



# A guide to creating promotional units for the XUMO platforms.

## Hero Units

A hero unit is a promotional image in one of the XUMO platforms that a user can click on to view one of the following:

- A library of content specific to a channel
- A live stream
- A curated playlist.

All hero unit creatives should be supplied to XUMO as layered Photoshop files. This is to allow any necessary adjustments that may be needed to accommodate the platforms detailed in this document.

To make the process as easy as possible, we have created a Photoshop template that you can use as the basis for your design.

## Promotional Video

XUMO can promote content on your behalf. Help us to help you by providing us with a video that whets the appetite of your audience.



# One Hero Unit, Many Platforms

## The Hero Unit on the Smart TV Platform

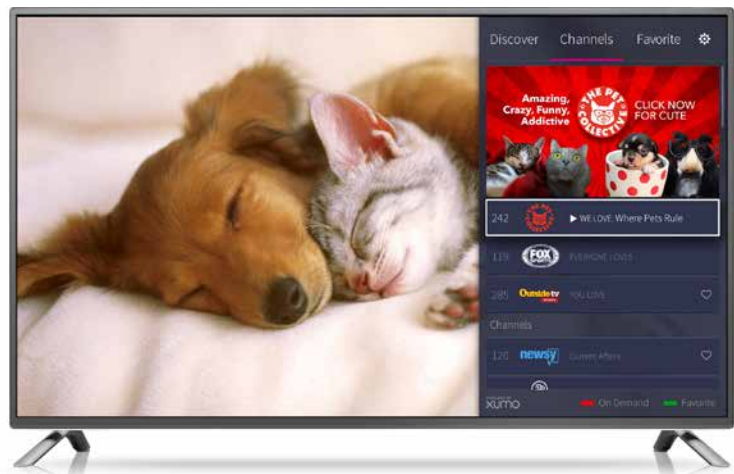
The large image that promotes channels, playlists or events on the home screen of the smart TV app is called the 'Hero Unit'.

The home screen has multiple hero units that carousel around both automatically and on-demand.



## The Hero Unit on Other Platforms

Other XUMO platforms such as the Hisense or mobile app use the same hero units. These apps crop the original image to fit their user interface.



# Hero Unit Specifications

## Dimensions

- 1920px by 739px
- PSD file (to allow minor tweaks)

## Safe Areas

The first image on the previous page shows that the smart TV app overlays the hero unit image with the following user interface elements:

- The XUMO 'X' logo.
- A 'hamburger' menu icon.
- Left and right arrows.
- The play icon.
- The carousel indicators.

To accommodate these elements the hero unit has a defined 'safe area' where you should place your promotional message and logo.

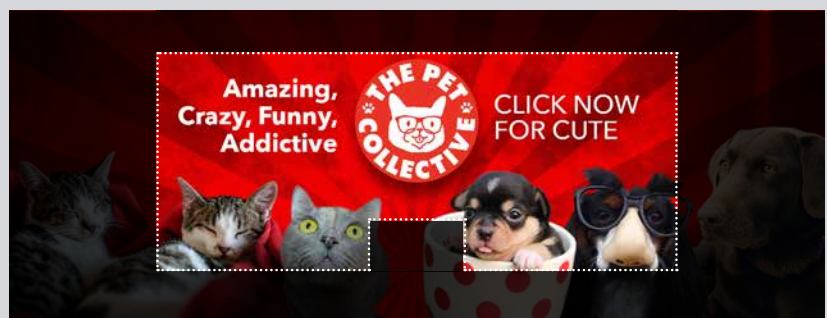
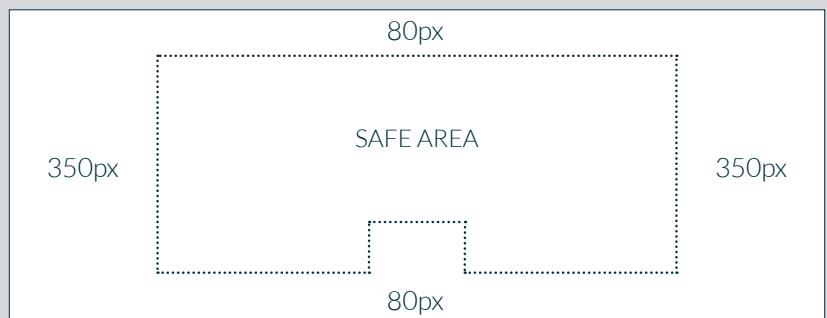
**Text outside of this area could interfere with the ui elements or be cropped out and not show at all.**

## Font Size

We recommend that the minimum font size is 36px. This prevents the text being too small to read when the hero unit is displayed at its minimum size. The smallest application of the hero unit reduces the text size by 50%.

## Download Template

- [Click here for the PSD template.](#)



# Promotional Video

## Video Specs

The promotional video could be a sizzle reel, informational content, brand highlights or content clips.

It must be:

- Content cleared for use on web, social or within the XUMO platform to promote your content.
- A minimum of 30 seconds in length.
- MP4 format
- Hi-res 1080p in size.

