castify.ai

Castify

Onboarding
Guide

1.

Sign up flow

○ The first step of creating your CTV channel with Castify, is to sign up here: castify.ai/sign-up

○ You will be asked to provide your contact information and your Youtube channel URL, so we could automatically pull your content

○ Select the platforms you'd like your content to be distributed to, and submit your registration

○ After reviewing your request, your dedicated success manager will contact you

aximize your reach and revenue on multiple atforms with zero effort

se note, at this stage we accept channels with minimum of 500K thly views. Let's get you started!

ame

YouTube channel URL

address

word

ribution Platform:

○KU	fire tv	androidtv	ⓛ LG webOS	⌘ tv	SAMSUNG TIZEN
☑	☑	☑	☑	☑	☑

the owner of this YouTube channel and hold all legal rights to distribute its content on ditional platforms

creating your account you agree to our Privacy Policy and Terms of Service.

SIGN UP

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2.

Setting up your account

In order to create your channels, we will need you to provide us with graphic assets [See specifications per platform].
Please send the following to channels@castify.ai Email title: "[your channel name], Castify account setup"
General creatives for all platforms are:

2.1.
1920x1080 Splash screen image JPG/PNG
336x210 Default thumbnail
246x140 App logo (App's home screen)

2.3.
Your logo in a PNG and SVG format,
Transparent background

2.4.
Your Brand Book / Guidelines
(If you have one)

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3.

Setting up your account

Creatives per platform, specifications:

3.1.

LG webOS | Samsung SMART TV

1920x1080 Splash screen image JPG/PNG
1920x1080 Background image JPG/PNG
492X280 Logo transparent PNG files
1080x810 Logo transparent PNG files
400x400 Logo PNG/JPG

Roku

246x140 App logo (app's homescreen)
336x210 Default thumbnail
540x405 App logo (outside the app)
1920x1080 Splash screen
1920x1080 BackGround image

amazon fireTV

Three-dimensional Icon:
48 × 48 (mdpi)
72 × 72 (hdpi)
96 × 96 (xhdpi)
144 × 144 (xxhdpi)
192 × 192 (xxxhdpi)
512 × 512 (Google Play store)
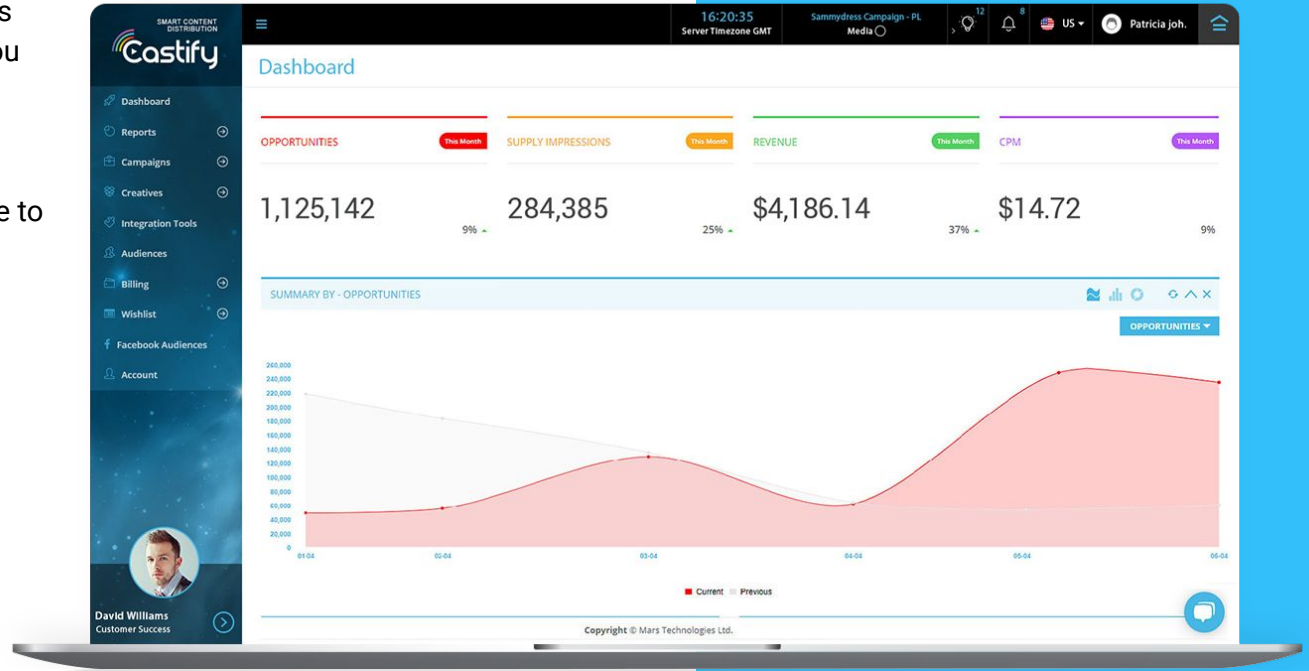icon 114x114
320 x 180 (Android TV app icon)

Splash Screen JPG/PNG**:**
640 x 260
1024 x 500
1280 x 720
1920x1080

tv

App icon is built with 3 layers, click here for more info
400X240 App icon 3 layers, 800X480 App icon 3 layers

1280X768 App page, store header, JPG/PNG
3840X1440 Top shelf image, JPG/PNG
4640X1440 Top shelf image - wide, JPG/PNG

androidtv

512x512 PNG Hi-res icon
1024x500 Feature Graphic
180x120 Promo Graphic
1280x720 TV Banner
1920x1080 Splash Screen

3.2. A description of the channel/talent - max 300 characters (note that this is not mandatory for demo purposes)

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4.

Dashboard

Once your account and channels have been created, we'll send you an email with your dashboard's credentials.
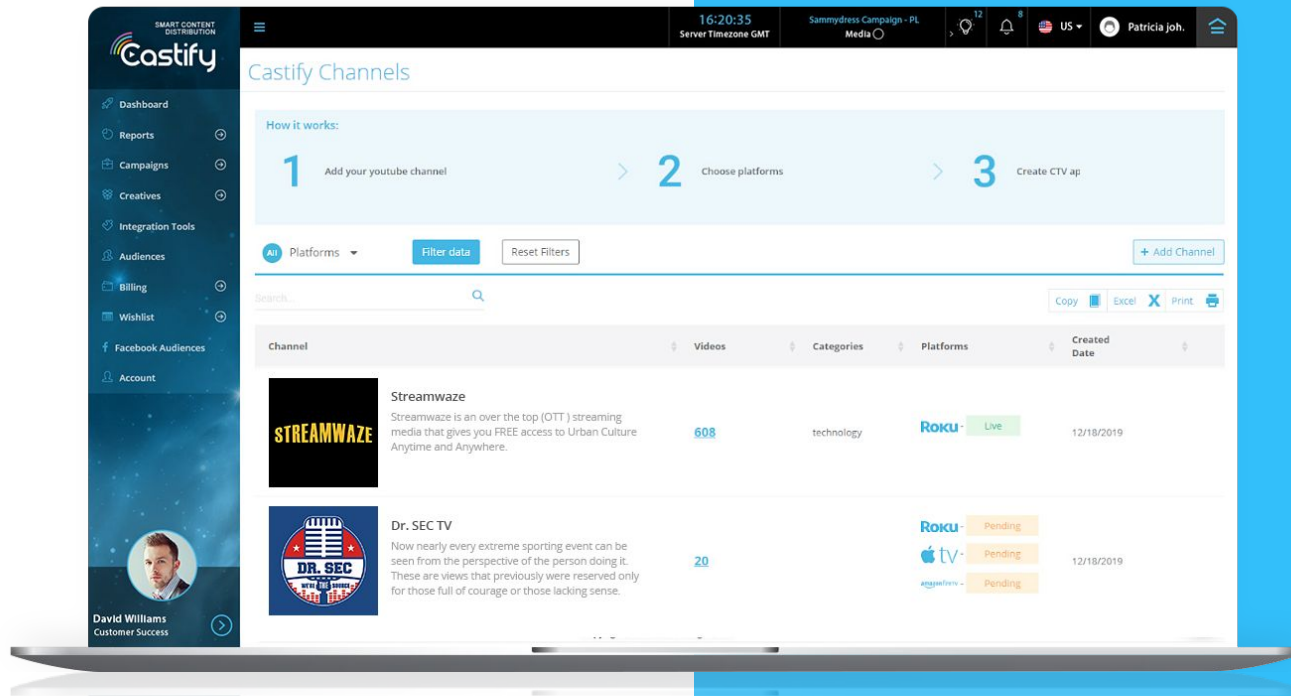
On your dashboard you'll be able to see statistics for your channel:

5.

Dashboard

Castify Channels screen to manage distribution settings

Monetizing your channel

5.1 We generate revenue by using various methods - ads, subscription and E-commerce. You'll be able to see your earnings on the dashboard and pull your funds via Paypal, WireTransfer and all other major transaction tools.

5.2 We need volumes to start monetizing the channel...
Please note that the earnings generated from your channel is in direct correlation to your traffic volume and quality, your follower base and amount of views. The minimal volume for monetization is 1,000 view/day.

6. Service - Castify will assign a Dedicated CSM for your account. Your success manager will make sure everything is set up correctly and get everything started. We will also monitor your channel's activity and earnings and make sure it is optimized for maximum results.

7. Content - Please provide us with the relevant URL to your content feed or to your Youtube channel

Our smart engine can automatically import your video content from your Youtube channel, or from any other feed (e.g json, mrss).

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channels@castify.ai

THANK YOU!