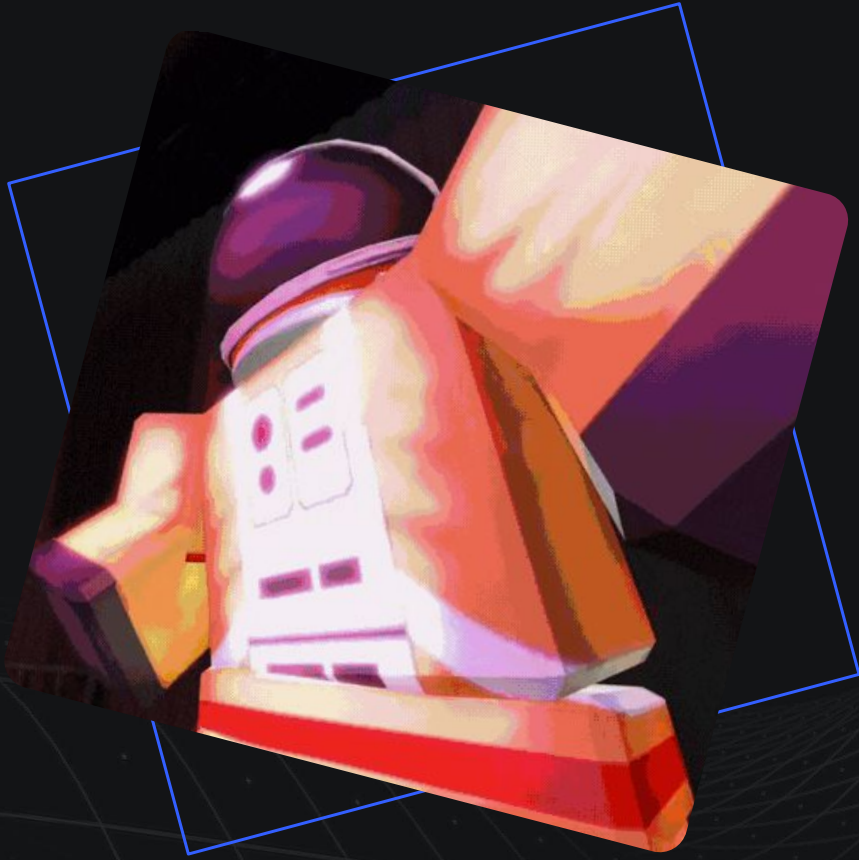




Roblox

Shopee Partnership



Media Products &
Solutions - Version 2.0

Engage & delight a unique audience with Rewarded Video Ads



Incremental reach within Gen Z



Immersive & additive to gameplay



High-performance ad format [90%+ CR]



Seamless buying & measurement



Rewarded Video ads make gameplay more fun

01 Deployed strategically

Players reach a strategic point in the game — e.g., after failing a level or needing extra supplies.



02 Players opt-in

Player is prompted with an option and chooses to watch a video in exchange for an in-game reward.



03 Full-screen video ad

Ad is shown full screen, and player must complete the entire video in order to unlock the reward.



Why Rewarded Ads?

Rewarded ads are a win, win, win for user, creator, and advertiser.

They are **choice-driven**, **value additive**, and **relevant**, improving performance.

With Rewarded Video Ads, Roblox users can unlock benefits across experiences, like extra lives, power-ups, and coins through advertising, giving them more choice and control over their experience while creating more affinity with the brands that provide them.

Users are in control of their experience

87%

of users had a favorable opinion of Rewarded Video ad format on Roblox

“ The best part is that you aren't just forced to watch but given a clear choice with a clear incentive.

— Roblox Video Ads User Study

Brands get high performance ads

95%

Avg viewability rates on Rewarded Video. Average completion rate at 90%

“ The reward is worth it and makes me consider buying the products because I've seen them before.

— Roblox Video Ads User Study

Creators have more ways to earn

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More ways to earn

Users spend more in experiences after engaging with Rewarded Video ad units³

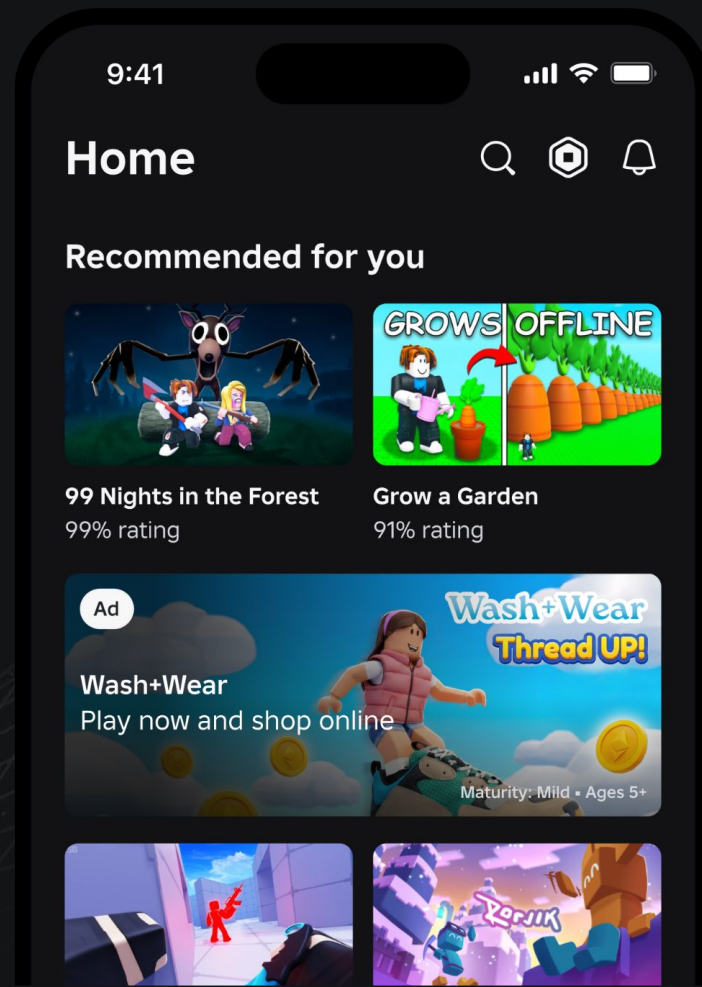
Homepage Feature

Your direct line to the next generation.

Homepage Feature delivers premium visibility directly on the Roblox homepage, putting your brand front and center where Gen Z spends their time.

This high-impact placement drives awareness and consideration at scale, with seamless access to your branded experience.

No world-building expertise required—just plug in your assets and messaging to create an immersive destination users can explore.



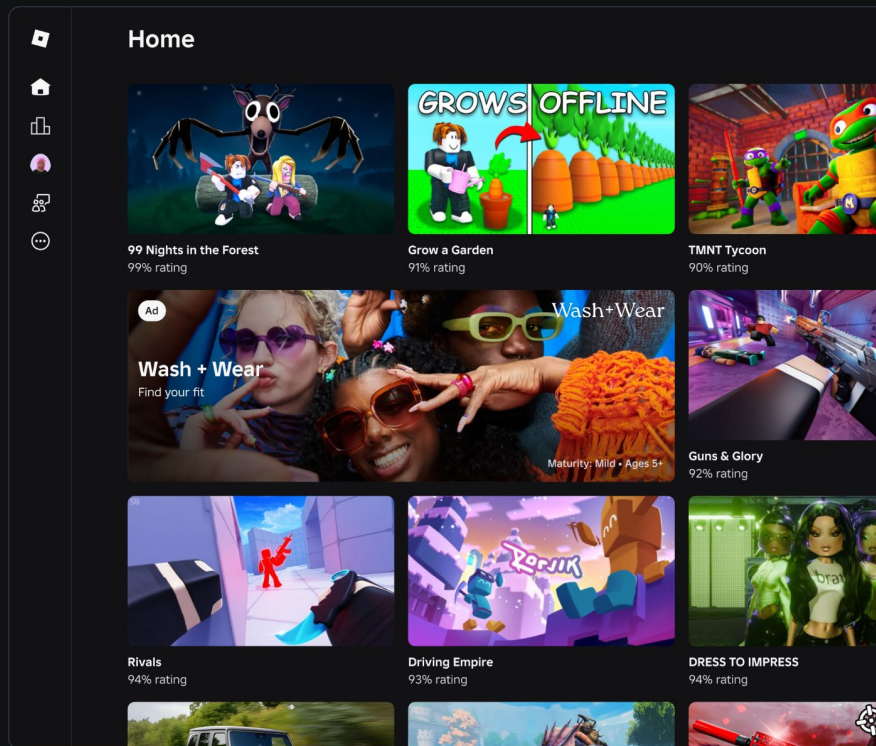
What is Homepage Feature?

High Impact: Prominent tile on the Roblox homepage to help your brand stand out.

Optimized for reach: CPM-buying optimized for unique reach with the hard to find Roblox audience.

A complement to video: Adding Homepage Feature to video campaigns offers a **2X incremental reach** lift.

Get started fast! Drives to a turnkey destination with standard assets without the need for custom investment.



Desktop mock* available in Q2

Your direct line to the next generation

Homepage Feature is a scaled, high-impact, and simple way to connect with the highly coveted Gen Z & Gen Alpha audience

90%+ of Roblox players start their play on home.

Simple to execute

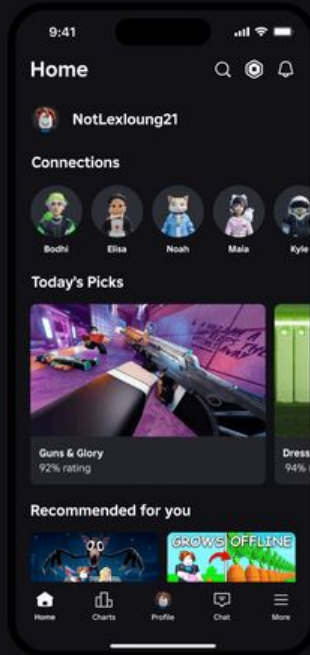
No need for an experience or integration to appear on Home.

High-impact format

Show up with a premium, brand building format that stands out from the rest.

Buy your way

Available for always on buys (CPM) or for key moments in time (SOV).



Homepage Feature to video experience walkthrough

01 Premium placement

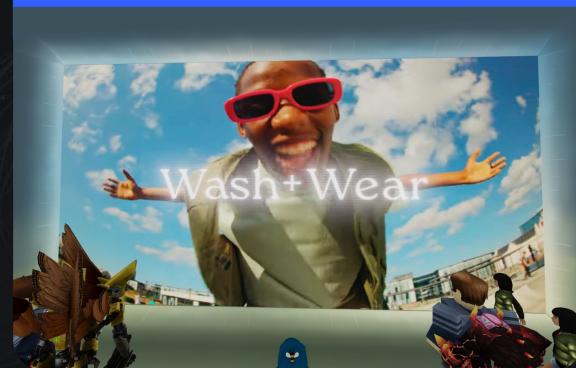
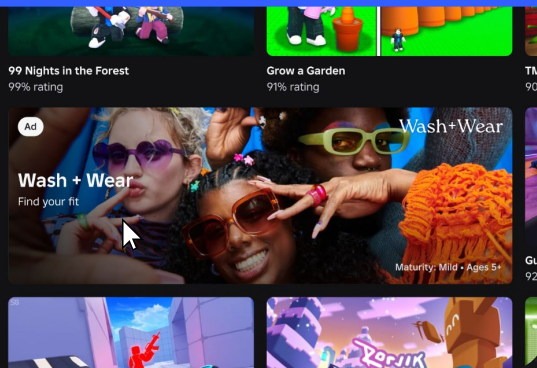
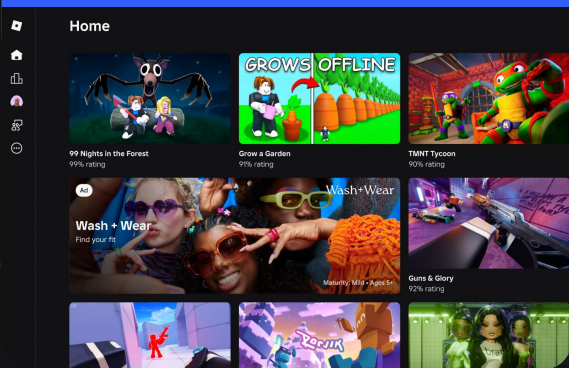
Placement appears below-the-fold on the Roblox homepage

02 Players engage

Users can engage with the ad to go to an immersive templated experience or an existing experience on Roblox.

03 Showcase your brand

Users will be taken to an immersive video experience, showcasing your brand in 3D.



FAQs

Do all clicks go straight to the EVX?

If a user clicks “Join” or “Play” they will be taken straight to the enhanced video unit (or EVX). If a user clicks anywhere else on the tile, they will see an Experience Details Page (EDP) first, which will inform them about the experience they are about to enter.

What are the ad unit guidelines?

Please review [this](#) ad unit guidelines document before covering with your brands.

What is the length of the video?

For our standard package, the video can be 15 - 30 second in length [0:30 recommended].

For custom deals (\$250K+), the video can be up to 2:30.

What will the average CTR be?

Average CTR is currently 3%.

What targeting is available?

CPM buys can do gender targeting for 18+ inventory, and will be able to do device targeting. SOV buys can choose 13+ or 18+.

Can I run Brand Lift studies?

Yes, Brand Lift studies are available at a \$75K minimum spend.

Will the template support click out?

In Q2, we will support click-out to an in-app webview from the enhanced video experience.

Specs:

Feature Unit

Creative	Foreground: 1:1 aspect ratio, min size 800 × 800 px Background: 3:1 aspect ratio, min size 1320 × 440 px
Copy	Title 22 Characters, Subtitle 32 Characters (Optional)
Minimum Bitrate	400 kbps
Logo	3:1 aspect ratio, min size 600 × 200 px <u>OR</u> 1:1 aspect ratio, min size 600 × 600 px

Specs:

EVX Video Experience

Turnkey [\$25K minimum spend]

Video Asset	0:30 [File Format: MPEG4, MOV Files]
Image for Thumbnail	16×9, 1×1
Product Imagery (Optional) [\$250K+]	Must provide 2D (from different angles) or 3D product imagery

Custom [\$250K minimum spend]

Video Asset	0:30 - 2:30 [File Format: MPEG4, MOV Files]
Image for Thumbnail	16×9, 1×1
Product Imagery	Must provide 2D (from different angles) or 3D product imagery

Specs



Asset specifications

Video Asset	
Length	up to 35s, 15s preferred
Resolution	640 × 360 Minimum : 1920 × 1080 Maximum
Minimum Bitrate	400 kbps
Maximum Bitrate	4000 kbps
Audio	96 kbps - 128 kbps
File Format	MPEG4, 3GPP, MOV files
Frame Rate	24 - 30 fps
Moderation	All creatives are moderated, must adhere to advertising standards

We recommend providing a low resolution version of creatives to show up on low end devices

Tags and trackers

3rd Party Tracking Events (1×1 Pixel)

The following tracking events are supported

- Impressions
- Clicks
- Quartiles
- Video Start
- Audio On/Off
- Video Complete

3P Serving (VAST)

Mandatory Video Transcodes	up to 35s, 15s preferred
Recommended	15" preferred
Maximum Bitrate	4000kbps
Frame Rate	24 - 30 fps
Supported	Video Unit (Click-Out)
Not Supported	Skip function, VPAID, VAST 4.0, Third-Party Redirecting

Approved 3rd party partners

Vendor	Company Type	Supported In
DoubleVerify	Viewability	GAM, DV360
IAS	Viewability	GAM, DV360
iSpot	Audience Measurement	GAM, DV360
Kantar	Brand Lift	GAM, DV360
Cint	Brand Lift	GAM, DV360
Google (CM360, DCM)	Advertising Technology	GAM, DV360

Roblox accepts tags from partners where Roblox has legal agreement for data sharing practices. We are always evaluating new partners, and if your partner is not on this list, please reach out.

Specs

Creative Specs	Video Asset or VAST, no VPAID
Video Length	15" preferred, max 35"
Accepts Tags and Pixels	Yes (in DV360)
Brand Suitability	IAS, DV (DV360 or GAM)
Targeting (GAM)	Demographic (18+), Contextual (Country, DMA), Genre (Action, Roleplaying, Emerging Audience)
Targeting (DV360)	All
Deal Types	Preferred Deals, Programmatic Guaranteed, Private Auction
Can ads click out?	Yes
Can ads drive app download?	Coming soon
Moderation	All creatives are moderated, must adhere to advertising standards

The time is now

It's never been easier to reach the sought-after Gen Z audience through high-performance Roblox Video Ads.

Act now. Transform your advertising strategy.

