Shazam for TV
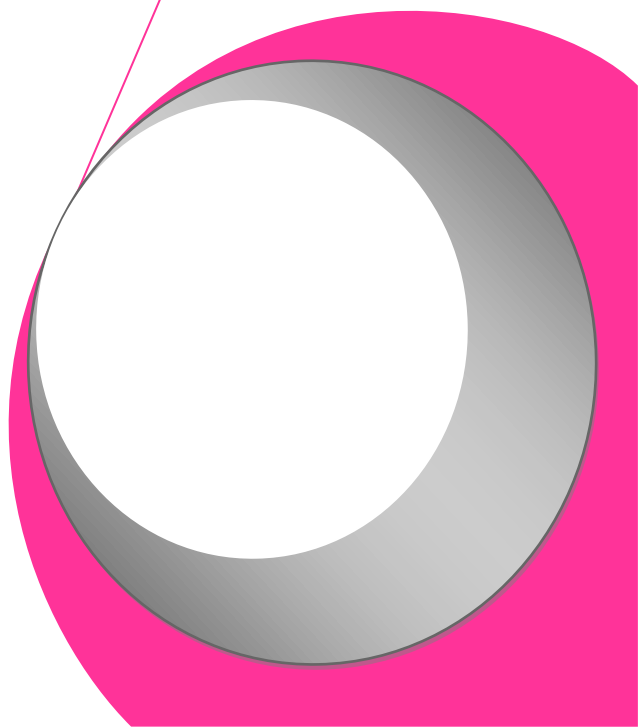
TECHNICAL SPECIFICATIONS

Last update: 15/02/2016

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Shazam Second Screen Experience Tech Specs

Campaign components

Call-To-Action

A pivotal part of your Shazam for TV campaign is the CTA. CTA informs Shazam users, that they can Shazam the content for additional information and engage with your campaign. The CTA system was developed with the creative flexibility to integrate seamlessly into virtually any project.

SHAZAM WILL NEED
- ✓ CTA CHOSEN STYLE
- ✓ DURATION IN SECONDS
- ✓ TEXT REQUIRED
- ✓ COLOUR REQUIRED: (FOR STYLE 3&4 ONLY)
- ✓ BRANDED FONT IF REQUIRED

Style (choose among the 4 options)
- o 1 – STANDARD ICON
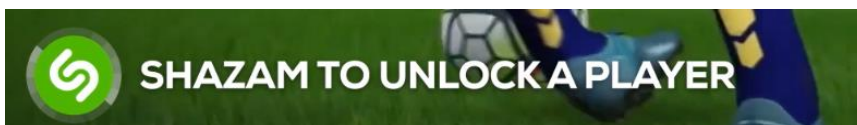 Our hero lockup, developed to make consumers aware that this TV ad is Shazam enabled and will give you something more if you Shazam it
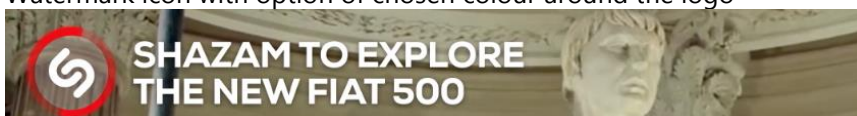

- o 2 – WATERMARK ICON
  Similar to above, but a quieter visual presence and no circular animation

- o 3 – LOGO COLOUR
  Allowing flexibility to the colour of the logo itself.

- o 4 – RINGS COLOUR
  Watermark icon with option of chosen colour around the logo

Best Practice

1. PLACEMENT & SIZE
   For optimal reach, CTA should appear on the lower left, inside title safe area, as large as possible for legibility.
2. ON-SCREEN DURATION
   CTA should appear in the first 5 seconds & stay on screen for duration of the commercial or at least 80% of the ad.
3. ON-SCREEN MESSAGE
   Clearly state the value proposition.
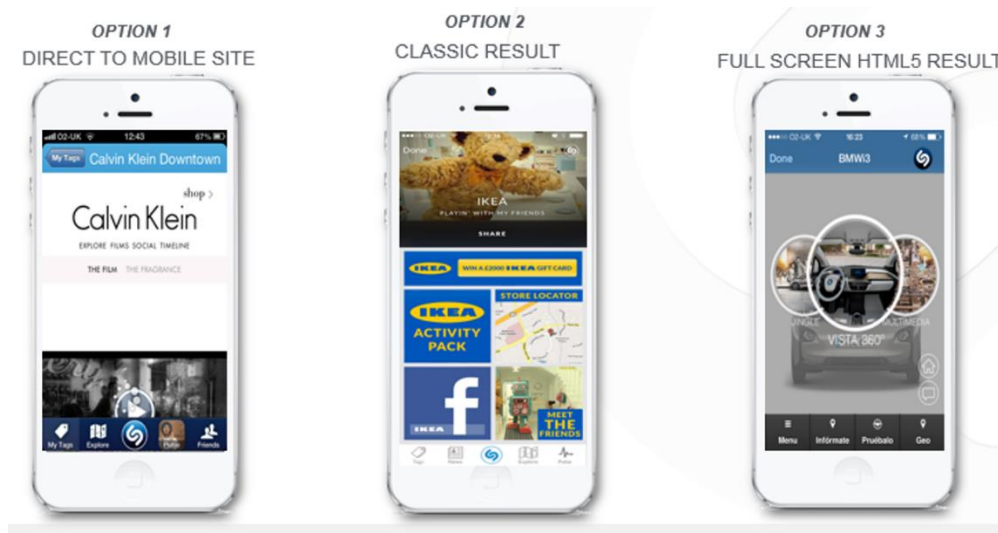   *Include the word mark "Shazam" at the start*
   Try not exceeding 8 words maximum of 2 lines.
4. CTA DESIGN
   Outside of the 4 options we can also offer bespoke in house executions. Please liaise with your Client Services Managers.

Result options

OPTION 1
DIRECT TO MOBILE SITE

OPTION 2
CLASSIC RESULT

OPTION 3
FULL SCREEN HTML5 RESULT

Result Option 1 - Direct to mobile site

This option directs users from your Shazam-enabled media content to your mobile site. For this option please provide:

- Fully optimized mobile **destination URL**
- **Third party tracking**:
  - Once you are connected you to your mobile optimized destination Shazam cannot track clicks or user interaction within the site
  - Shazam cannot implement tracking pixels
  - Shazam can use 3d party click URLs
- **Reporting metrics**: tag volume; time spent within the app
- **SLA**: 5 working days

Result Option 2 – Classic result

Shazam's Classic template allows for delivery of multiple sections of brand relevant content delivered as Shazam app content blocks.

- **Assets required**
  - Header and Sub-Header text- 40 character limit
  - Top image 800w x 800h pixels, JPG or PNG
  - (none clickable)
  - Leader (optional) 608 x 192, JPG or PNG
  - Tiles (up to 8) 296 x 296 tiles JPG or PNG
- **Optional Extras**
  - Share Bar
  - Gradient
  - Overlay text on leader and tiles
- **Functionality**
  - Video Play (YouTube or hosted)
  - Mobile-optimized destination - internal or external
  - Link to download an app or visit the app store
  - Click to full screen creative, competitions, games
  - Custom Galleries, YouTube grid, Instagram Gallery, etc.
  - Help Improve Shazam - a short pre-built survey to collect details of the users experience for research purposes
- **Reporting Available**
  - Daily automated report :Tags
  - Weekly report including total tags, time spent, OS split, Geo estimate, content clicks & interaction Rate
- **Third party tracking**:
  - Shazam cannot implement tracking pixels
  - Shazam can use third party click URLs
- **SLA**: 10 working days

Important Note
- Cropping the 800x800 top image is unique to the operating system and phone model. Be sure to maintain visual fidelity even in the cropped areas and limit the text and logos in the main image. Text and logos that can't be covered should be positioned only in the 'safe' areas toward the top center of the image.

Result Optoin 3 – Full screen HTML

The Bespoke Full Screen allows for nearly any type of creative execution/user experience and can include both embedded and dynamic content.

- **ROUTE A** - Client build HTML5 destination.
  - In this instance all that is needed is the click through destination URL.
- **ROUTE B** – Shazam to design and build HTML5 result.
  - Shazam will work closely with the client & lead them through the process of identifying the best possible user journey. Shazam will handle the design & deliver process throughout.
- **REPORTING AVAILABLE**
  - Daily automated report –Tags
  - Weekly tag report including total tags, time spent, OS split, Geo estimate
  - If built by Shazam content clicks and interaction can be provided
- **TRACKING**
  - If our creative partner are building the HTML5 solution reporting and tracking is available.
  - Depending on the creative partner we can also support additional 3rd party tracking for some builds.

If you or your client are building a HMTL5 experience we make it compulsory that they share the click data with us so we can benchmark and provide valuable feedback post campaign

Full Screen HTML5 Specs
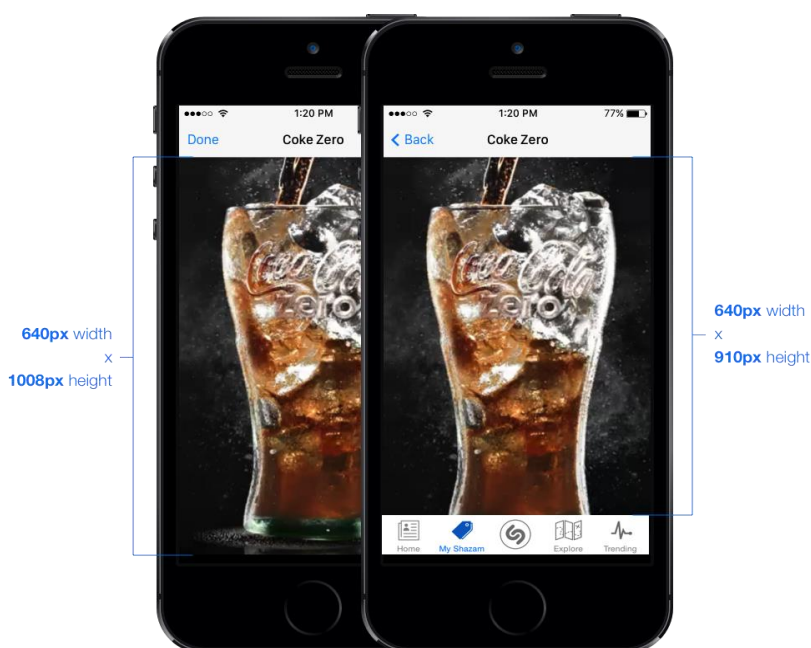
A FULL SCREEN UNIT AT RETINA RESOLUTION IS:
640w x 1008h (Initial tag, with no bottom nav)640w x 910h (viewing tag result from My Tags with bottom nav)

A Full Screen unit at Non retina would be:
320w x 504h (no bottom nav)320w x 455h (with bottom nav)(Though building for Retina is always recommended. The suggestion is that units should be made taller but with scrolling enabled whenever possible.)

A FULL SCREEN IPAD UNIT AT RETINA RESOLUTION IS:
PORTRAIT: 768px (1536) x 890px (1780)LANDSCAPE: 924px (1848) x 704px (1408) For initial load it's best practice to keep it between 400kb-700kb. For a single page unit we recommend under 1mb, but pages can then be built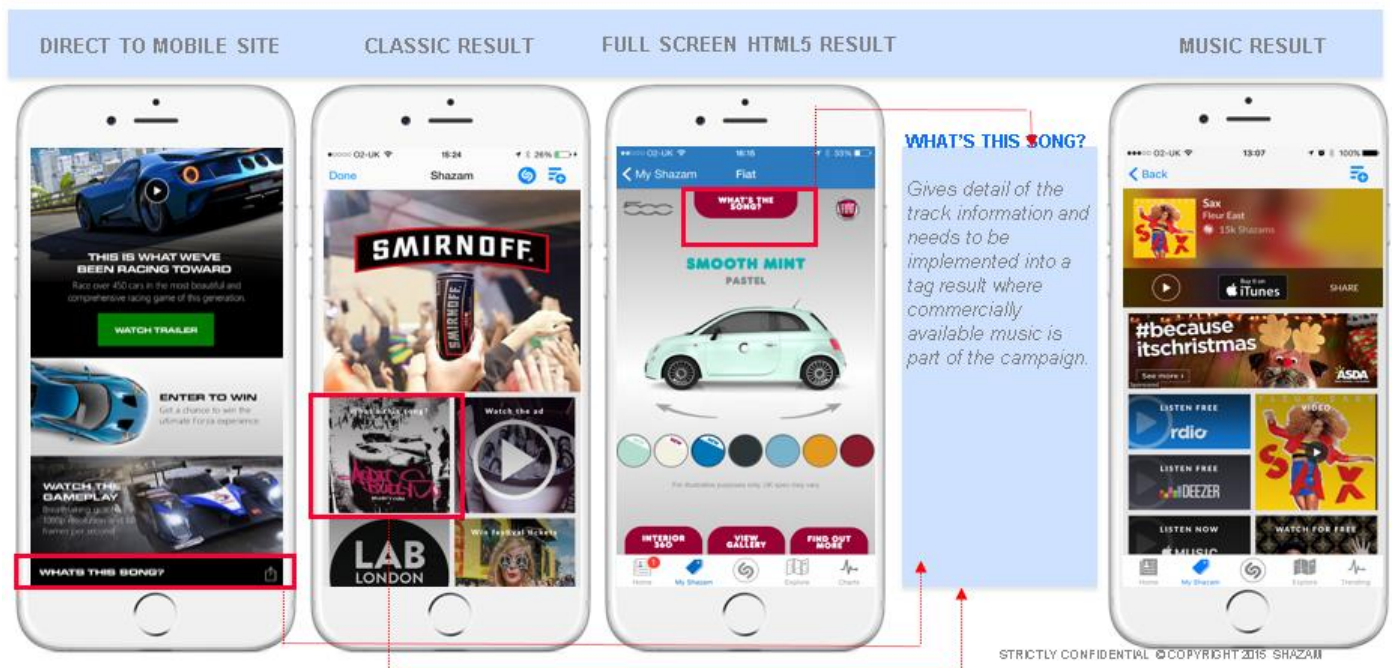 on top of this. For multiple page units its best to use your own discretion considering this is going to load on mobile phones.

My tags Image

Cropping the 800x800 Main Image is unique to the operating system and phone model.
Although large parts of the image are cropped these are partially visible on some devices
as well as in 'My Tags' image area. It is important to maintain visual fidelity even in the cropped areas.
Because of the text overlays, it is important to limit the text and logos in the main image. Text and logos should be
positioned only in the 'safe zone' aroundd the top center of the image. See below:

Original image

Safe zone

In app

Android shown here
(which has the smallest safezone)

Results with Music in Ad

DIRECT TO MOBILE SITE

CLASSIC RESULT

FULL SCREEN HTML5 RESULT

WHAT'S THIS SONG?

Gives detail of the track information and needs to be implemented into a tag result where commercially available music is part of the campaign.

MUSIC RESULT

Pitch Shifting in detail

AUDIO UPLOAD FOR RECOGNITION
- In order for your **Shazam for TV** campaign to be Shazamable, we need to have good quality audio for your advert.
- Once audio is submitted to Shazam, you must not make changes to it.

* this excludes any changes that are made to the volume. Volume changes will not affect Shazam's recognition ability.

The audio used in the campaign should be provided in the following formats:
- Preferred format: .wav (Stereo, 16 bit)
- Other audio formats accepted but may require additional time: mp3 (192 kbps or higher, constant bit rate only) or .mov

Additional tracks will be subject to change

PITCH SHIFTING
- Shazam may need to perform pitch shifting on your audio. Let's go through what this means:
- Shazam needs to test each audio source to see whether it returns a commercial music tag or not. If it does, we will pitch shift the audio and return this back to you for you to overlay on the final TVC for the SFTV experience to work.
- We shift the pitch by +/- 1% - This equates to 17 cents. There are 100 cents in a semitone (the distance between 2 notes on a standard piano). The difference is about a 5th of the space between 2 notes on a piano
- Don't worry about your audio sounding different after pitch shifting. Changes made as a result of the pitch shifting process are inaudible to the human ear
- If no pitch shifting is required Shazam will ingest the audio files as supplied

CINEMA AUDIO
- Cinema adverts in Dolby 5:1 surround will be made up of 6 stems of audio (1 for each speaker)- Centre, Left, Left surround, Back, Right, Right surround.
- In order for your Cinema ad to be Shazam'able, each individual stem must be pitch shifted and ingested into our system.
- These will need to be tested before and after the picture is locked to final sound. We advise renting a Dolby suite to test in a Cinema environment prior to campaign launch.

PLEASE BE AWARE!
- Our pitch shifting process can sometimes affect the overall volume of audio by fractions of a decibel. When working with carefully mixed and mastered files, for Cinema ads especially, there is potential for the volume to be unintentionally altered to a point where it is no longer within broadcast levels. There are 3 avenues in which we can go down to try and avoid these problems:
- Shazam receive and pitch shift PRE-MASTERED audio files. Once audios have been returned back to you, the final mix can be carried out.
- Shazam agree a pitch shift value that YOU incorporate into your final mix
- We pitch shift and return FINAL audio files to which you then amend any undesired fluctuations in volume

* The same scenario can sometimes occur with TV audio. If you have strict specifications to adhere to it is advisable that you leave extra time for audio work to be completed

TIME FRAMES
- Audio files will need to be sent over at least 7 days before a campaign is due to go live.

For Cinema adverts we require double the amount of time, 14 days, due to the larger number of audio files and testing that is required