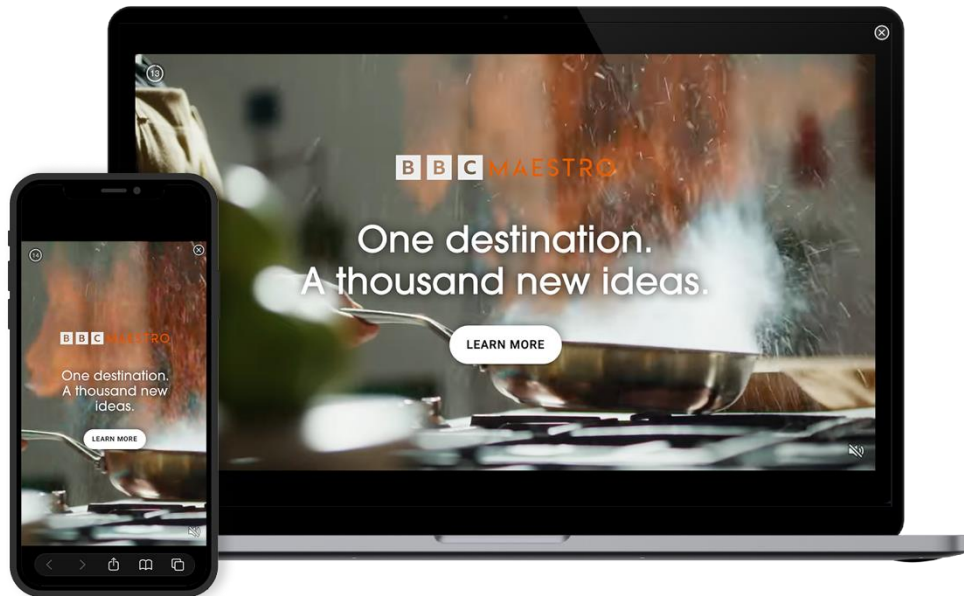
Layout Option 1



Asset List: Headliner Expanded layout option 1	
x1 Video OR Image (Unexpanded State)	Aspect Ratio: 16x9 File Type: MP4 (Video) or JPG/PNG (Image), , GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Video (Expanded State)	Aspect Ratio: 16x9 File Type: MP4 (Video) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max  If video is being used for the unexpanded state, this needs to be the same video for the expanded state.
x1 Logo	Transparent PNG
x1 Title	Max 65 characters
x1 CTA Text	Max 15 characters <i>If no CTA text is provided 'Learn More' will be used as default</i>
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA.
Font	Option for client to use their own fonts if they supply as WOFF font file. If none are provided default template fonts will be used.



# Interstitial



Increase brand recall with our full-screen Interstitial format. Able to serve images and videos of up to 15 seconds, the Interstitial is optimised for maximum visibility during high-attention moments, taking over the screen before auto-closing after 15 seconds. There is a close (X)

button, mute, and unmute, with video always starting muted.

Frequency capped to x1 ad, per user, per day (24 hours), the Interstitial is available on all pages except audio playback, video playback and live pages across desktop, tablet and mobile web on BBC.com and can run as part of a Direct or PG campaign.

**BBC STUDIOS**

**Direct IO** - Yes

**Programmatic** – PG – Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** - Desktop, tablet & mobile web (Portrait only)

Demo links coming soon.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*

# Interstitial - Desktop

Layout Option 1 – Full Screen Video or Image (Single Client Asset)



Asset List: Interstitial layout option 1	
x1 Video OR Image	Aspect Ratio: 16x9   Dimensions: 1920x1080 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s max for video File Size: 4MB max for video; 150KB - JPG, PNG, GIF Please note: We do not accept pre-build client HTML5 zip bundles for this format
x1 CTA Clickthrough	Clickthrough URL

Layout Option 2 – Full Screen Messaging Overlay



Asset List: Interstitial layout option 2	
x1 Video OR Image	Aspect Ratio: 16x9   Dimensions: 1920x1080 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s max for video File Size: 4MB max for video; 150KB - JPG, PNG, GIF Please note: We do not accept pre-build client HTML5 zip bundles for this format
x1 Logo	Transparent PNG
x1 Title	Max 35 characters
x1 CTA Text	Max 15 characters If no CTA text is provided, 'Learn More' will be used as default
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours:	Client to supply colours for the text and CTA
Font:	Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used

# Interstitial - Desktop

Layout Option 3 – Half Bleed 16x9



Layout Option 4 – Half Bleed 1x1



## Asset List: Interstitial layout option 3

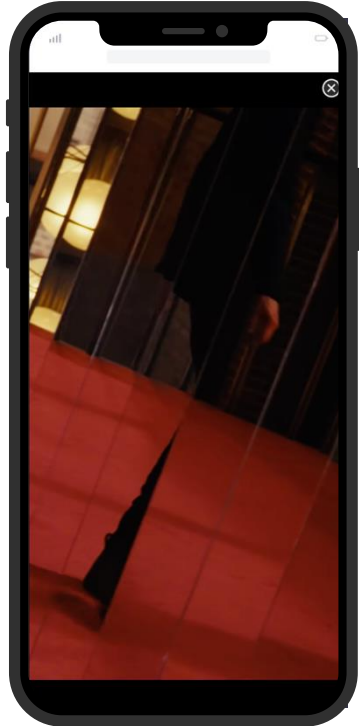
x1 Video OR Image	Aspect Ratio: 16x9   Dimensions: 1920x1080 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Max for Video File Size: 4MB max for Video, Images and GIF Please note: We do not accept pre-built client HTML5 zip bundles for this format
x1 Logo	Transparent PNG
x1 Title [OPTIONAL]	Max 35 characters
x1 CTA Text	Max 15 characters If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used

## Asset List: Interstitial layout option 4

x1 Video OR Image	Aspect Ratio: 1x1   Dimensions: 1080x1080 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Max for Video File Size: 4MB max for Video, Images and GIF Please note: We do not accept pre-built client HTML5 zip bundles for this format
x1 Logo	Transparent PNG
x1 Title [OPTIONAL]	Max 35 characters
x1 CTA Text	Max 15 characters If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used

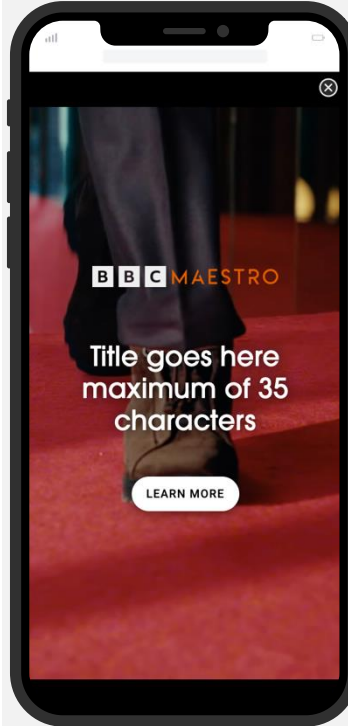
# Interstitial - Mobile

Layout Option 1 – Full Screen Video or Image (Single Client Asset)



Asset List: Interstitial layout option 1	
x1 Video OR Image	Aspect Ratio: 9x16   Dimensions: 1080x1920 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Max for Video File Size: 4MB max for Video, Images and GIF  Please note: We do not accept pre-built client HTML5 zip bundles for this format
x1 CTA Clickthrough	Clickthrough URL

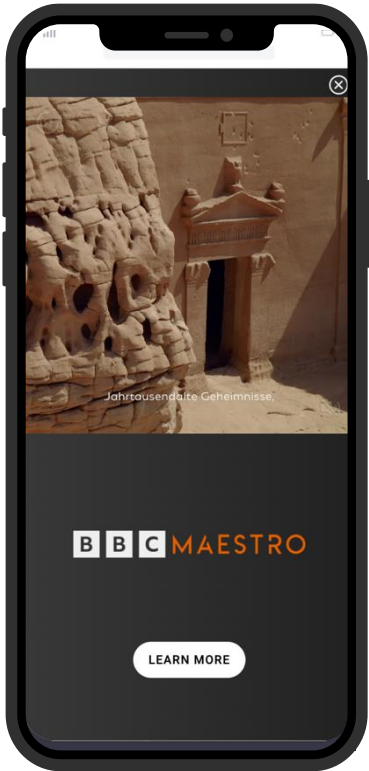
Layout Option 2 – Full Screen Messaging Overlay



Asset List: Interstitial layout option 2	
x1 Video OR Image	Aspect Ratio: 9x16   Dimensions: 1080x1920 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Max for Video File Size: 4MB max for Video, Images and GIF  Please note: We do not accept pre-built client HTML5 zip bundles for this format
x1 Logo	Transparent PNG
x1 Title	Max 35 characters
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours:	Client to supply colours to use for the Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file  If none are provided default template fonts will be used

# Interstitial - Mobile

Layout Option 3 – Half Bleed



Asset List: Interstitial layout option 3	
x1 Video OR Image	<p>Aspect Ratio: 1x1 recommended, 16x9 also accepted if client allows asset to be cropped</p> <p>File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated)</p> <p>Length: 15s Max for Video</p> <p>File Size: 4MB max for Video, Images and GIF</p> <p>Please note: We do not accept pre-built client HTML5 zip bundles for this format</p>
x1 Logo	Transparent PNG
x1 Title [OPTIONAL]	Max 35 characters
x1 CTA Text	<p>Max 15 characters</p> <p>If no CTA text is provided 'Learn More' will be used as default'</p>
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours:	Client to supply colours to use for the Background, Text and CTA
Font	<p>Option for client to use their own fonts if they supply as WOFF font file</p> <p>If none are provided default template fonts will be used</p>

# Presence



# Presence: Stay Seen, Stay Present.

Designed for driving consideration and building brand affinity via sustained visibility. Perfect for always-on, long-term brand campaigns

## Key Characteristics:



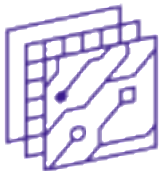
High visibility



Editorial adjacency



Balanced frequency

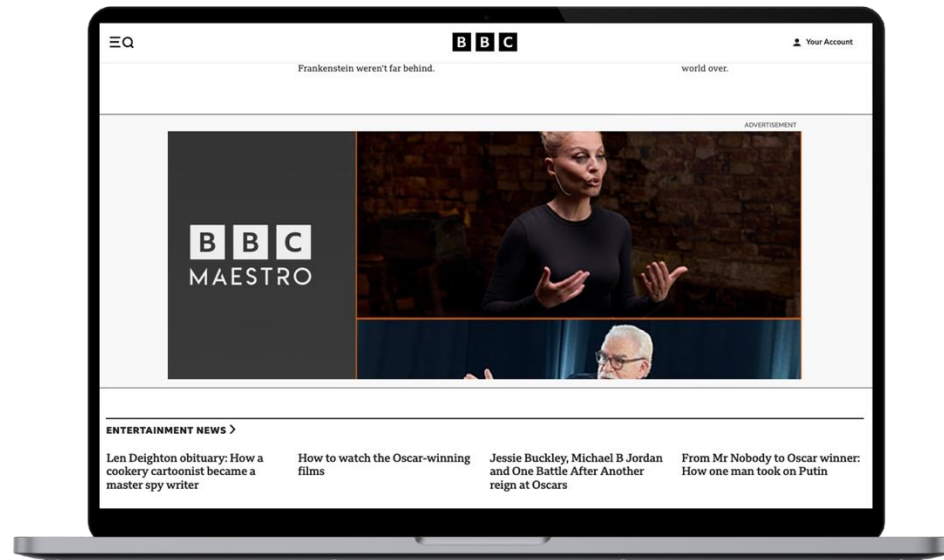


Ideal for Contextual targeting





# Image Scroller



The Image Scroller is a dynamic ad format, designed for sustained exposure that can run across all pages of our site. Featuring an engaging parallax motion, the Image Scroller allows for more brand messaging to seamlessly be revealed as the user scrolls through our content. Available on desktop and tablet web on BBC.com, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** - PG - Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** – Desktop & tablet web (landscape only)

See [Desktop](#) and [Tablet](#) demo here.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*



# Image Scroller

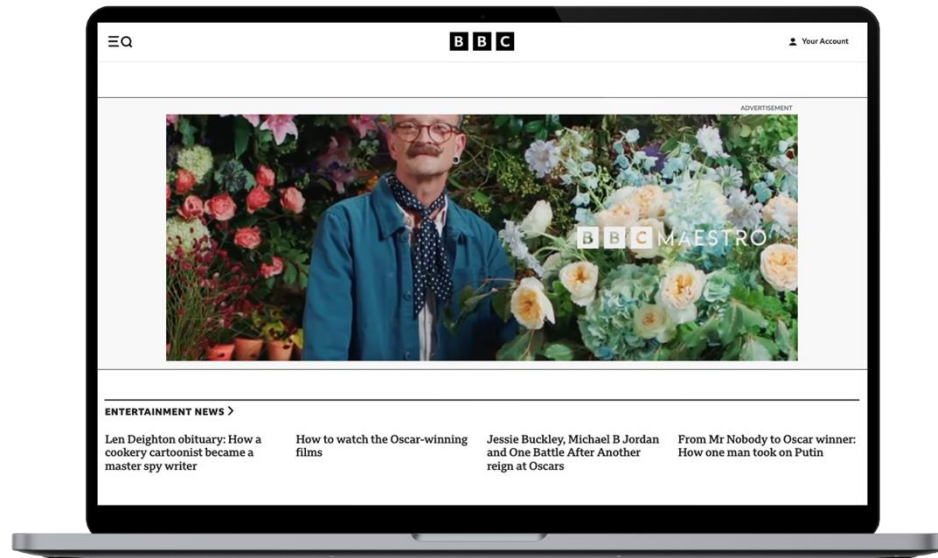
Layout Option 1



Asset List: Image Scroller layout option 1	
x1 Image	Image Size: 1024x1000px File Type: JPG or PNG  <i>Image must be clean with no text, branding or logos.</i>
x1 Logo	Transparent PNG
x1 CTA [Optional]	CTA text, Max 15 characters
x1 CTA Clickthrough [Optional]	Clickthrough URL for CTA
Font [Optional]	<i>Option for client to use their own font if they supply as WOFF font file</i>



# Video Scroller



The Video Scroller is a large format that dynamically displays video amongst the middle of our content. Designed for sustained exposure, the format autoplays a muted video of up to 30 seconds, looping once finished. As the user scrolls, a parallax feature reveals more of the video before seamlessly hiding behind our content. Available on desktop and tablet web on BBC.com, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** - PG - Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** – Desktop & tablet web (landscape only)

See [Desktop](#) and [Tablet](#) demo here.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*



# Video Scroller

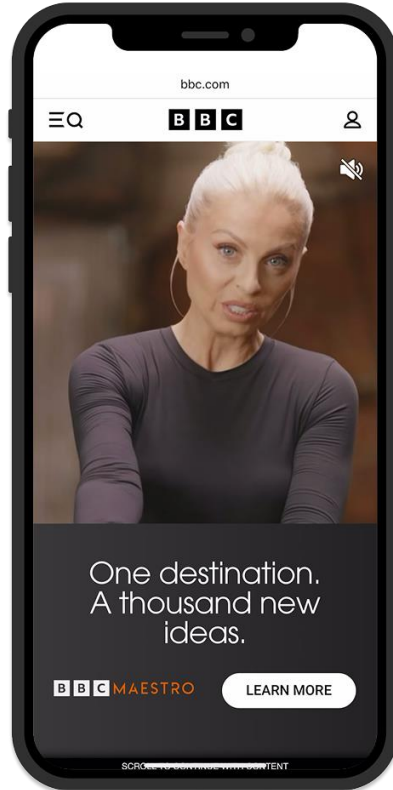
Layout Option 1



Asset List: Video Scroller layout option 1	
x1 Video	Aspect Ratio: 1x1 File Type: MP4 Length: Max 30s for Video Video File Size: 2.2MB <i>Videos must be clean with no text, branding or logos.</i>
x1 Logo	Transparent PNG
x1 Clickthrough	Clickthrough URL



# Interscroller



The Interscroller is an almost full screen mobile format, that serves throughout our content on all pages. Perfect for staying seen and present by users on the go, it features a parallax scroll effect, able to serve images, or videos of up to 30 seconds, a logo, title and descriptor text all increasing brand exposure as users scroll. Available on mobile web only on BBC.com, it can run as part of a Direct or PG campaign.

**BBC STUDIOS**

**Direct IO** - Yes

**Programmatic** - PG - Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** - Mobile web only

See [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*

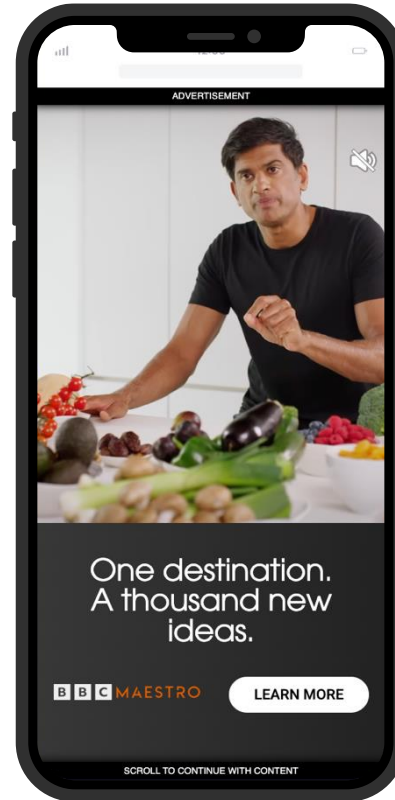




# Interscroller

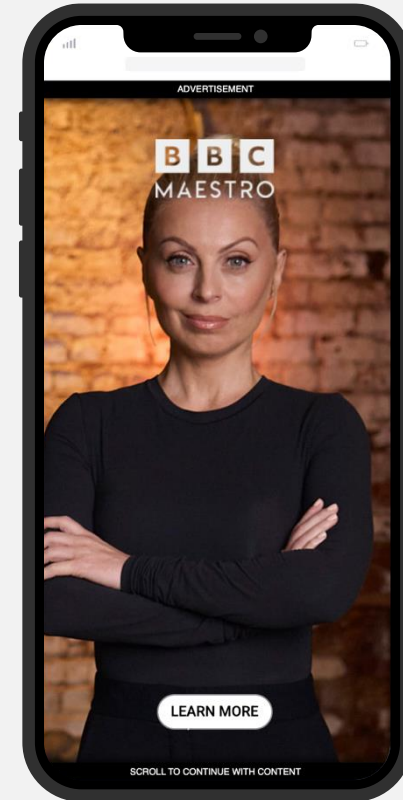
Layout Option 1 – Half Bleed

Asset List: Interscroller layout option 1	
x1 Video OR Image	Aspect Ratio: 1x1 or 4x5 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 Title	Max 35 characters
x1 CTA Text	Max 15 characters  <i>If no CTA text is provided 'Learn More' will be used as default'</i>
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA
Font	<i>Option for client to use their own fonts if they supply as WOFF font file</i>  <i>If none are provided default template fonts will be used</i>



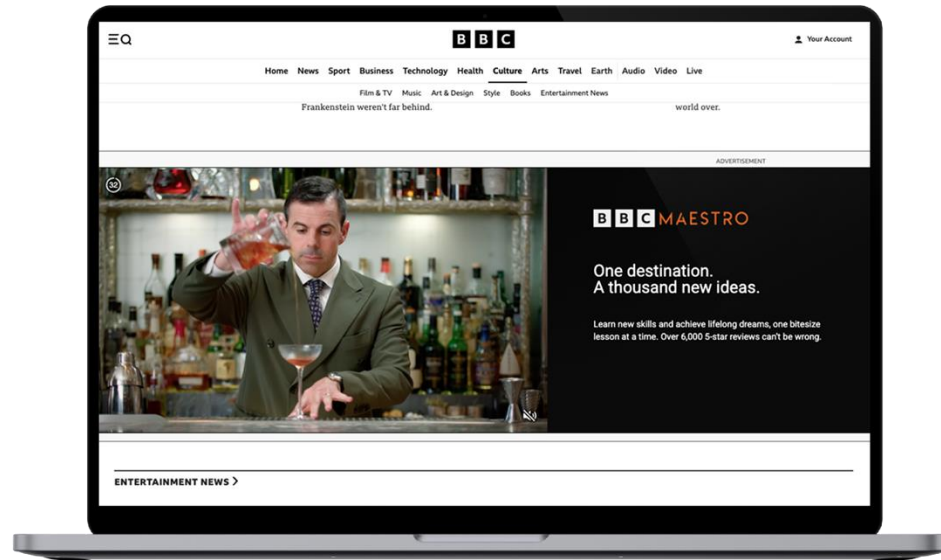
Layout Option 2 – Full Bleed

Asset List: Interscroller layout option 2	
1x Video OR Image	Aspect Ratio: 9x16 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 CTA Text	Max 15 characters  <i>If no CTA text is provided 'Learn More' will be used as default'</i>
X1 CTA Clickthrough	Clickthrough URL for CTA
Font	<i>Option for client to use their own fonts if they supply as WOFF font file</i>  <i>If none are provided default template fonts will be used</i>





# Video Banner



The Video Banner is a large, full width format that autoplays videos of up to 30 seconds amongst the middle of our content. Available in a variety of layouts, this format autoplays on mute with the option to be replayed and unmuted at any time. Housing a video, logo, title and descriptor text, this format is perfect for campaigns looking to target brand uplift. Available on desktop and tablet web on BBC.com, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** - PG - Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** – Desktop & tablet web (landscape only)

See [Desktop](#) and [Tablet](#) demo here.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*



# Video Banner

Layout Option 1 – Half Screen + Headline



Layout Option 2 – Full Screen

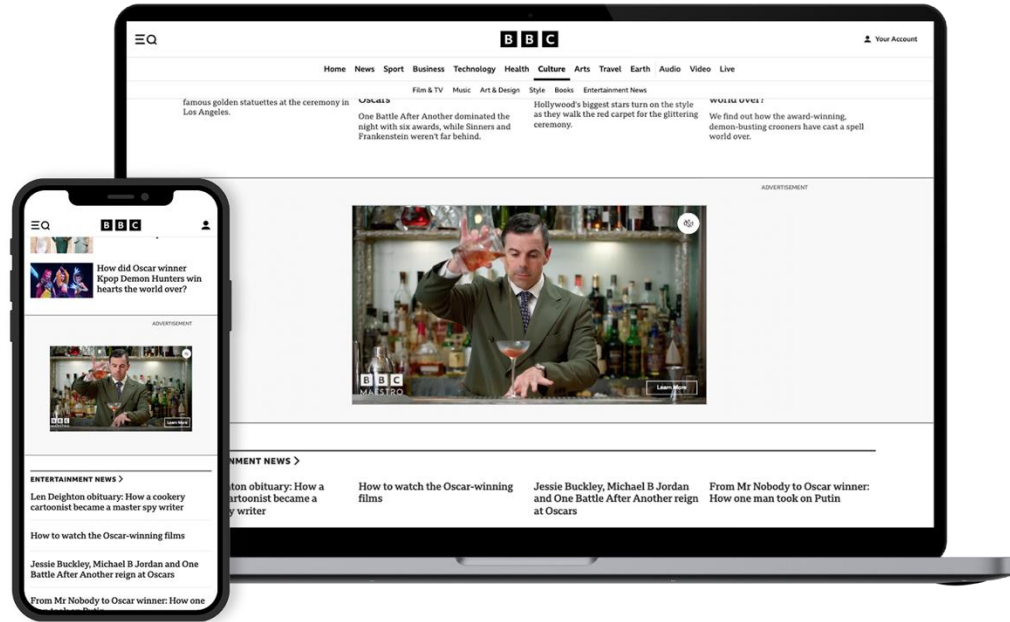


Asset List: Video Banner layout option 1	
x1 Video	Aspect Ratio: 16x9 File Type: MP4 Length: Max 30s Video File Size: 2.2MB
x1 Logo	Transparent PNG
x1 Title	Max 20 characters
x1 Sub-Header	Max 120 characters
x1 Clickthrough	Clickthrough URL
Colours	Client to supply colours to use for the Background, Text and CTA
Font	<i>Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used</i>

Asset List: Video Banner layout option 2	
x1 Video	Aspect Ratio: Wide recommended, 16x9 otherwise
x1 Logo	Transparent PNG
X1 Clickthrough	Clickthrough URL



# Outstream Video



Our Outstream format plays 30 second video creative from the middle of our pages, directly amidst our content, auto-playing as users scroll. With the option to unmute, Outstream can include brand elements including logo and click-through, with a premium end frame providing users the option to re-watch if desired. This format offers brands the opportunity to showcase premium video messaging without interrupting the content experience. Available to run on all page types across desktop, tablet & mobile web, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** – PG - Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** - Desktop, tablet & mobile web

See [Desktop](#), [Tablet](#) and [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*





# Outstream Video

Layout Option 1 – Full Bleed



End frame

Asset List: Outstream layout option 1	
X1 Video	Aspect Ratio: 16x9 only File Type: MP4 (Video) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
X1 Logo	Transparent PNG (White only)
X1 CTA Text	Max 10 characters <i>If no CTA text is provided 'Learn More' will be used as default</i>
X1 CTA Clickthrough	Clickthrough URL for CTA
Font	<i>Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used</i>

Layout Option 2 – Full Bleed + Corner Overlay



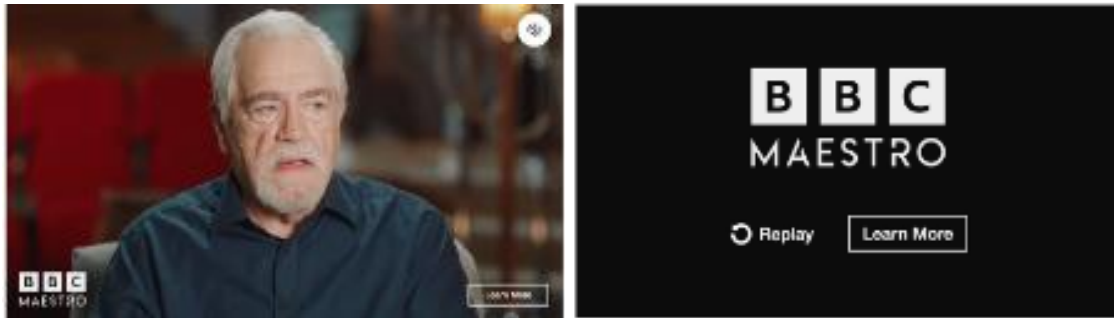
End frame

Asset List: Outstream layout option 2	
X1 Video	Aspect Ratio: 16x9 only File Type: MP4 (Video) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
X1 Logo	Transparent PNG (White only)
X1 CTA Text	Max 10 characters <i>If no CTA text is provided 'Learn More' will be used as default</i>
X1 CTA Clickthrough	Clickthrough URL for CTA
Font	<i>Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used</i>



# Outstream Video

Layout Option 3 – Full Bleed + Bottom Overlay

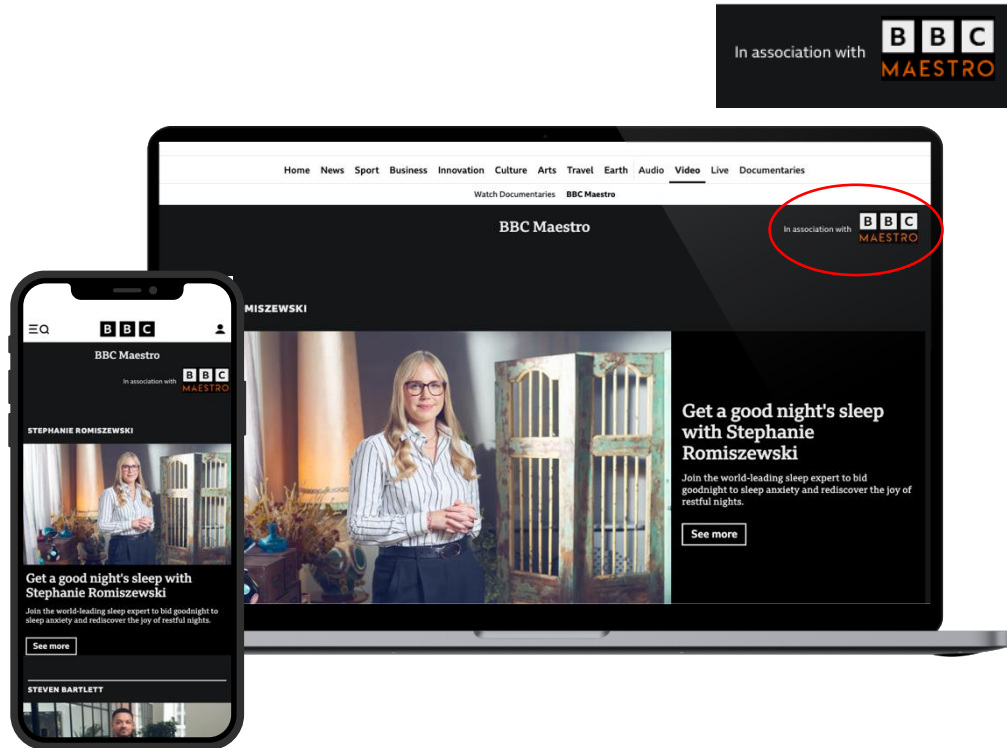


End frame

Asset List: Outstream layout option 3	
X1 Video	Aspect Ratio: 16x9 only File Type: MP4 (Video) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
X1 Logo	Transparent PNG (White only)
X1 CTA Text	Max 10 characters <i>If no CTA text is provided 'Learn More' will be used as default</i>
X1 CTA Clickthrough	Clickthrough URL for CTA
Font	<i>Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used</i>



# Sponsorship



**Direct IO** – Sponsorship – Yes, Standard - No

**Programmatic** - PG, PD, OA - No

**Platforms** - bbc.com, BBC App

**Devices** - Desktop, tablet & mobile web | Mobile & tablet app

Sponsorship logos appear at the top of our content index pages, indicating where another party has contributed to the funding of editorial content (or its publication or broadcast) with a view to promoting their name, products, services, trademarks and/or activities.

Sponsorship labelling can be included on any index page (excluding Homepage, News, Audio, Sports, Radio & Live) across the site and app. Note that all sponsorships must read “In association with” or “Sponsored by”.

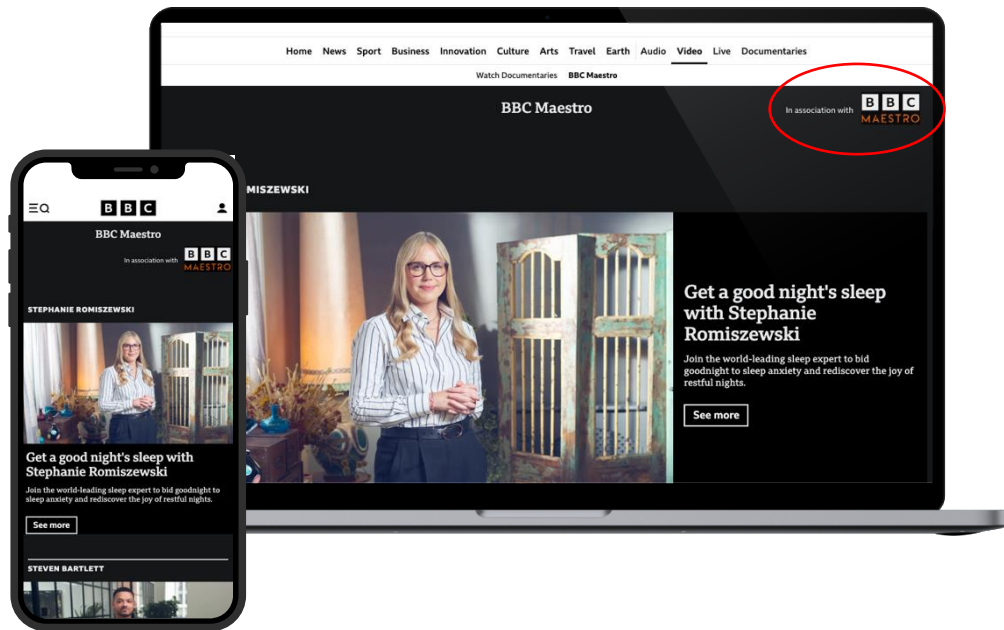
*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*



# Sponsorship

Layout Option 1



Asset List: Sponsorship layout option 1

X1 Logo	Aspect Ratio: 100x50 File type: JPG or PNG Logo must be in white or black background
---------	--

# Performance

# Performance: Attract Attention. Drive Engagement.



Designed to drive specific outcomes such as clicks, conversions and interactions, perfect for pushing lower funnel engagement. Suitable for direct response, lead generation and e-commerce campaigns

## Key Characteristics:



Mobile-first designs



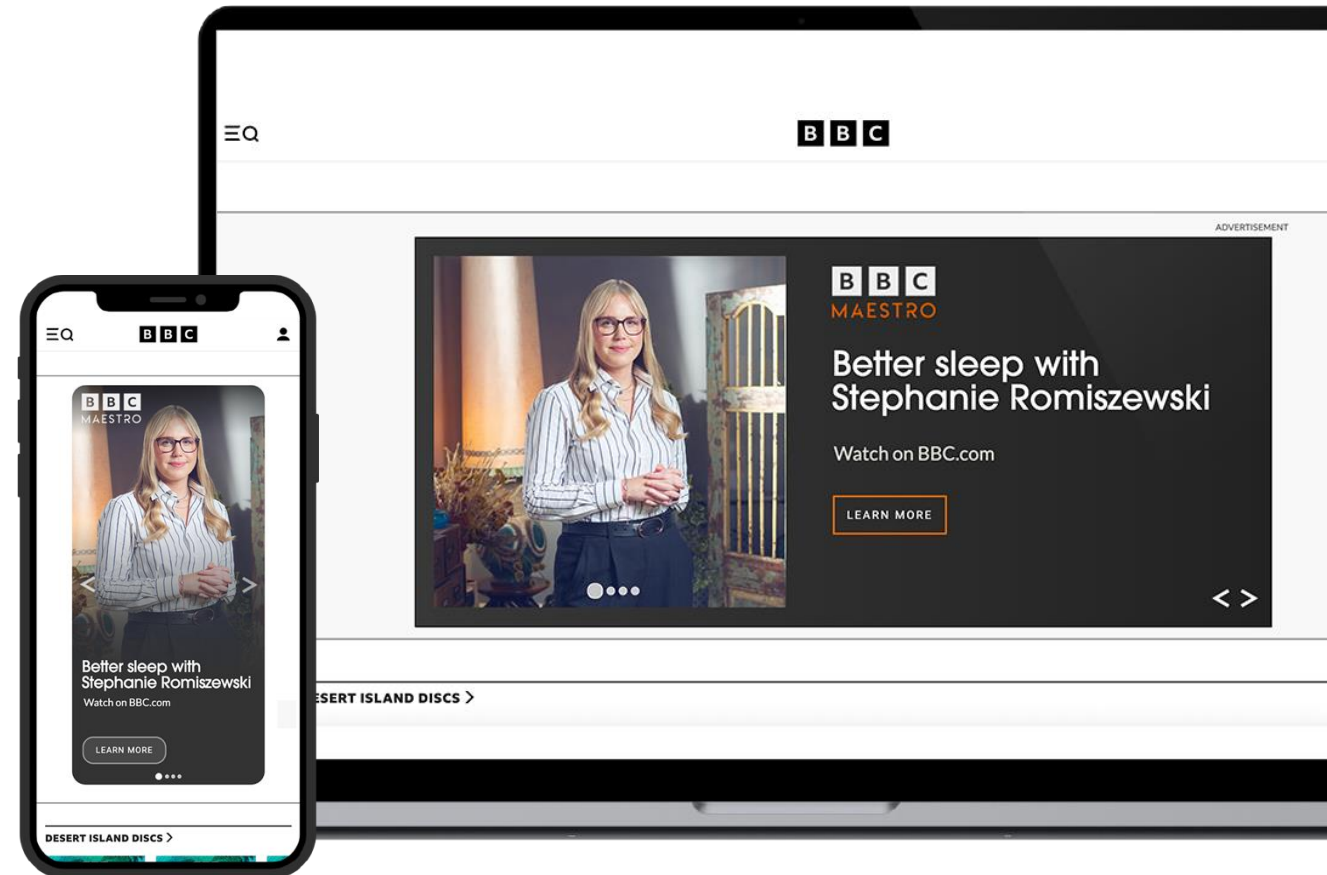
Dynamic creative variants



Retargeting-friendly

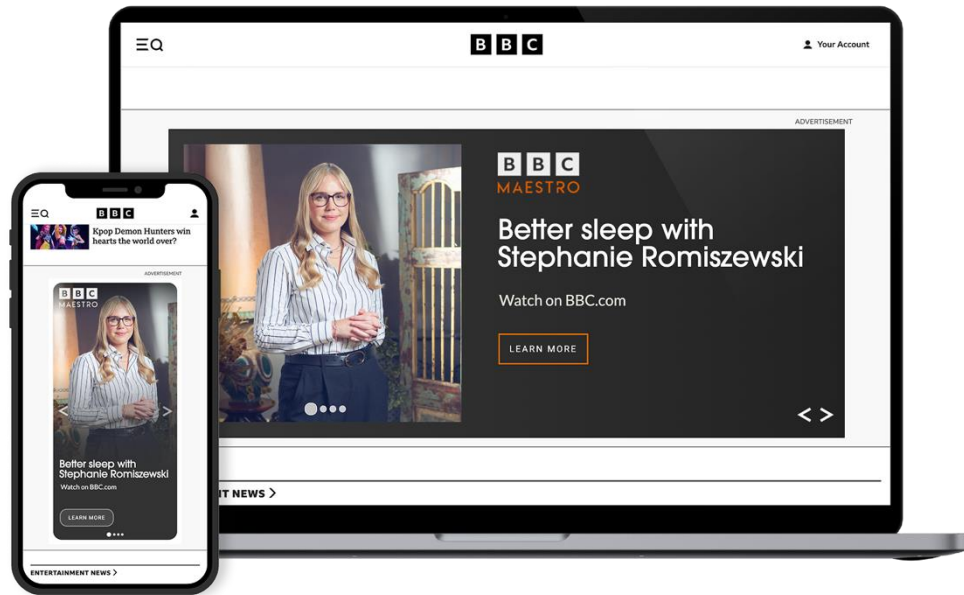


Ideal for Behavioural targeting





# Headline Carousel



The Headline Carousel format provides an interactive way for brands to feature multiple products, messages or visuals in a single unit. Viewers can swipe through different cards, letting brands tell a story, showcase a product collection or share different offers in one interactive experience - perfect for direct response, lead generation and e-commerce campaigns. Available to run on all page types across desktop & mobile web, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** – PG – Yes (if pub managed), PD, OA - No

**Platforms** - bbc.com

**Devices** - Desktop web & mobile web only

See [Desktop](#) and [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

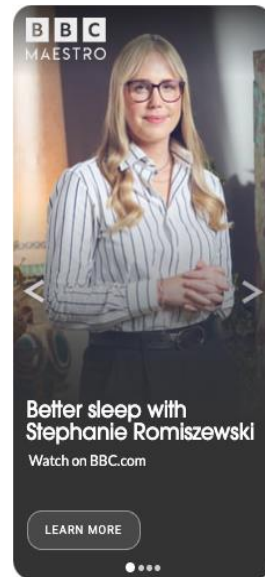
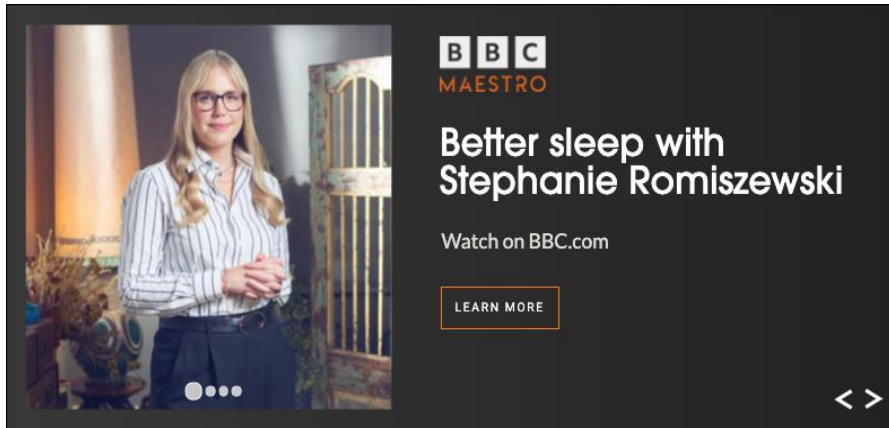
*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*





# Headline Carousel

Layout Option 1

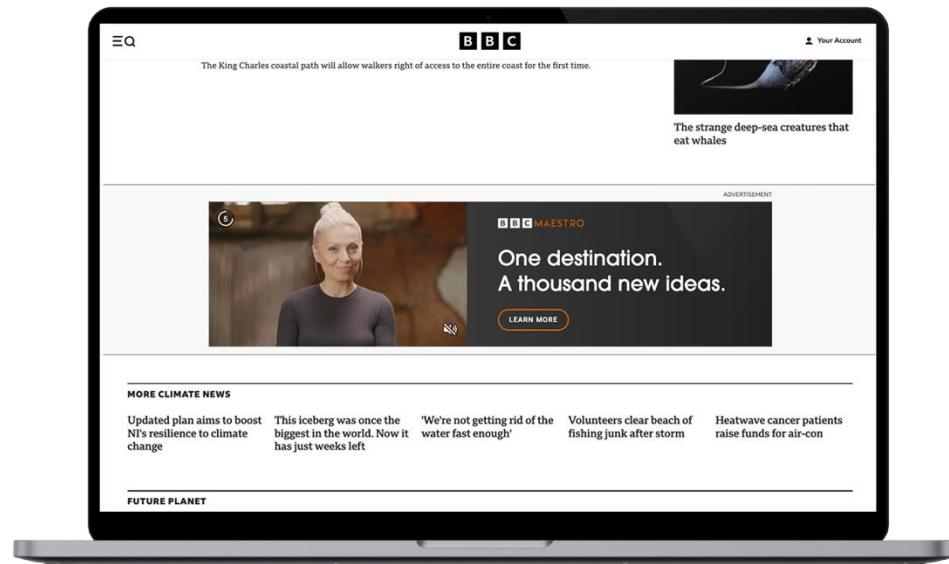


Asset List: Headline Carousel layout option 1

x4 Images	Aspect Ratio: 1x1 File type: JPG or PNG  All images must be clean, with no text, branding or logos.
x1 Logo	Transparent PNG
x4 Titles	Max 35 characters per title  One title per panel
x4 Sub-Headings	Max 65 characters per sub-heading  One sub-heading per panel
x1 CTA Text	Max 15 characters  If no CTA text is provided, 'Learn More' will be used by default
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours for Background, Text and CTA
Font	Client may use their own fonts if supplied as WOFF font file If none are provided, default template fonts will be used



# Billboard



Reach premium BBC audiences effectively and efficiently via the Standard Billboard format. With a variety of layout options, it's a large format that can serve from any placement across our entire site. Available on desktop & tablet, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

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**Programmatic** – PG, PD, OA - Yes

---

**Platforms** - bbc.com

---

**Devices** - Desktop, tablet web (landscape) only

---

See [Desktop](#) and [Tablet](#) demo here.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*

Supplying directly?

Technical Specs:



# Billboard

Layout Option 1

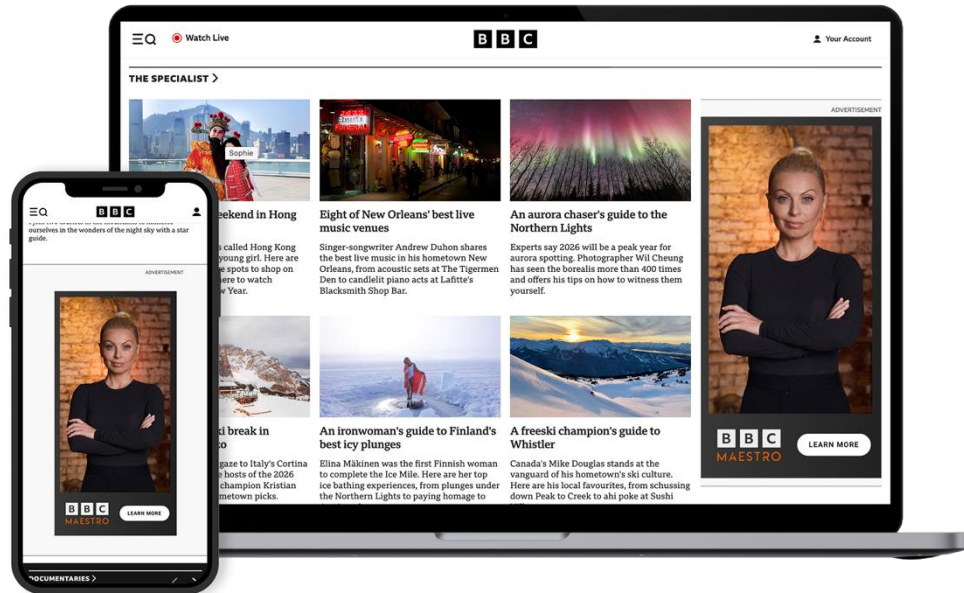


End frame

Asset List: Billboard layout option 1	
x1 Video OR Image	Aspect Ratio: 16x9 File Type: MP4 (Video) or JPG/PNG (Image) Length: Max 30s for Video File Size: 4MB max for Video, Images and GIF (Celtra served)
x1 Logo	Transparent PNG
x1 Title	Max 35 characters
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours:	Client to supply colours to use for the Background, Text and CTA
Font:	Option for client to use their own fonts if they supply as WOFF font file.  If none are provided default template fonts will be used
Additional Notes:	Billboard format features an end frame that plays at the end of a video, featuring a Replay button, CTA and Logo



# Half Page



**Direct IO** - Yes

**Programmatic** - PG, PD, OA - Yes

**Platforms** - bbc.com

**Devices** - Desktop, tablet (landscape), mobile web

See [Desktop](#), [Tablet](#) and [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*

Reach premium BBC audiences effectively and efficiently via the Standard Half Page format. With a variety of layout options, it's a large format that can serve from any placement across our entire site. Available on desktop, tablet & mobile web, it can run as part of a Direct or PG campaign.

Supplying directly?

Technical Specs:





# Half Page

Layout Option 1: Full Bleed 9x16



Asset List: Half Page layout option 1	
x1 Video OR Image	Aspect Ratio: 9x16 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 4MB max for Video, Images and GIF
x1 Logo	Transparent PNG
x1 CTA Text	Max 15 characters If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
x1 Title [Optional]	Max 35 characters
Colours:	Client to supply colours to use for CTA button, CTA text and background  Hex Code, RGB
Font	Option for client to use their own fonts if they supply as WOFF font file  If none are provided default template fonts will be used  (Default font: ITC Avant Garde Gothic)
Notes:	Multiple options available for positioning of messaging.



# Half Page

Layout Option 2: Half Bleed 9x16



Asset List: Half Page layout option 2	
x1 Video OR Image	Aspect Ratio: 9x16 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 4MB max for Video, Images and GIF
x1 Logo	Transparent PNG
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for CTA button, CTA text and background  Hex Code, RGB
Font	Option for client to use their own fonts if they supply as WOFF font file  If none are provided default template fonts will be used  (Default font: ITC Avant Garde Gothic)



# Half Page

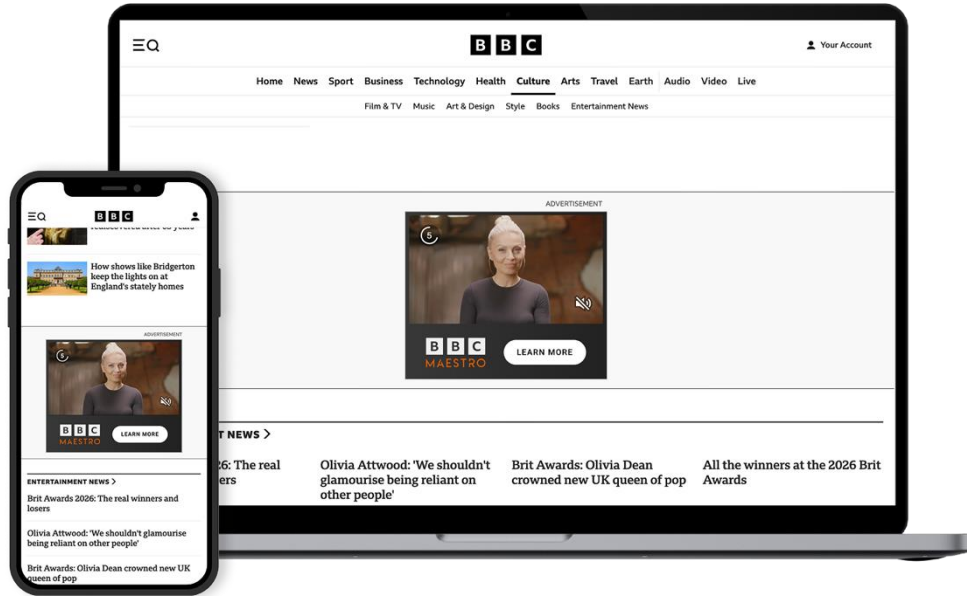
Layout Option 3: Half Bleed 1x1



Asset List: Half Page layout option 3	
x1 Video OR Image	Aspect Ratio: 1x1 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 4MB max for Video, Images and GIF
x1 Logo	Transparent PNG
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
x1 Title	Max 35 characters
Colours:	Client to supply colours to use for Title, CTA button, CTA text and background  Hex Code, RGB
Font	Option for client to use their own fonts if they supply as WOFF font file If none are provided default template fonts will be used (Default font: ITC Avant Garde Gothic)
x1 Video OR Image	Aspect Ratio: 1x1 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 4MB max for Video, Images and GIF



# MPU



Reach premium BBC audiences effectively and efficiently via the Standard Mid Page format. With a variety of layout options, it can serve from any placement across our entire site. Available on desktop, tablet, mobile web and app, it can run as part of a Direct or PG campaign.

**BBC STUDIOS**

**Direct IO** - Yes

**Programmatic** - PG, PD, OA - Yes

**Platforms** - bbc.com, BBC app

**Devices** - Desktop, tablet, mobile web | Mobile & tablet app

See [Desktop](#), [Tablet](#) and [Mobile](#) demo here.

Alternatively, scan the QR code below to experience the mobile demo directly on your device.

*Want us to build this format for your next campaign?*

*Select which layout option you'd like on the following slide and provide us the assets specified in the asset list.*

Supplying directly?

Technical Specs:





# MPU

Layout Option 1: 16x9



Asset List: MPU layout option 1	
x1 Video OR Image	Aspect Ratio: 16x9 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file  If none are provided default template fonts will be used

Layout Option 2: Full Bleed



Asset List: MPU layout option 2	
x1 Video OR Image	Aspect Ratio: 16x9 (Video or image will be cropped), or 1x1 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file  If none are provided default template fonts will be used



# MPU

## Layout Option 3: Half Bleed



Asset List: MPU layout option 3	
x1 Video OR Image	Aspect Ratio: 9x16 File Type: MP4 (Video) or JPG/PNG (Image), GIF (Animated) Length: 15s Recommended, Max 30s for Video File Size: 2.2MB max
x1 Logo	Transparent PNG
x1 Title	Max 35 characters
x1 CTA Text	Max 15 characters  If no CTA text is provided 'Learn More' will be used as default'
x1 CTA Clickthrough	Clickthrough URL for CTA
Colours	Client to supply colours to use for the Background, Text and CTA
Font	Option for client to use their own fonts if they supply as WOFF font file  If none are provided default template fonts will be used



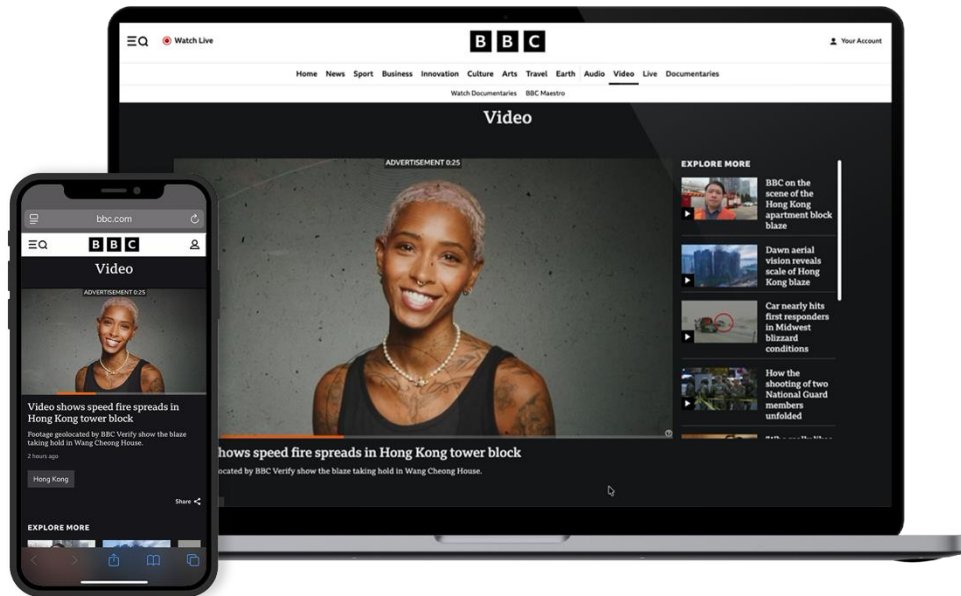
# Video Pre-Roll

**Direct IO** - Yes

**Programmatic** - PG, PD, OA - Yes

**Platforms** - bbc.com, BBC App

**Devices** - Desktop, tablet, mobile web | Mobile & tablet app

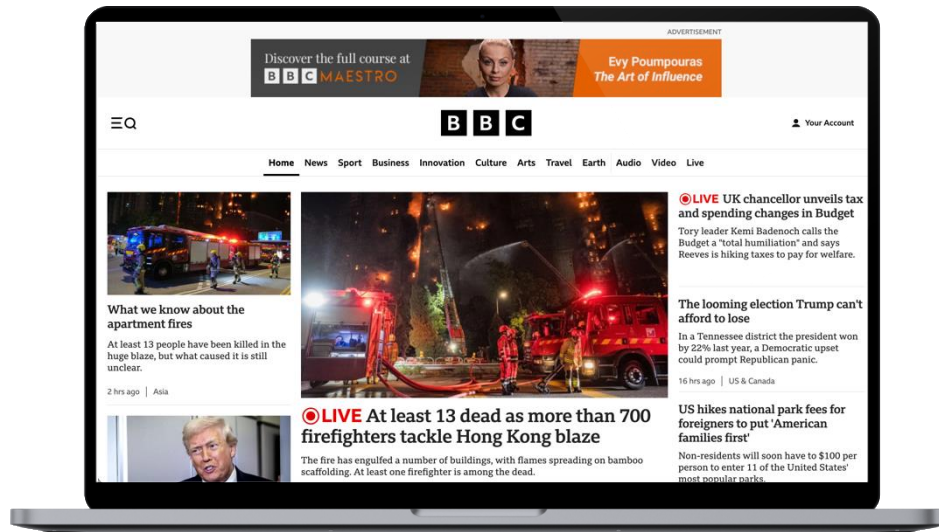


Technical Specs:

The pre-roll video format precedes all playable video content on both web and app, including our 24/7 News livestream. Skippable after 30 seconds, it plays unmuted, ideal for advertisers looking to make an impact, adjacent to our insightful, impactful, and inspirational video reporting. Available on desktop, tablet & mobile web, it can run as part of a Direct or PG campaign.



# Leaderboard Standard



Reach premium BBC audiences effectively and efficiently via the Standard Leaderboard Banner format. Available to run on all pages, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

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**Programmatic** – PG, PD, OA - Yes

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**Platforms** - bbc.com

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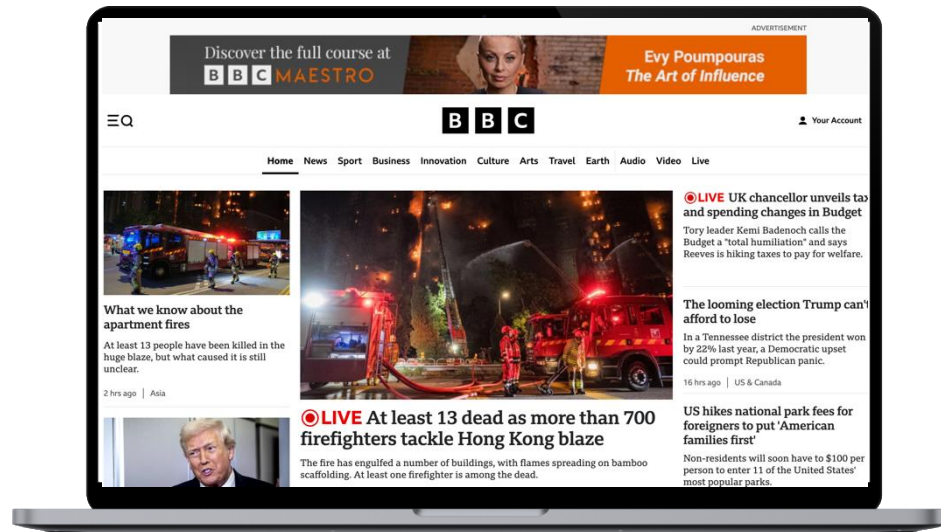
**Devices** - Desktop, tablet web (landscape) only

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Technical Specs:



# Leaderboard Wide



Reach premium BBC audiences effectively and efficiently via the Wide Leaderboard Banner format. Available to run on all pages, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

**Programmatic** – PG, PD, OA – Yes

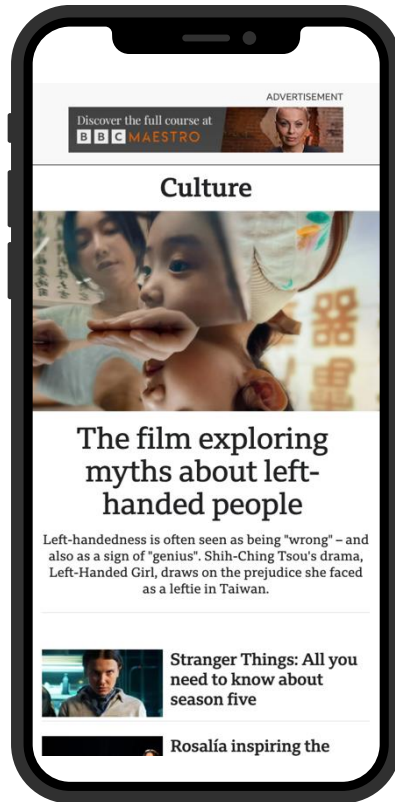
**Platforms** - bbc.com

**Devices** - Desktop, tablet web (landscape) only

Technical Specs:



# Mobile Banner



Reach premium BBC audiences effectively and efficiently via the Standard Mobile Banner format. Available to run from the top of the page on mobile web, it can run as part of a Direct or PG campaign.

**Direct IO** - Yes

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**Programmatic** - PG, PD - Yes, OA - Yes (not homepage)

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**Platforms** - bbc.com

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**Devices** - Mobile web only

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Technical Specs:

Thank You

**BBC** STUDIOS