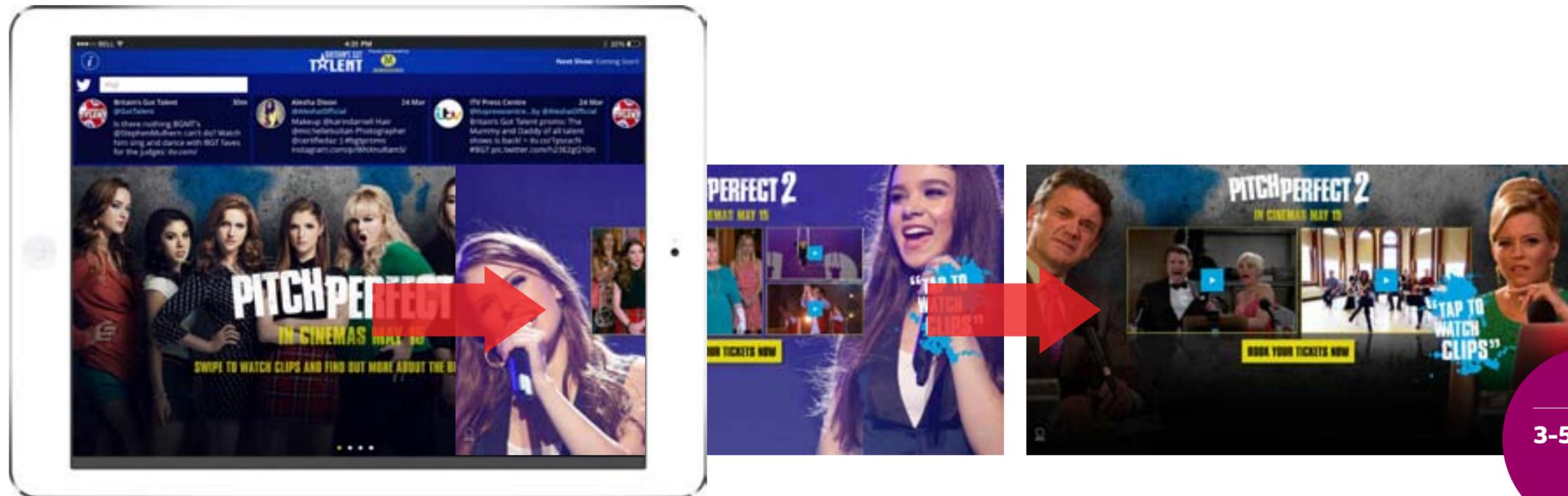




Second Screen Takeover Format Overview

Second Screen Takeover *Standard*

Second Screen Takeover provides an integrated, interactive and synchronised dual-screen advertising experience which taps into the evolving consumer behaviour of “multi-screening”. Users on the play-along games for our live shows are presented with a rich-media takeover when the broadcast ad break commences. This can be used independently or as a companion to broadcast spots - enabling broadcast advertisers to create an engaging, interactive and synchronised experience on the second screen.



Creative

Second Screen Takeover creative consists of multiple panels navigated by swiping. Content can include the following:

- **Content clickthroughs** - externally-hosted sites with engaging contents such as competitions, product pages, etc...
- **Video content** - this is a video thumbnail that once clicked will expand to play video content
- **Responsive design** - all content will scale accordingly to your device. Overlaying copy and images will automatically move into the safe area for your specified device as standard ensuring all copy is clear and present

Second Screen Takeover *Animate*

Second Screen Takeover Animate is a rich media experience which allows up to 4 items per panel to be animated. Video backgrounds can be implemented to give the creative depth and dynamicness.



Up to x4
animations per
panel & option
of video
backgrounds

Creative

Second Screen Takeover creative consists of multiple panels navigated by swiping. Content can include the following:

- **Content clickthroughs** - externally-hosted sites with engaging contents such as competitions, product pages, etc...
- **Video content** - this is a video thumbnail that once clicked will expand to play video content
- **Responsive design** - all content will scale accordingly to your device. Overlying copy and images will automatically move into the safe area for your specified device as standard ensuring all copy is clear and present

Animations

Second Screen Takeover Animate transitions occur on navigation to a new panel. The following animations can be utilised to give your creative dynamicness:

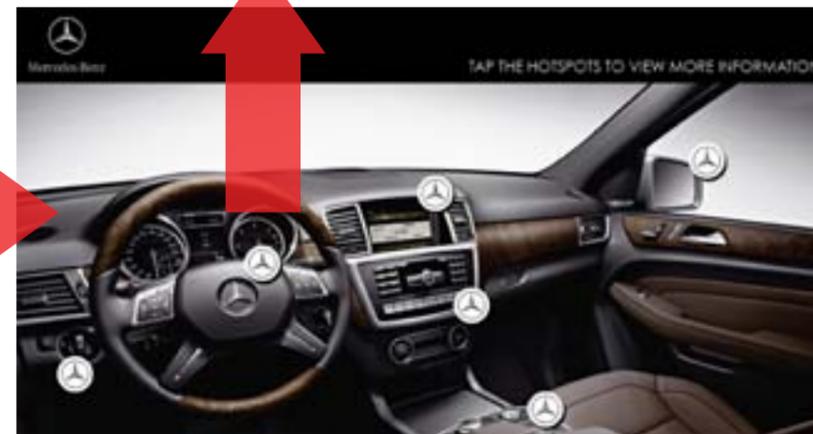
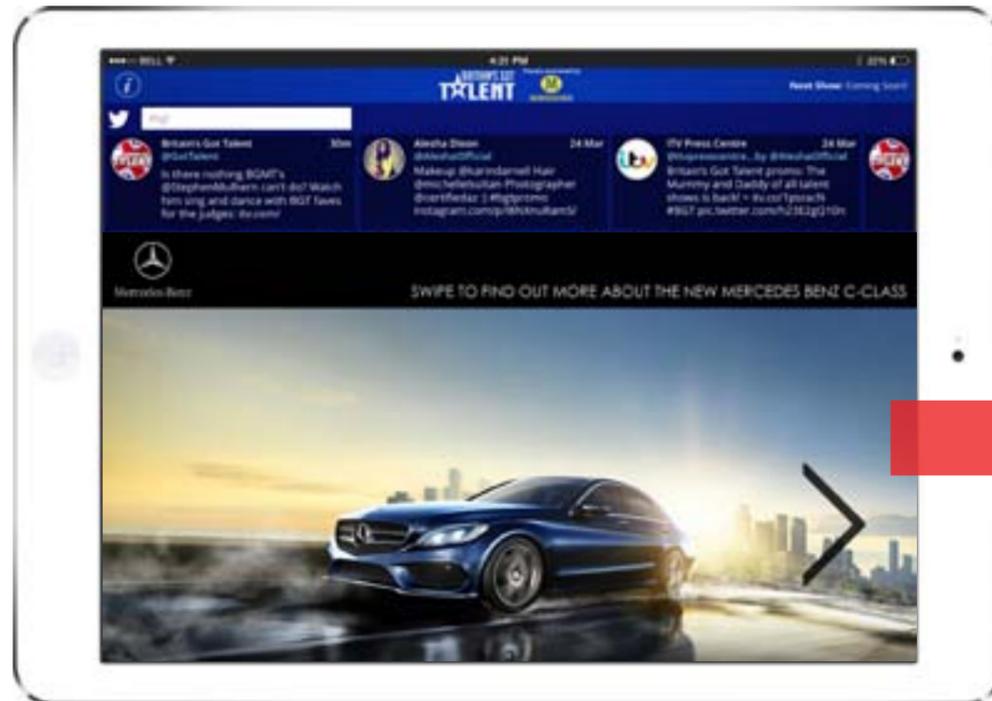
- **Fade** - items fade in and out. The timing of these transitions can be dictacted in seconds
- **Appear from left/right/top/bottom** - items appear from offscreen from the direction specified. The timing of these transitions can be dictacted in seconds
- **Ambient video backgrounds** - The creative can contain ambient video in the background to give the creative further depth and dynamicness.

Production

For a maximum of 4-5 panels (most creatives typically have 4 panels) production is **£6,000**.

Second Screen Takeover Hotspots

Second Screen Takeover Hotspots allow the user to explore further. Whether it's a feature for a product or a bio for a character in a movie, Hotspots allow the user a more in-depth creative with opportunity to explore the offering further.



Creative

Second Screen Takeover creative consists of multiple panels navigated by swiping. Content can include the following:

- **Content clickthroughs** - externally-hosted sites with engaging contents such as competitions, product pages, etc...
- **Video content** - this is a video thumbnail that once clicked will expand to play video content
- **Responsive design** - all content will scale accordingly to your device. Overlaying copy and images will automatically move into the safe area for your specified device as standard ensuring all copy is clear and present

Animations

Second Screen Takeover Animate transitions occur on navigation to a new panel. The following animations can be utilised to give your creative dynamicness:

- **Fade** - items fade in and out. The timing of these transitions can be dictacted in seconds
- **Appear from left/right/top/bottom** - items appear from offscreen from the direction specified. The timing of these transitions can be dictacted in seconds
- Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness.

Hotspots

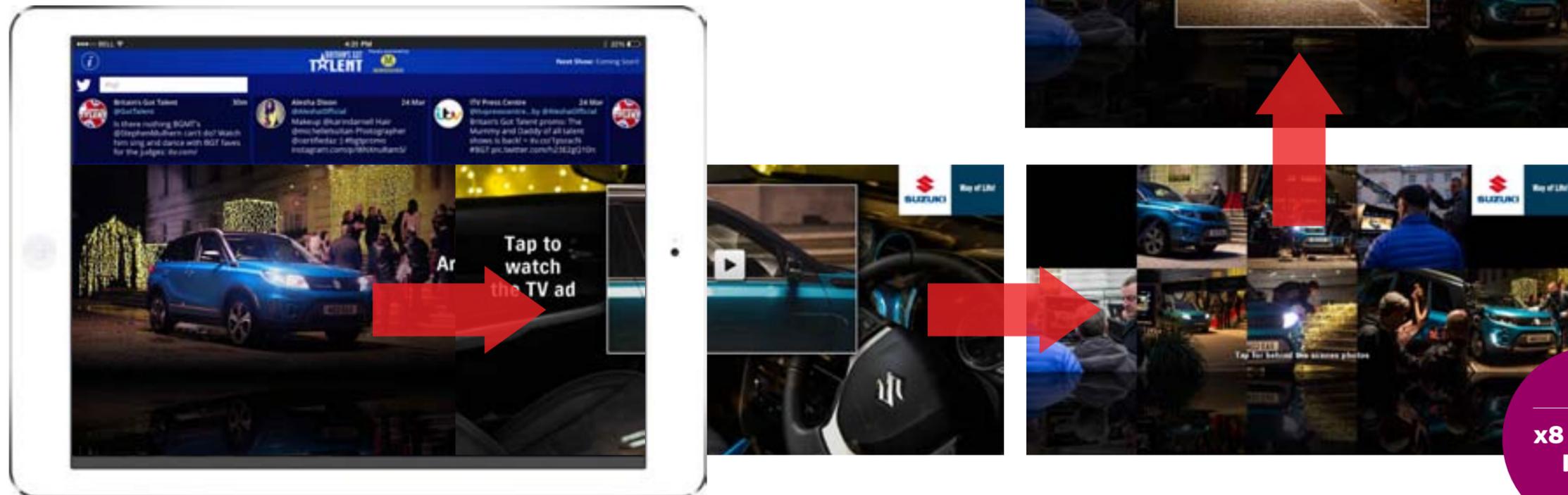
- **Hotspots and lightboxes** - by tapping on highlighted areas of a product/character, a lightbox overlay appears allowing the user to find out more with the ability of call-to-actions or video content

Production

For a maximum of 4-5 panels (most creatives typically have 4 panels) and 8 hotspots in total production is **£7,000.**

Second Screen Takeover Gallery

Second Screen Takeover Gallery allow a brand to showcase galleries providing the user with exclusive behind the scenes images, product details and more.



Creative

Second Screen Takeover creative consists of multiple panels navigated by swiping. Content can include the following:

- **Content clickthroughs** - externally-hosted sites with engaging contents such as competitions, product pages, etc...
- **Video content** - this is a video thumbnail that once clicked will expand to play video content
- **Responsive design** - all content will scale accordingly to your device. Overlying copy and images will automatically move into the safe area for your specified device as standard ensuring all copy is clear and present

Animations

Second Screen Takeover Animate transitions occur on navigation to a new panel. The following animations can be utilised to give your creative dynamicness:

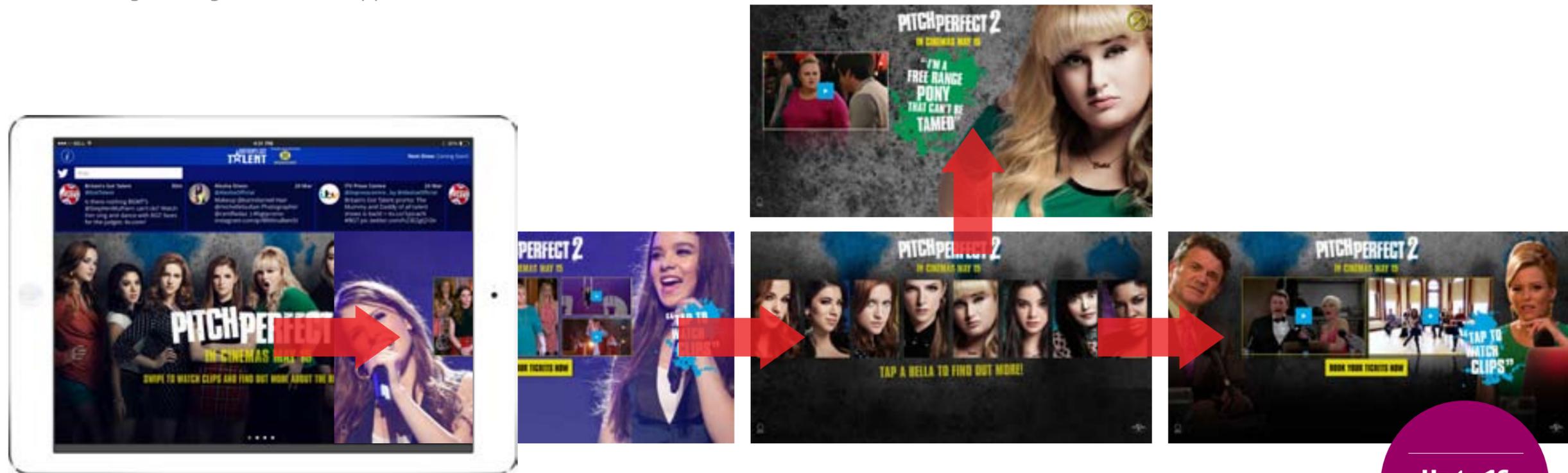
- **Fade** - items fade in and out. The timing of these transitions can be dictacted in seconds
- **Appear from left/right/top/bottom** - items appear from offscreen from the direction specified. The timing of these transitions can be dictacted in seconds
- Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness.

Gallery

- **Hotspots and lightboxes** - by tapping on gallery thumbnails, an overlay appears allowing the user to view image and video content in more detail

Second Screen Takeover *Microsite*

Second Screen Takeover Microsite gives a dynamic, choice-based experience to the user. With various options to choose from, the user can choose what they view and in what order. This provides brands with a more empowering and personalised experience for their users which is rich in content and can give insight into what appeals to users most.



Up to 16 panels

Creative

The creative 'home' is much the same as a standard Second Screen Takeover creative with multiple panels navigated by swiping. Content can include the following:

- **Content clickthroughs** - externally-hosted sites with engaging contents such as competitions, product pages, etc...

- **Video content** - this is a video thumbnail that once clicked will expand to play video content
- **Responsive design** - all content will scale accordingly to your device. Overlaying copy and images will automatically move into the safe area for your specified device as standard ensuring all copy is clear and present

Animations

Second Screen Takeover Animate transitions occur on navigation to a new panel. The following animations can be utilised to give your creative dynamicness:

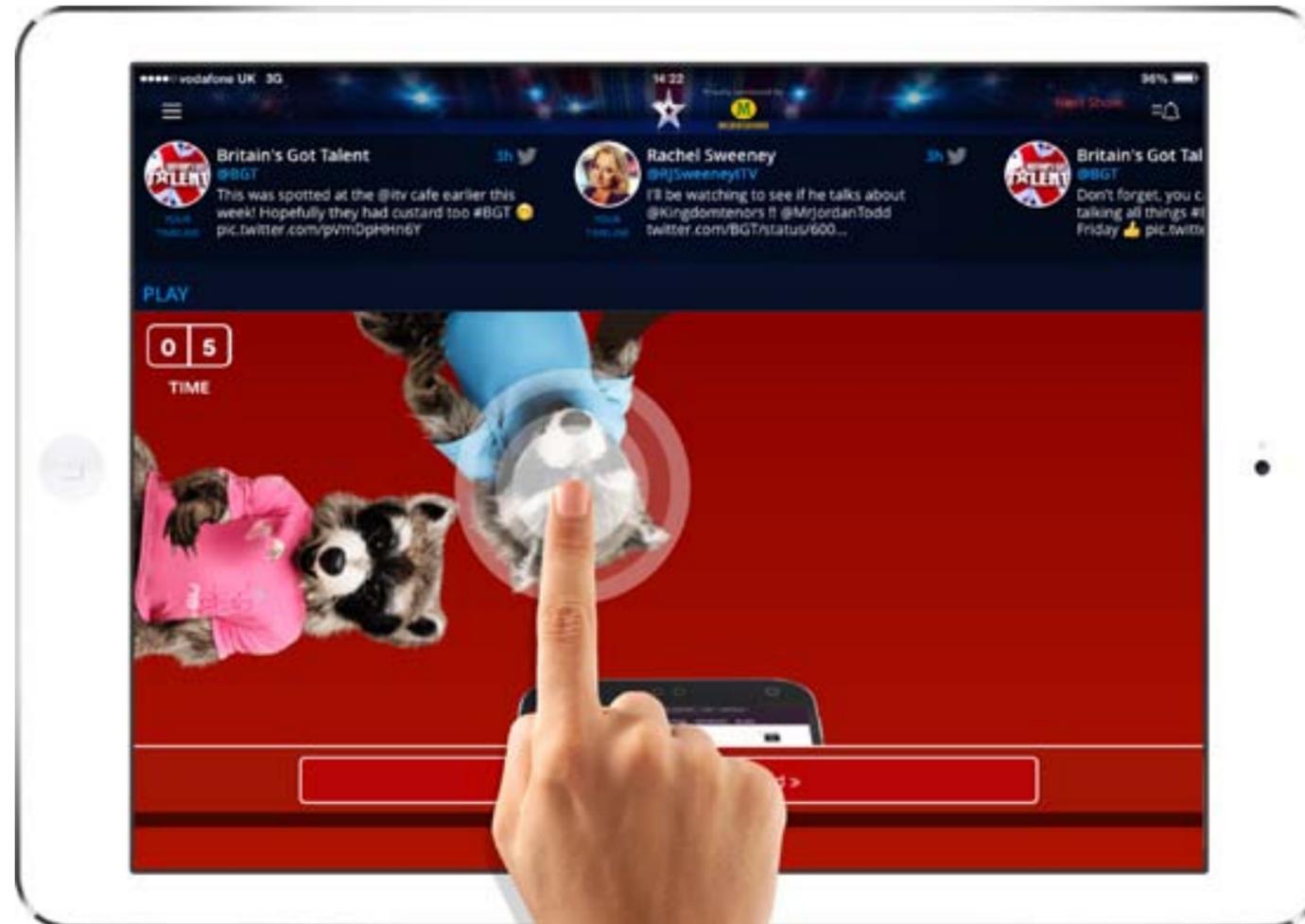
- **Fade** - items fade in and out. The timing of these transitions can be dictacted in seconds
- **Appear from left/right/top/bottom** - items appear from offscreen from the direction specified. The timing of these transitions can be dictacted in seconds
- Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness.

Microsite

- **Linear creative** - one or more swipeable panels. This type of creative is good for subsections that have plenty of content and require multiple panels
- **Further options creative** - This option presents users with further choices/options. This type of creative is good for a 'Choose Your Own Adventure'-type execution

Second Screen Takeover Pro

Second Screen Takeover Pro caters for a more gamified experience. The creative is custom built and allows creative free reign (within reason). Please contact your ITV Multiplatform representative to find out more.



Second Screen Takeover *Product Overview*



Standard	Animate	Hotspots	Gallery	Microsite	Pro
<p><u>Features:</u></p> <ul style="list-style-type: none"> - Responsive design - scales to work on all devices and screen sizes. - 4-5 panels - Video content - user-initiated, full screen video players - Click-through call-to-actions that can open within the Second Screen Takeover experience or externally in the device's default browser app 	<p><u>Features:</u></p> <ul style="list-style-type: none"> - Responsive design - scales to work on all devices and screen sizes. - 4-5 panels - Video content - user-initiated, full screen video players - Click-through call-to-actions that can open within the Second Screen Takeover experience or externally in the device's default browser app - Simple animated transitions and elements and timings <hr/> <ul style="list-style-type: none"> - Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness. 	<p><u>Features:</u></p> <ul style="list-style-type: none"> - Responsive design - scales to work on all devices and screen sizes. - 4-5 panels - Video content - user-initiated, full screen video players - Click-through call-to-actions that can open within the Second Screen Takeover experience or externally in the device's default browser app - Simple animated transitions and elements and timings <hr/> <ul style="list-style-type: none"> - Up to 8 hotspot lightboxes in total <hr/> <ul style="list-style-type: none"> - Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness. 	<p><u>Features:</u></p> <ul style="list-style-type: none"> - Responsive design - scales to work on all devices and screen sizes. - 4-5 panels - Video content - user-initiated, full screen video players - Click-through call-to-actions that can open within the Second Screen Takeover experience or externally in the device's default browser app - Simple animated transitions and elements and timings <hr/> <ul style="list-style-type: none"> - 8 gallery items in total <hr/> <ul style="list-style-type: none"> - Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness. 	<p><u>Features:</u></p> <ul style="list-style-type: none"> - Responsive design - scales to work on all devices and screen sizes. - Up to 16 panels - Video content - user-initiated, full screen video players - Click-through call-to-actions that can open within the Second Screen Takeover experience or externally in the device's default browser app - Simple animated transitions and elements and timings <hr/> <ul style="list-style-type: none"> - Ambient video backgrounds - The creative can contain ambient video in the background to give the creative further depth and dynamicness. 	<p>Please speak with your sales manager to discuss potential functionality. Typically these types of Second Screen Takeover are more custom and include functionality that goes out of scope of the other products such as games.</p>

1. Provide high-res, layered assets

A creative will only be as good as the assets you provide.

2. Provide text copy

Keep this to no more than 1-2 sentences per panel - especially on mobile creative, real estate is at a premium.

3. Keep to delivery time lines

If the agreed time line is not kept to then there is a danger that the creative will be compromised and may not go live.

4. Ensure that any video is supplied to ITV's video specification

We cannot accept any video content unless it abides to our specification.

5. Competitions must be hosted externally and on the client's digital platforms

ITV cannot host competitions within it's hosted sites.

6. Ensure that any sites that are being driven to from the Second Screen Takeover experience are mobile-friendly

As Second Screen Takeover is a second-screen experience and therefore takes place on mobile and tablet, it is important that any sites it drives to will work and are legible on these devices. This means no Flash content as well.

7. Ensure that any sites that are being driven to from the Second Screen Takeover experience can handle large spikes in traffic

As Second Screen Takeovers have a huge captive audience, call-to-actions that drive to an external site could experience a huge spike in traffic in a short space time. We recommend, as an absolute minimum, that a site can cope with 5,000 concurrent users per second.

8. For all competitions, please ensure you send us the full terms and conditions 2 weeks prior to the go live date

This gives our competitions compliance team sufficient time to review and provide feedback.