



Premium Subscriptions on The Roku Channel

Partner Handbook - Glow Up Edition

04.01.26



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Merchandising + Editorial

Merchandising + Editorial

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| 01 | Shortcut Tile (small) | 08 | Logo (Light version) |
| 02 | Shortcut Tile (large) | 09 | Logo (Dark version) |
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| 04 | Partner App Tile | 11 | EPG Channel Logo (light) |
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| 06 | Scrim – NEW* | 13 | Annual Plans Tile |
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| 14 | Header + Description Copy – NEW* |
| 15 | “Back of Box” (BoB) |
| 16 | Subscriptions Details Copy |
| 17 | Plan Description |

1 + 2

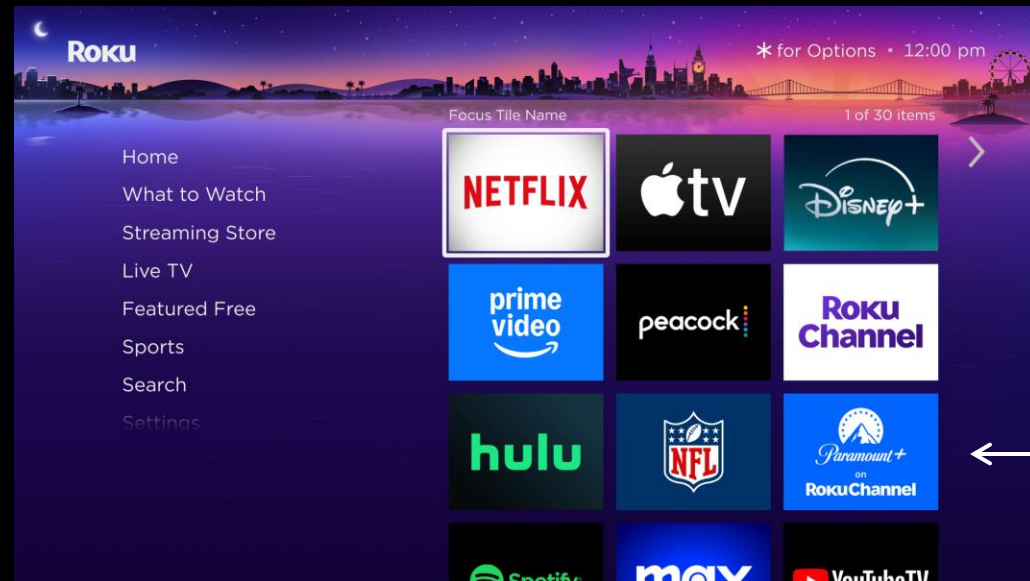
Shortcut Tile

The primary use of the shortcut tile is on the Roku home screen level. This graphic will deep link a user to your Premium Subscription experience on The Roku Channel.

Examples



In Situ



1 + 2

Shortcut Tile

Here are the requirements and best practices.

Size

- Large 540px X 405px (72ppi)
- Small 290px X 218px (72ppi)
- 80px padding on all sides preferred (40px minimum)

Template

[PSD](#)

Localization

In addition to English (US) assets, we need the following assets: German (DE), English (AU), English (GB), Spanish (ES), Spanish (MX), French (CA), French (FR), and Portuguese (BR).

File Format

JPG

Total Assets

2

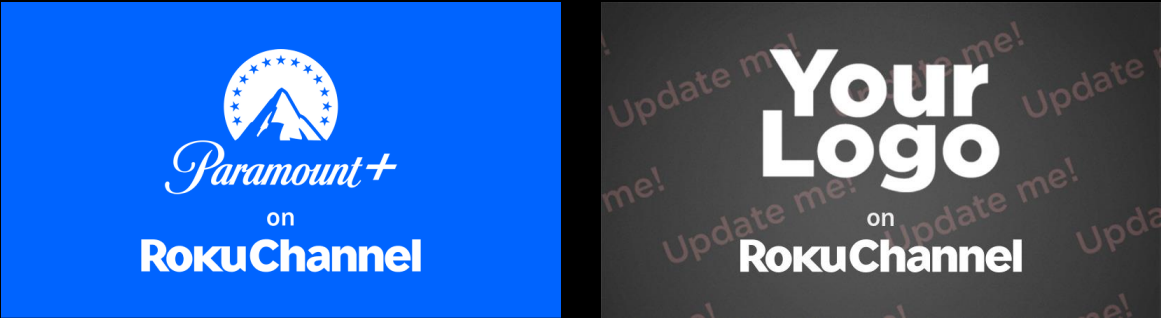
Additional Info

Logo should always be centered

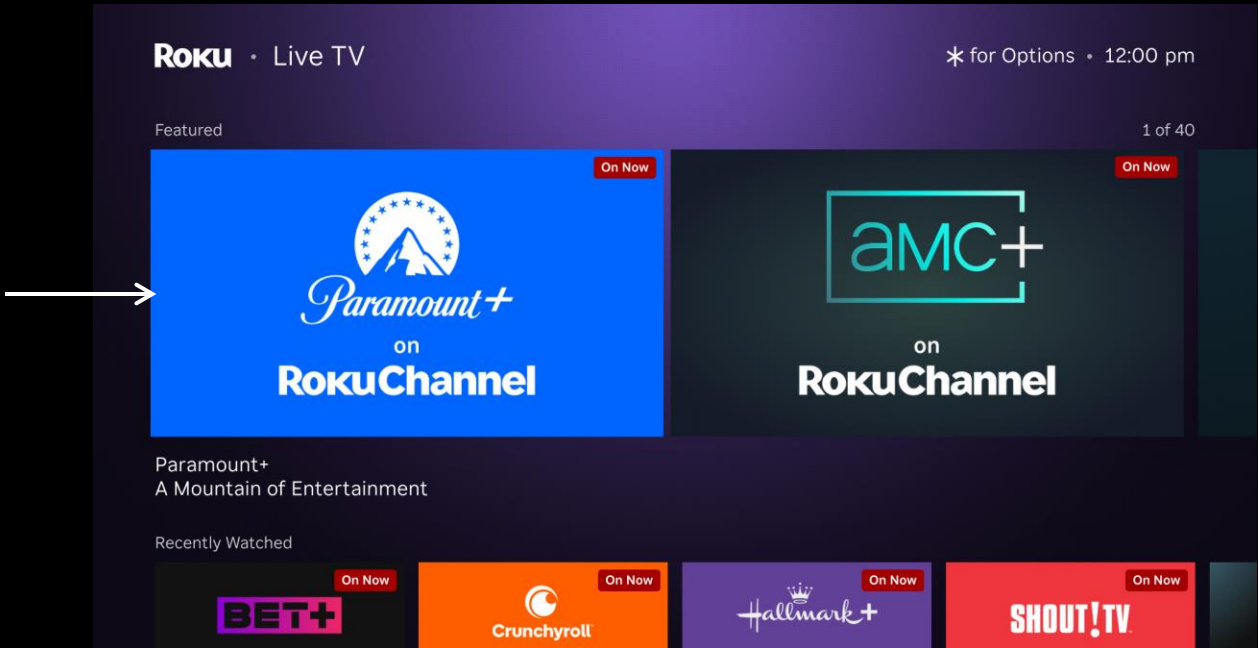
FAST/Live TV Tile

The primary use of the tile is within the Roku FAST/Live TV experience. This graphic will deep link a user to your FAST/Live channel experience on Roku.

Examples



In Situ



FAST/Live TV Tile

Here are the requirements and best practices.

Size

800px X 450px (72ppi)

File Format

JPG or PNG

Total Assets

1

Template

[PSD](#)

Additional Info

Logo should always be centered

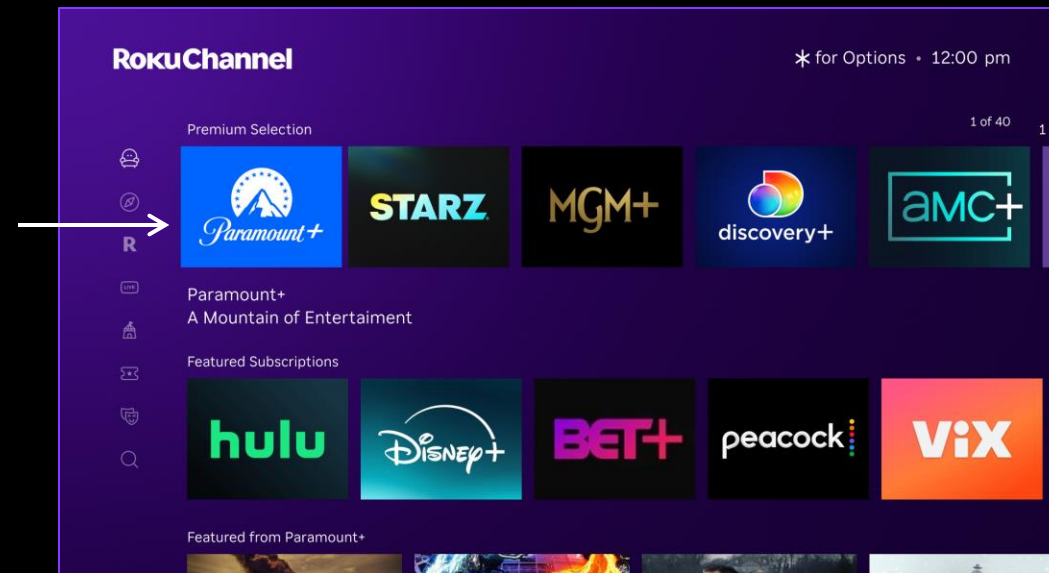
Partner App Tile

Your partner tile graphic will display throughout The Roku Channel to guide users to your Premium Subscription experience on The Roku Channel.

Examples



In Situ



Partner App Tile

Here are the requirements and best practices.

Size

540px X 405px (72ppi)

80px padding on all sides preferred

(40px minimum)

File Format

JPG (max 500KB)

Total Assets

1

Template

[PSD](#)

Additional Info

n/a

Partner Page Background

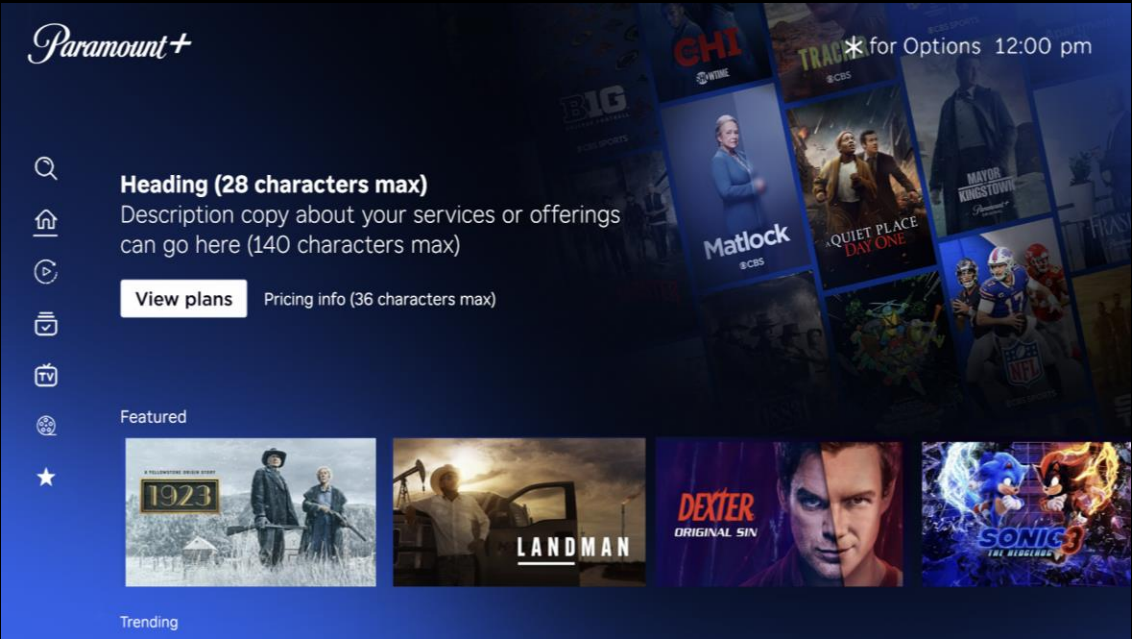
A background graphic can be utilized on your Premium Subscription page on The Roku Channel. An image of your top shows can be displayed here or a video can play.

Examples



Background Image/Video

In Situ

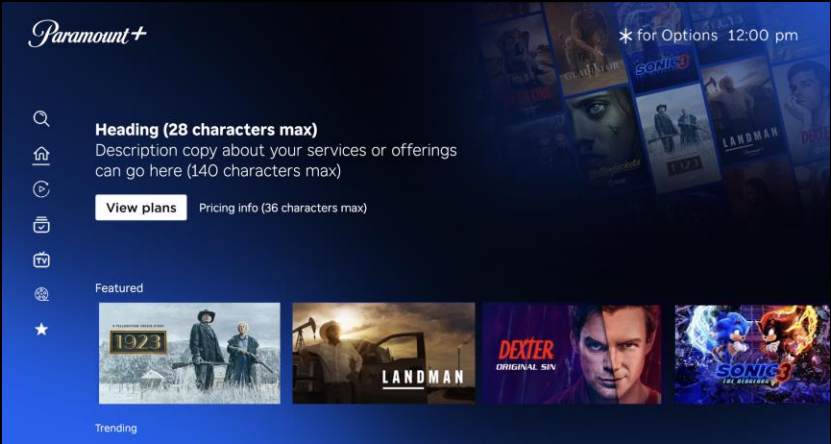


Partner Page Background

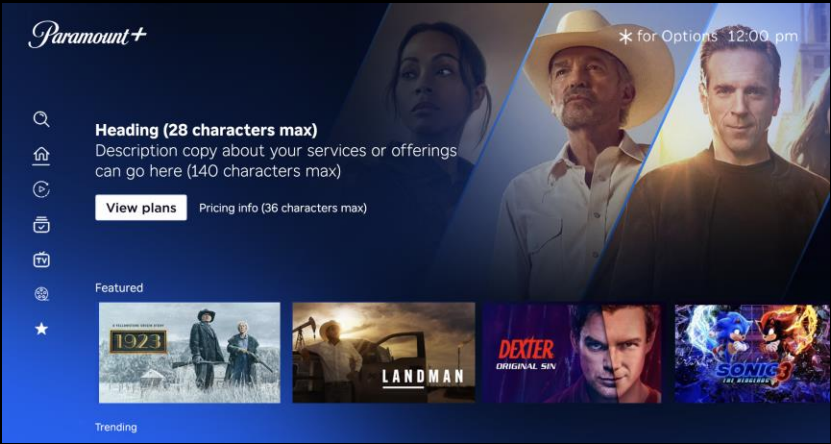
The page background can be one image, a quilt, or any other unique design that works for this space.

Note: A scrim layer will be in the file, but do not export with the scrim. This is only for reference.

Quilt



Custom Design



Partner Page Background

Here are the requirements and best practices for the [bottom image/video file](#).

Size

1280px X 720px (72ppi)

File Format

JPG or MP4

Total Assets

1 (up to 5 if using slideshow of images)

Template

[PSD](#)

Additional Info

The page background is

Scrim

The scrims will go over the page background.
A total of 5 scrims will be needed.

Examples



Scrim 1
Main



Scrim 2
Search Page



Scrim 3
Content Detail



Scrim 4
Content Detail Overflow



Scrim 5
Playback Overlay

Scrim

Here are the requirements and best practices for the [scrims](#).

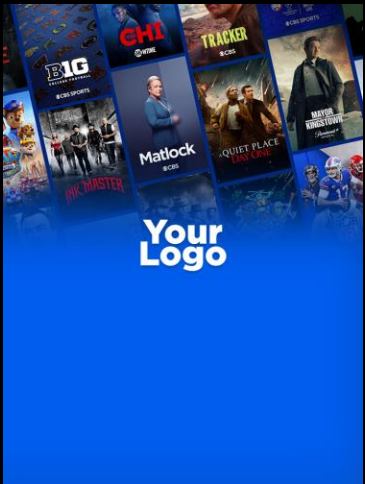
Size All scrims are 1920 x 1080 (72ppi) Use the psd file for placement and safe zones.
File Format Png (with transparency)
Total Assets 5

Template PSD
Additional Info The scrims will be 1 brand color. The secondary color will always be black.

Side Card

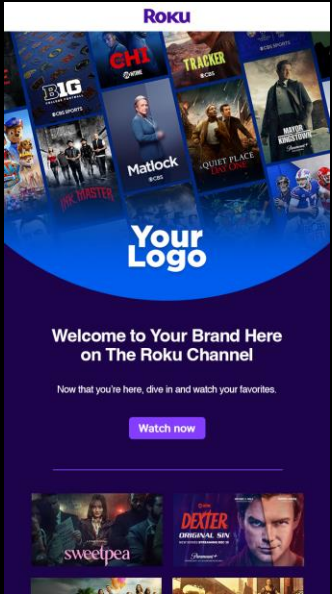
The side card asset appears in automated marketing emails. It will usually have imagery on the top and the partner logo. The bottom should be left empty.

Examples



Final delivered graphic should not have text.

In Situ



An example of how the graphic may appear at the top of a marketing email.

Side Card

Here are the requirements and best practices for the [side card](#).

Size

720px X 960px (72ppi)

File Format

JPG (max 500KB)

Total Assets

1

Template

[PSD](#)

Additional Info

Image should be clean. Do not include title treatment or graphic in the image area. This can confuse users.

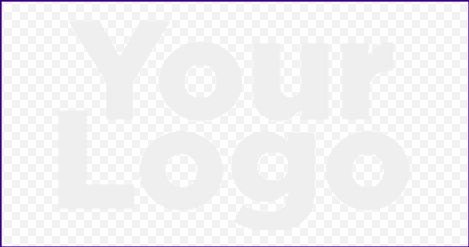
Do not include extra marketing copy in the image area. Do not reposition logo placement from location provided in the PSD template. Do not adjust image and background color area in the PSD template. The background area has been provided to ensure optimal area for description/offer text.

8 + 9

Logo

Your logo for the Premium Subscription on The Roku Channel will appear throughout platform and web experience for The Roku Channel.

Examples

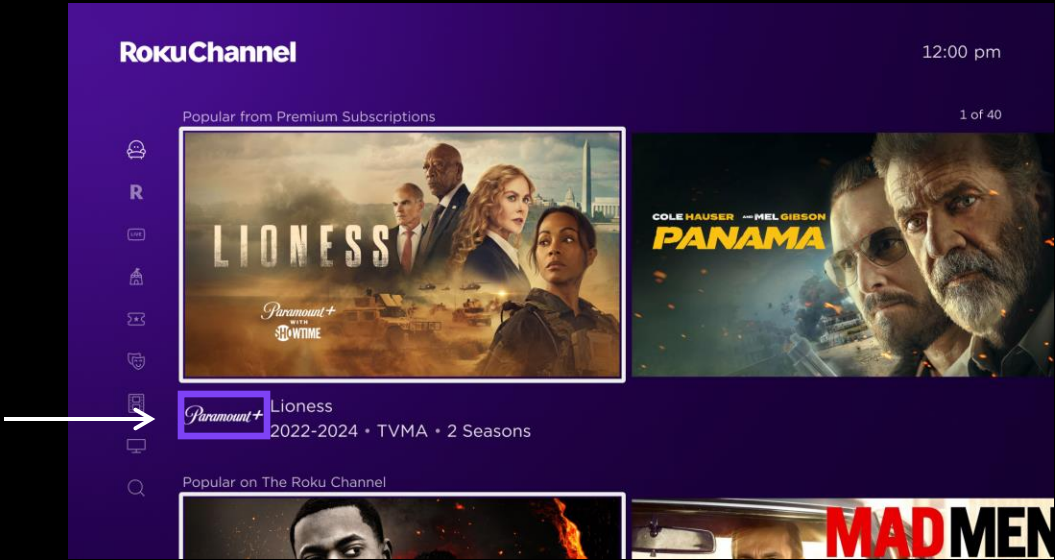


Light version



Dark version

In Situ



8 + 9

Logo

Here are the requirements and best practices.

Size

195px X 111px (72ppi)
A minimum of 3px padding is required

Template

[PSD](#)

File Format

PNG (with transparency)

Additional Info

A “light” and “dark” version of the logo is required.

Total Assets

2

10 + 11 + 12

EPG Channel Logos

Another set of logos is required for the Electronic Programming Guide (EPG) Upsell Feature. This is another acquisition feature to drive users from our EPG to subscribe to your provider on Roku.

Examples

HUD info version
260px X 147px

Live Guide version
114px X 60px

Live Guide version
114px X 60px

In Situ

Thu July 21	6:00 am	6:30 am	7:00 am	7:30 am
All Channels		Dexter: Original Sin	Love Island	
Favorites		UCL Match Replay		
Recents		PPA Tour: North Carolina Open		
Recommended		Martin Chunk		
Add-ons		To Be Announced	The Luminaries	
Subscribed		Olympic Classics		
News		Mad Men		

10 + 11 + 12

EPG Channel Logos

Here are the requirements and best practices.

Size

HUD Info Version 260px X 147px (72ppi)

Live Guide Version 114px X 60px (72ppi)

File Format

PNG (with transparency)

Total Assets

3 (2 Live Guide, 1 HUD)

Template

[PSD](#)

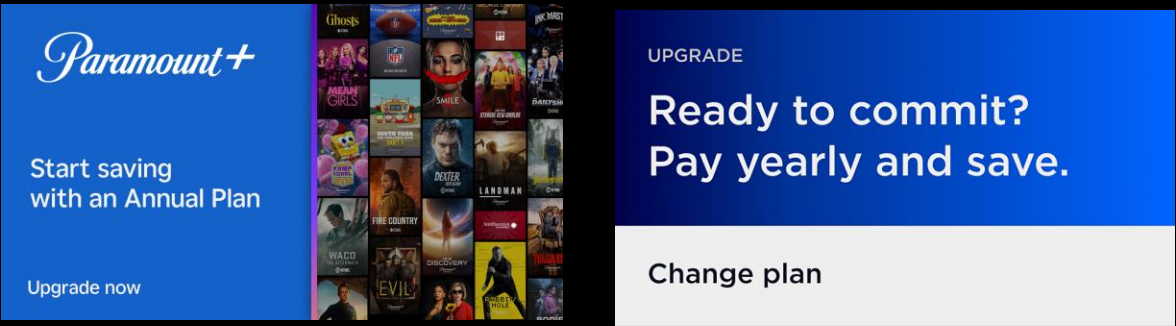
Additional Info

A “light” and “dark” version of the logo is required for the Live Guide Version. Center align the logo on the horizontal and vertical axis with 3-pixel spacing from top and bottom border. Logos must be set to monochromatic hex #EFEFEF.

Annual Plans Tile

Two graphic formats are available for promoting annual subscription plans. The recommended format enhances user perception of your brand and the content they can subscribe to.

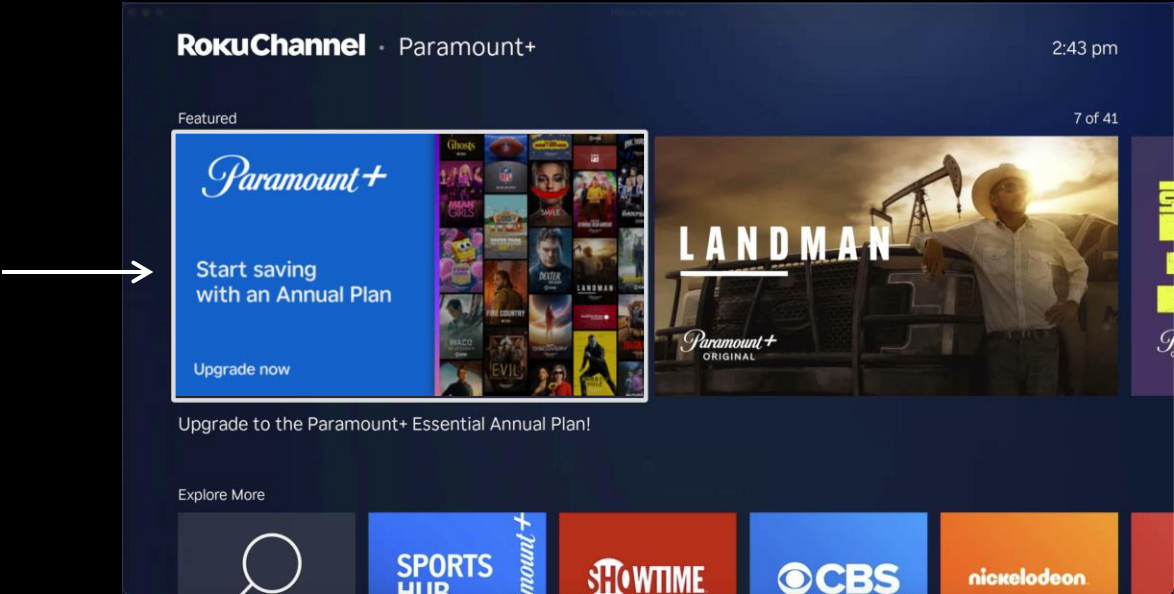
Example



Recommend customized format

Default format

In Situ



Annual Plans Tile

Here are the requirements and best practices.

Size

1920px X 1080px (72ppi)

File Format

JPG (Max 150KB)

Total Assets

1

Headline

Max 35 characters (with spaces).
Recommended copy: *"Start saving with an Annual Plan"*

Call-to-Action

Max 21 characters (with spaces).
Recommended copy: *"Upgrade now"*

Template

[PSD](#)

Additional Info

n/a

Header + Description Copy

This copy will be displayed on the Partner Page Background.

Example

Your favorite stories.
Stream it all on Paramount+ live sports & exclusive originals. Browse Movies. Explore Shows.

View plans

In Situ

Header copy

Body copy

Paramount+

* for Options 12:00 pm

Your favorite stories.
Stream it all on Paramount+ live sports & exclusive originals. Browse Movies. Explore Shows.

View plans

Featured

1923

LANDMAN

DEXTER ORIGINAL SIN

SONIC THE HEDGEHOG 3

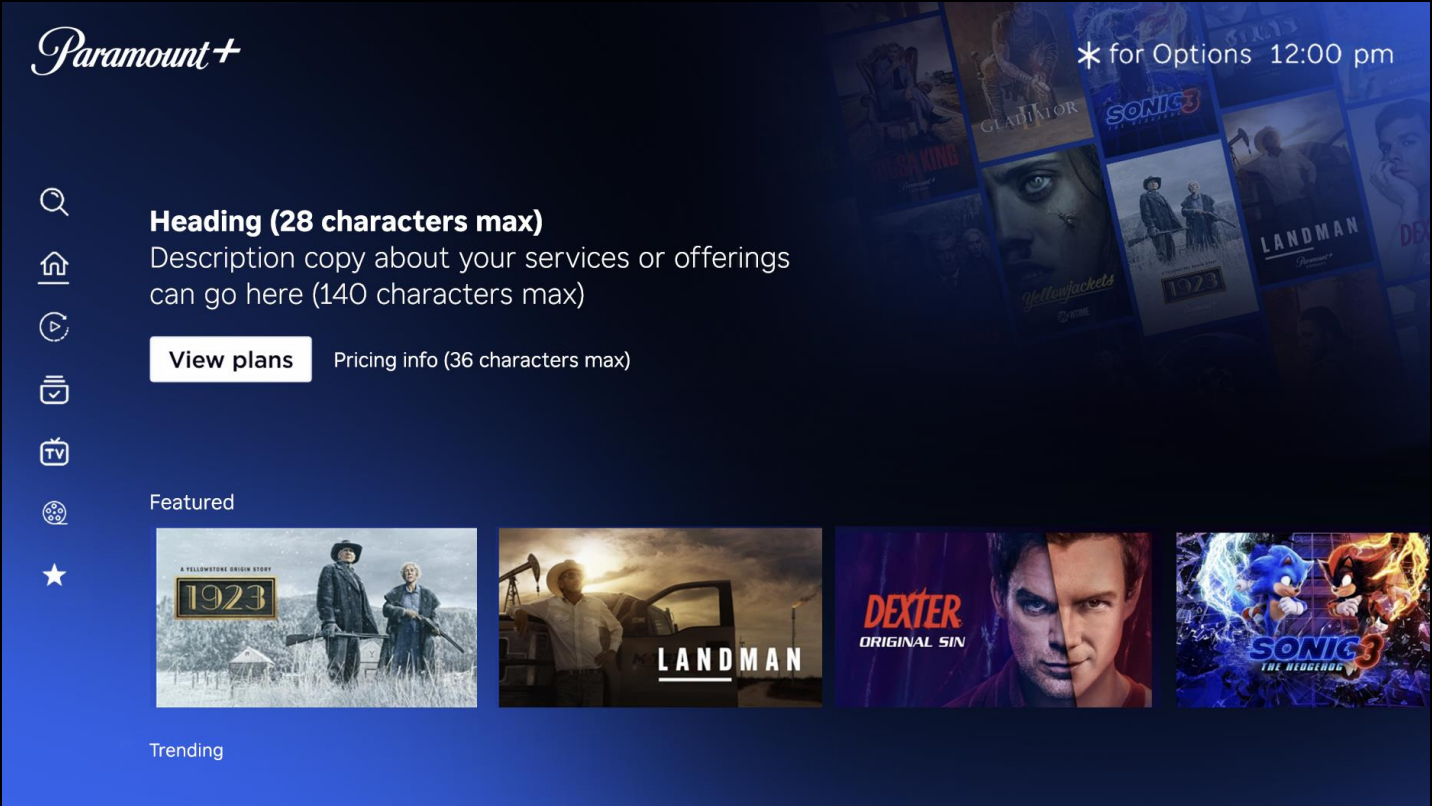
Trending

Header +
Description Copy

This copy will be displayed on the Partner

Page Background.

Character Counts



Header + Description Copy

Here are the requirements and best practices.

Copy

Header copy is 28 Characters

Body copy is 140 Characters

File Format

Text only.

Total Assets

1 (with the header and description copy)

Additional Info

n/a

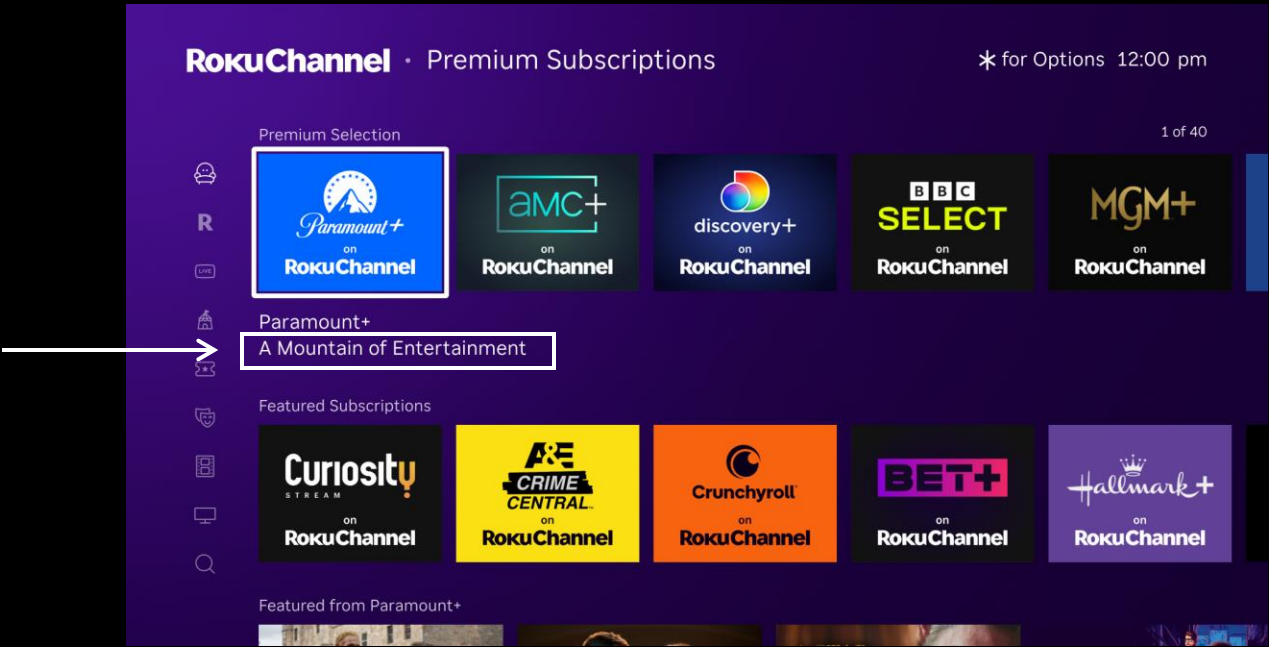
Example

Paramount+
A Mountain of Entertainment

In Situ

Back of Box
(Description copy)

This description copy will display along with the app tile graphics on The Roku Channel.



Example: "A Mountain of Entertainment"

**Back of Box
(Description copy)**

Here are the requirements and
best practices.

Copy

Maximum 30 characters (with spaces).

File Format

Text only.

Total Assets

1

Additional Info

Copy should provide users with a sense
of your brand. (e.g. a tagline).

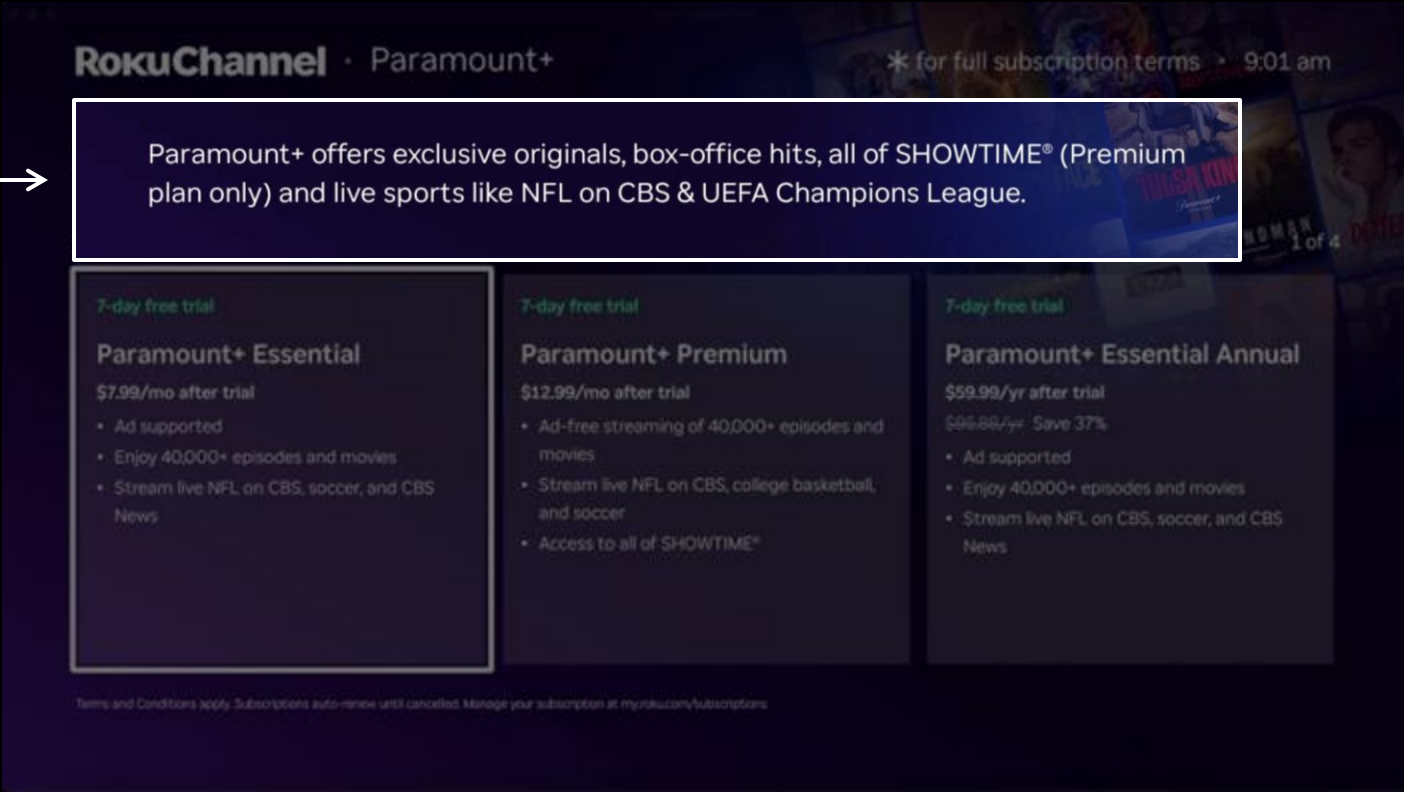
Example

Paramount+ offers exclusive originals, box-office hits, all of SHOWTIME® (Premium plan only) and live sports like NFL on CBS & UEFA Champions League.

In Situ

Subscriptions
Details Copy

This is an overview of your subscription service. It will appear in the purchase experience for multi-plan offerings. Even if your service is only offering one plan at launch, please send this copy in case additional plans are added.



**Subscriptions
Details Copy**

Here are the requirements and
best practices.

Copy

Max of 150 characters (including
spaces and punctuation).

File Format

Text only.

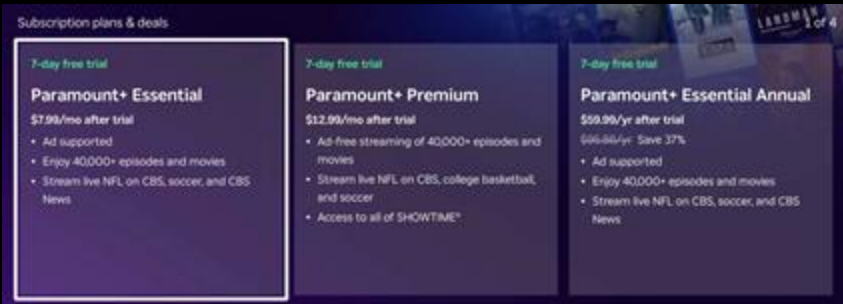
Total Assets

1

Additional Info

n/a

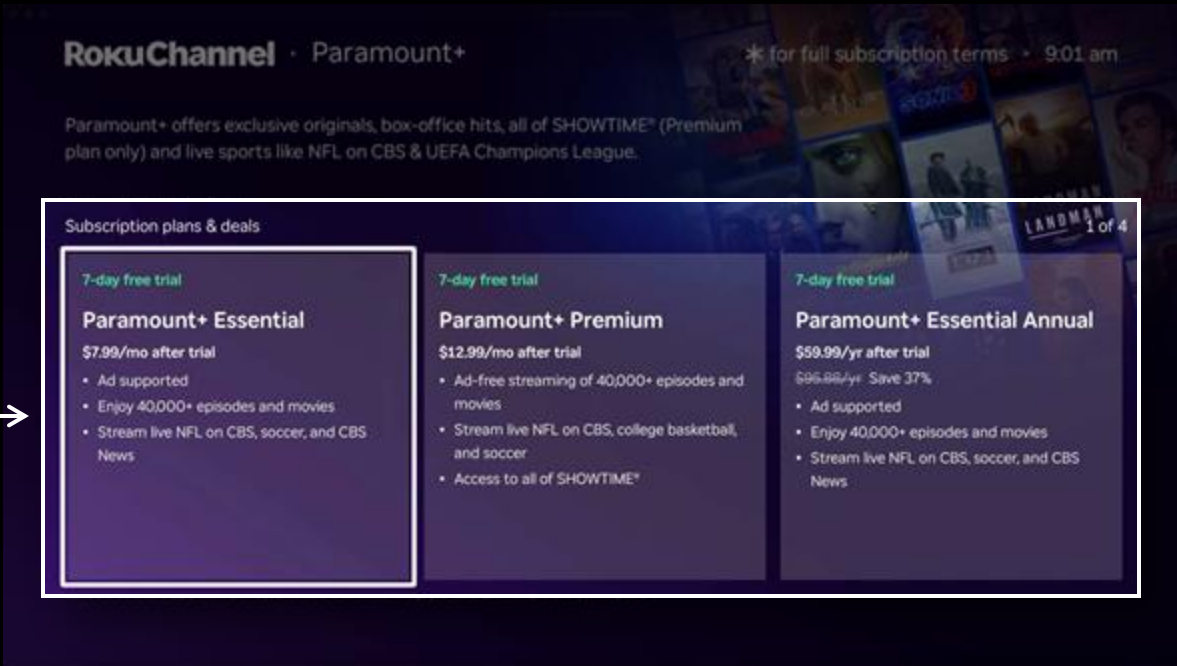
Example



Plan Description

Please provide 2-3 bullet points that describe each plan. These bullet points should be 60 characters max each (including spaces and punctuation). These will be shown with each plan to help customers learn more and choose the plan that is best for them.

In Situ



Plan Description

Here are our recommendations.

Lead with what matters most:
price, free trial, ads, billing, content
differences, and key features.

Call out exclusive features or brand
names where relevant.

Order bullet points by importance and keep
plan names short to avoid truncation.

If plans are identical, use the same
bullet points across all.

Don't repeat messaging already in
the plan or service name.

Be specific and concrete in your language.

Avoid comparing plans directly; focus on
what makes each plan unique.

Use sentence case only;
no all caps unless required.

Keep bullets short, no punctuation or exclamation points.

Optional

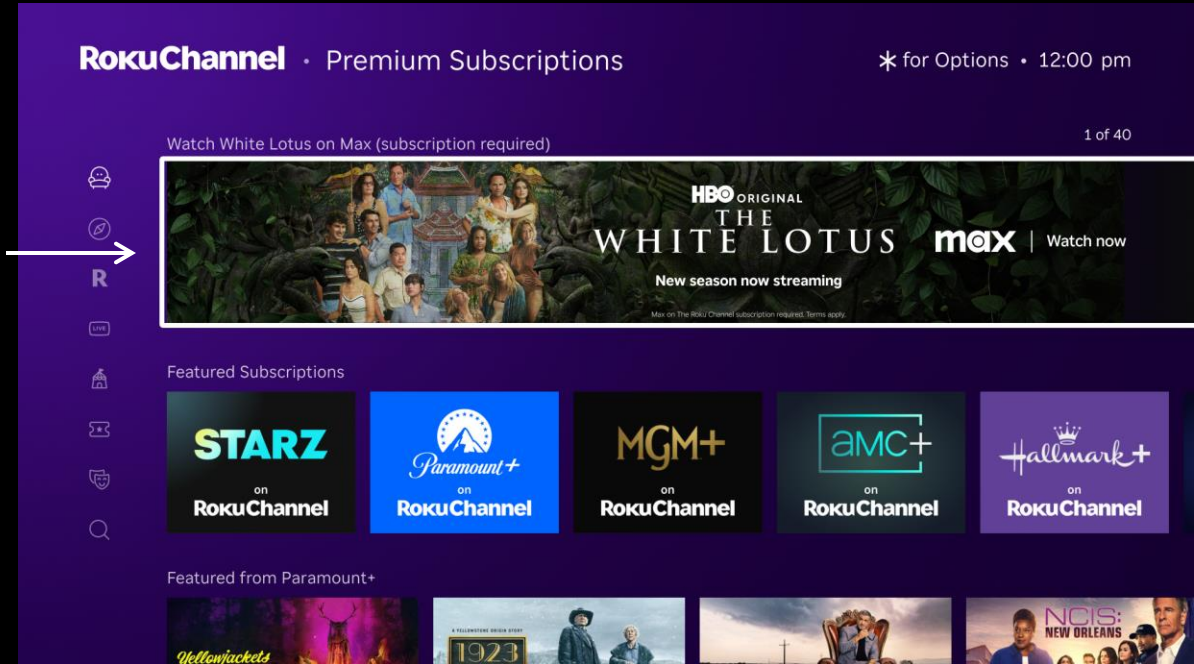
Single-Title Masthead

Single tile mastheads are optional. Work with your Roku partner for additional details on usage.

Example



In Situ



Optional

Single-Title Masthead

Here are the requirements and best practices.

Size

1716 px X 256px (72ppi)

File Format

JPG (The max file size is 500KB)

Total Assets

1

Template

Please request if you need this file.

Additional Info

Artwork should highlight key content title(s) from the service provider.
Standard CTA is "Watch now".

Helpful Info + Templates

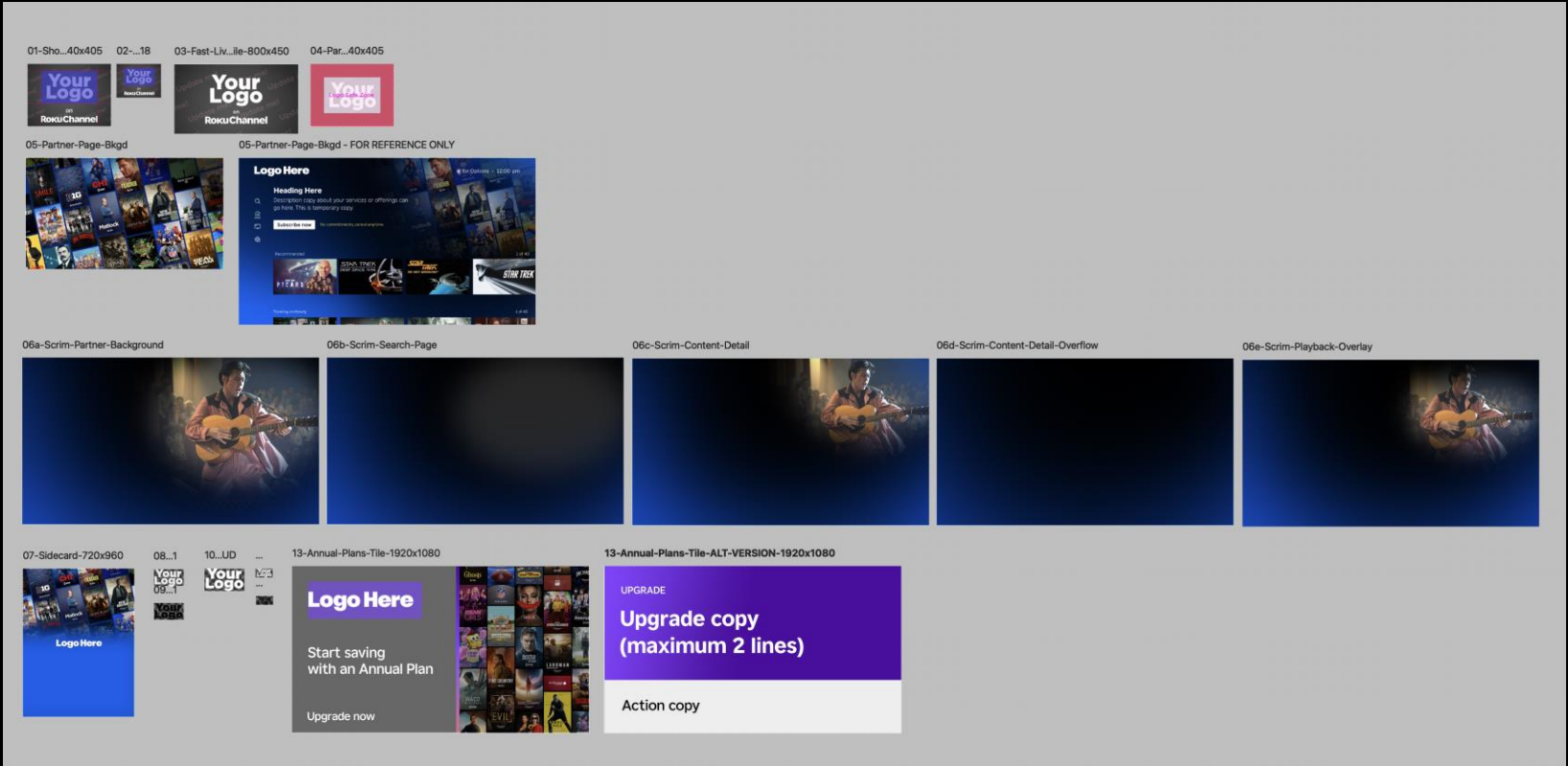
Helpful Info + Templates

- 01 Template File
- 02 Subscription Payment Flow
- 03 Editorial Planning
- 04 Editorial Calendar
- 05 Glow Up Sidebar – NEW*

Template File

We've created a Photoshop (PSD) file to assist with the creation of the essential graphic assets. The PSD file is set up utilizing Adobe Smart Objects.

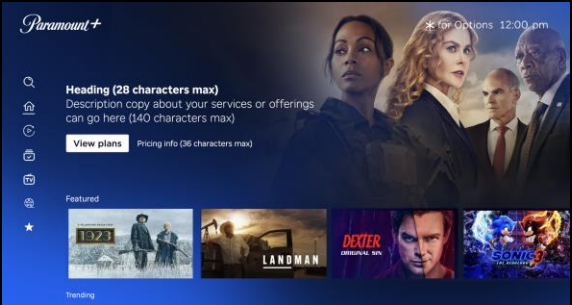
Template: [PSD](#)



Here is the typical subscription flow for a **free trial** or **monthly plan**.

Subscription payment flow

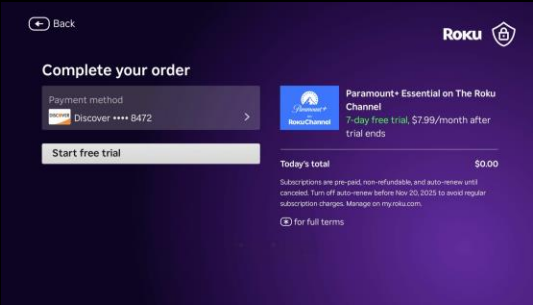
This is the subscription flow for a multi-plan experience.



Partner Plan Overview Page



Plan picker customizable background



Detail page

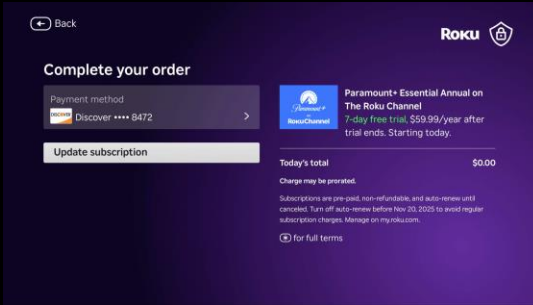
Here is the typical subscription flow to **upgrade** a plan.



Product offering tile



Promo page with customizable background



Detail page

Editorial Planning

Upload assets and copy using our [Brandfolder Link](#).

Email svod-editorial@roku.com once uploaded so we can confirm receipt. We require a minimum of 72 hours notice for a change request to take effect.

Our Brandfolder Link



Powered by  Brandfolder

Upload files to Roku GMM

Enter your email address *

Message (optional)

Select files for upload

Editorial Planning

Here are the requirements and best practices

Content

Our wireframe format highlights “high value” content on a monthly basis. Originals, featured titles, etc. will be ushered through the process.

Template

Please use [this wireframe template](#).

Upload all monthly wireframes and asset art to our [Brandfolder link](#). Next, email svod-editorial@roku.com so we can confirm receipt.

Please label sheet

PartnerName__Month_Year_Wireframe

For example:

ParamountPlus_January_2024_wireframe

Additional Info

Monthly wireframe sheets must be submitted one month in advance to allow time for merchandising and cross-functional alignment. Late submissions may not be prioritized and will be handled at editorial discretion.

Wireframes are for editorial reference only and should not be used to communicate takedowns or availability changes. All metadata updates should be routed through the [Content Operations team](#).

For questions, please contact your merchandising representative.

Editorial Calendar

We have an editorial calendar [\(linked here\)](#) that serves as an ongoing reference for holidays and events that Roku curates.

Our Calendar

PS Editorial Calendar (US)

Report abuseSign up

2025 Calendar (all)2026 Calendar (all)Usage Guide + FAQs

Views2026 Editorial Calendar2 hidden fieldsFilterGrouped by 1 fieldSorted by 1 field

Find a view

2026 Editorial Calendar2026 Grid View Editorial CalendarHolidaysSportsCultural EventsTentpoles

	Additional Notes	Event Type	Curation Priority	Event Date	End Date	Month
MONTH	2026 1 - January	2				
1	New Year's Day 2026	Holiday	Tier 2	1/1/2026		2026 1 - January
2	MLK Day 2026	Holiday	Tier 2	1/19/2026		2026 1 - January
MONTH	2026 2 - February	7				
3	68th Annual Grammy Awards	Cultural Event	Tier 3	2/1/2026		2026 2 - February
4	Black History Month 2026	Holiday	Tier 2	2/1/2026	2/28/2026	2026 2 - February
5	Milano Winter Olympics	Sports Event	Tier 2	2/6/2026	2/22/2026	2026 2 - February
6	Super Bowl LX	Sports Event	Tier 2	2/8/2026		2026 2 - February
7	Valentine's Day 2026	Holiday	Tier 1	2/14/2026		2026 2 - February
8	President's Day 2026	Holiday	Tier 3	2/16/2026		2026 2 - February
9	Lunar New Year 2026	Holiday	Tier 2	2/17/2026		2026 2 - February
MONTH	2026 3 - March	7				
10	F1 2026 Season Start	Sports Event	Tier 3	3/7/2026		2026 3 - March
11	International Women's Day 2026	Holiday	Tier 2	3/8/2026		2026 3 - March
12	Friday the 13th 2026	Holiday	Tier 3	3/13/2026		2026 3 - March
13	98th Academy Awards (Oscars)	Cultural Event	Tier 2	3/15/2026		2026 3 - March
14	St. Patrick's Day 2026	Holiday	Tier 2	3/17/2026		2026 3 - March
15	March Madness 2026	Sports Event	Tier 3	3/17/2026	4/6/2026	2026 3 - March
16	MLB Opening Day 2026	Sports Event	Tier 3	3/25/2026		2026 3 - March
MONTH	2026 4 - April	6				
46 records						

Editorial Calendar

Here are the requirements and
best practices

Timing

To submit 1-3 related titles for each event, please use [this form](#). Ensure submissions are made AT LEAST one month prior to the event start date.

Reminders

We will send quarterly email reminders about submitting titles to calendar events . If you would like to opt out from the reminders or make any edits to the recipients, please email aleong@roku.com directly.

Additional Info

This form is not intended for featured title or row requests—please continue to include those in your monthly wireframe.

Submitting titles here does not guarantee placement; entries are reviewed by our editorial team for curation consideration only.

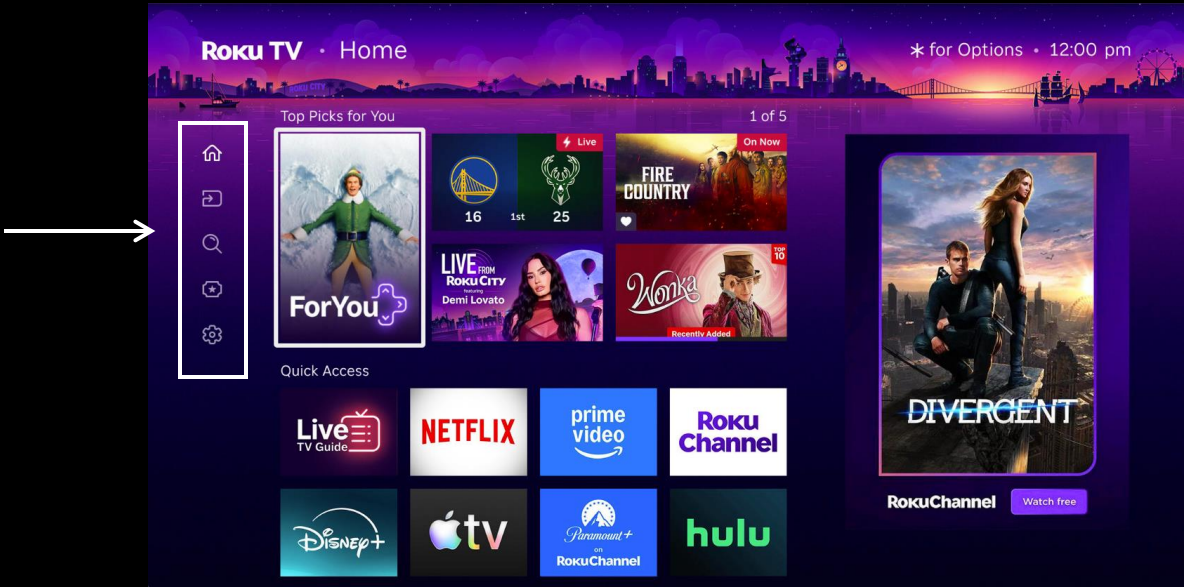
Glow Up Sidebar

We’ve added a new UX/UI element: a sidebar that includes search functionality. This is for awareness only—no action is required at this time.

Example



In Situ



Marketing

Marketing

Graphics Checklist*

- 01 Marquee Banner Ad
- 02 Billboard – NEW*
- 03 Spotlight Ad – Framed
- 04 Spotlight Ad – Full Bleed
- 05 Web Landing Page – Brand Quilt
- 06 Web Landing Page – Priority Title Banner
- 07 Email Hero Graphic

Guidelines

- 08 Ad Policies and Guidelines

***Note:** Please work with your Roku partner to determine if you need to provide these marketing assets or if Roku will develop.

Marquee Banner Ad

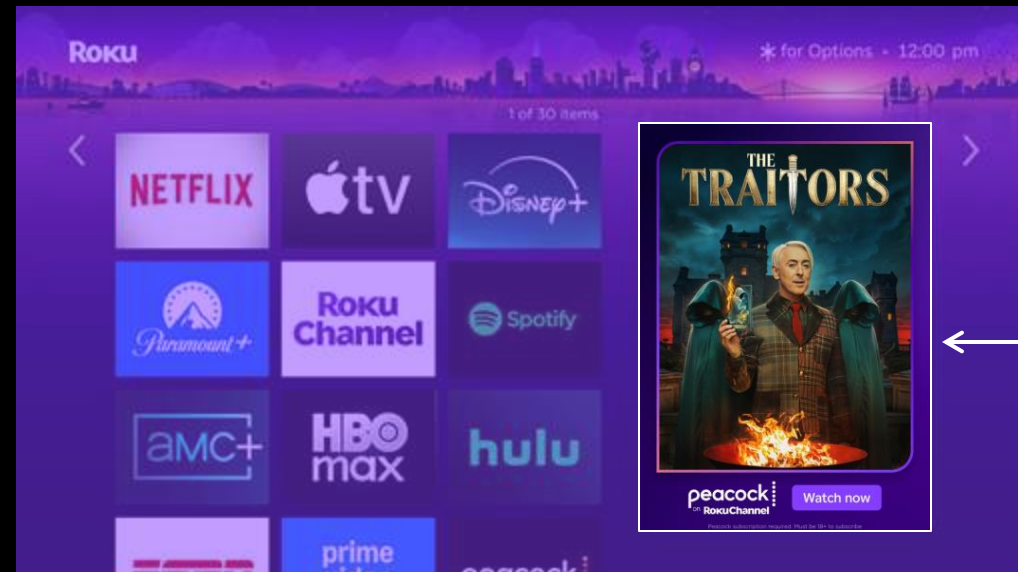
The Marquee banner ad will display on the Roku home screen. This is typically a user's first entry point into your Premium Subscription experience on The Roku Channel.

Note: A Marquee Banner Ad is not a required asset for launch. Your Roku marketing partner will reach out if an asset is required for any needs.

Example



In Situ



Marquee Banner Ad

Here are the requirements and best practices.

Size

525px X 735px (72ppi)

File Format

JPG (Max file size is 150KB)

Total Assets

1

Template

[PSD](#)

Legal Language

For Premium Subscriptions on
The Roku Channel

CTA: [Watch now](#) / Legal: [Subscription
required. Cancel to avoid fees.](#)

For Direct-to-Consumer (D2C)

CTA: [Watch now](#) / Legal: [Subscription
required. Cancel to avoid fees.](#)

Additional Info

Marketing copy must be a minimum of
16pt @72ppi (minimum of 80% opacity)

Legal copy must be a minimum of 11pt
@72ppi (minimum of 80% opacity)

Billboard

The Billboard will display in Roku City in an actual billboard.

Example



In Situ



Billboard

Here are the requirements and best practices.

Size

609px X 196px (72ppi)

Legal Language

n/a

File Format

JPG (Max file size is 150KB)

Additional Info

n/a

Total Assets

1

Template

[PSD](#)

Spotlight Ad - Framed

Spotlight ads have 2 standard layout formats: framed and full bleed. For the framed ad, the keyart lives within the rectangular shape.

Note: A Spotlight Ad is not a required asset for launch. Your Roku marketing partner will reach out if an asset is required for any needs.

Examples



Spotlight Ad - Framed

Here are the requirements and best practices.

Size

Foreground 648px X 162px (72ppi)
Middle ground 648px X 204px (72ppi)
Background 648px X 162px (72ppi)

File Format

PNG (Max file size is 150KB)

Total Assets

3 per spotlight

Template

[PSD](#)

Additional Info

Marketing copy must be a minimum of 16pt @72ppi (minimum of 80% opacity)

Legal copy must be a minimum of 11pt @72ppi (minimum of 80% opacity)

Spotlight Ad – Full Bleed

Spotlight ads have 2 standard layout formats: framed and full bleed. For the full bleed, the keyart extends over the entire asset.

Note: A Spotlight Ad is not a required asset for launch. Your Roku marketing partner will reach out if an asset is required for any needs.

Examples



Spotlight Ad – Full Bleed

Here are the requirements and best practices.

Size

- Foreground 648px X 162px (72ppi)
- Middle ground 648px X 204px (72ppi)
- Background 648px X 162px (72ppi)

Template

[PSD](#)

File Format

- PNG (Max file size is 150KB)

Additional Info

Marketing copy must be a minimum of 16pt @72ppi (minimum of 80% opacity)

Legal copy must be a minimum of 11pt @72ppi (minimum of 80% opacity)

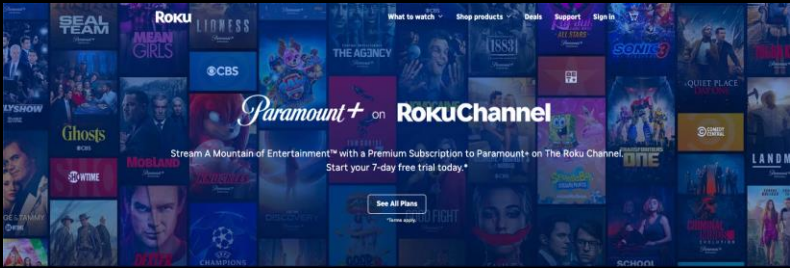
Total Assets

- 3 per spotlight

Web Landing Page – Brand Quilt

A web landing page can be used to help promote services off platform. The page is responsive and is optimized for both desktop and mobile. **Note:** The brand quilt is optional. The default brand color is applied if no image is provided.

Examples



In Situ



← Brand Quilt

Note:
Content tile graphics (in this middle section) are auto-generated by our system; no partner-provided or manual overrides are required.

A web landing page is not needed for launch—your Roku marketing partner will contact you if one is required.

Web Landing Page – Brand Quilt

Here are the requirements and best practices.

Size

Desktop: 1920px X 1080px
Mobile: 608px wide X 1080px

File Format

Layered PSD (preferred) or JPG
Max file size is 300KB (for JPG)

Total Assets

1

Template

[PSD](#)

Copy

Header: 61 characters max
Body copy: 170 characters

Web Landing Page – Priority Title Banner

A web landing page can be used to help promote services off platform. The page is responsive and is optimized for both desktop and mobile.

Examples



In Situ



← Priority Title Banner

Web Landing Page – Priority Title Banner

Here are the requirements and best practices.

Size

Desktop: 1920px width (Height: Min 650px/Max 1080px)
Mobile: 608px width (Height: Min 650px/Max 1080px)

Template

[PSD](#)

File Format

Layered PSD (preferred) or JPG
Max file size is 300KB (for JPG)

Copy

Header: 61 characters max
Body copy: 170 characters

Total Assets

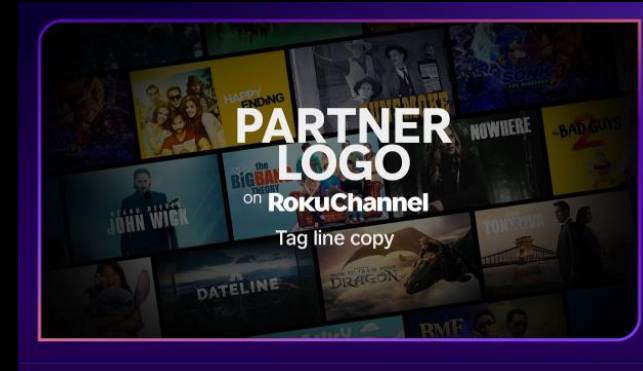
1

07

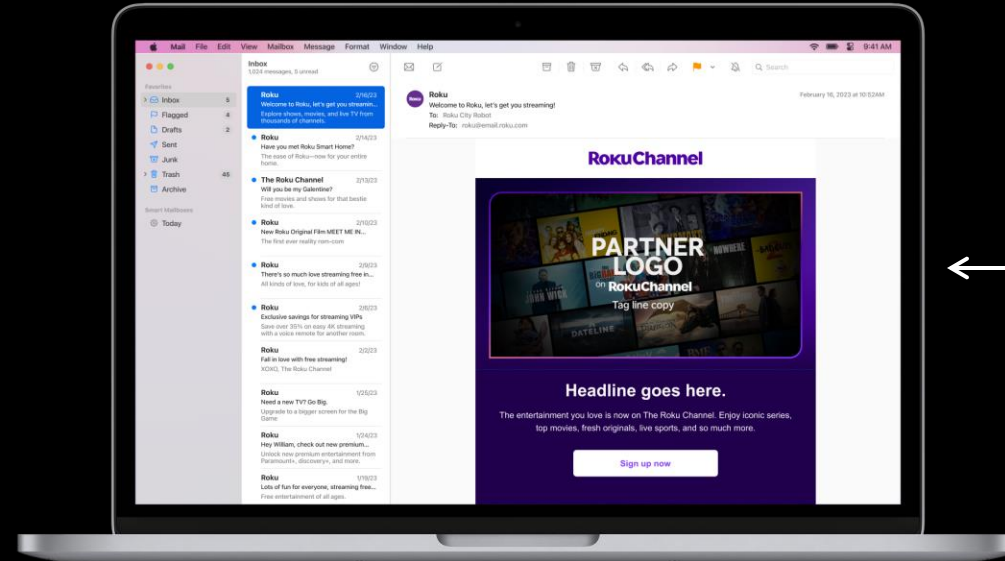
Email Hero Graphic

An email hero graphic can be a powerful visual tool to highlight your brand's value proposition. We recommend leveraging a collection of key arts from your top performing titles for this graphic.

Examples



In Situ



Email Hero Graphic

Here are the requirements and best practices.

Size

Desktop: 1920px width (Height: Min 650px/Max 1080px)
Mobile: 608px width (Height: Min 650px/Max 1080px)

Template

[PSD](#)

File Format

Layered PSD (preferred) or JPG
Max file size is 300KB (for JPG)

Additional Info

n/a

Total Assets

1

Ad Policies + Guidelines

Brand Safety and Image Policies help Roku keep our platform entertaining and our brand safe. The following principles guide what can appear in primary areas on our platform like the home screen, screensavers, and other areas that cannot be skipped by viewers.

1

Appeal to a general audience

Common areas on the platform should be reasonably appropriate and sensitive to viewers of all ages.

2

Adhere to legal standards

Publishers must comply with legal rules in addition to creative standards.

3

Allow various perspectives

An array of content and advertising is viewable on Roku.

4

Remain neutral

Our platform offers a wide range of content for global audiences. While shared areas remain appropriate for all viewers, we support choice and empower customers to decide what's right for their households.

Levels of control

Creative artwork for advertising or marketing will be categorized in one of the following ways.



Allowed

Creative may run all day and does not violate "dayparted" and "never allowed" restrictions.



Dayparted

Creative may run from 9:00pm to 6:00am local time and less likely to be viewed by children.



Never Allowed

Creative is prohibited from running on platform common areas at any time.

Alcohol, Drugs, Medication, and Supplements

Allowed

Alcohol present but not being consumed



Herbs and supplements



Daypart

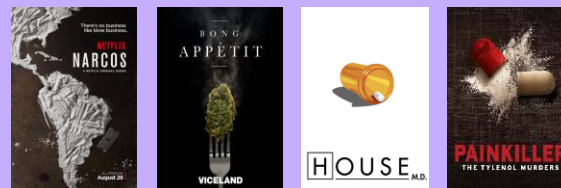
Smoking tobacco



Consuming alcohol



Drugs present but not being consumed



Not Allowed

Characters consuming drugs (not alcohol/tobacco)



References to getting high



Language referring to types of drugs and drug sales



Drug paraphernalia



Kids in inappropriate situations



Alcohol, Drugs, Medication, and Supplements

Guidelines by Creative Type

Home Screen Content Guidelines	Static	Video
Alcohol present but not consumed Alcohol is part of the imagery but not being held or consumed.	Allowed	Allowed
Herbs and supplements Images of herbs and/or supplements that claim medicinal/health benefits (e.g. weight loss, alertness aids).	Allowed	Allowed
Consuming alcohol Characters appear drunk or consuming, holding or posing with a drink that can be reasonably assumed to be alcohol.	Daypart	Daypart
Smoking tobacco Characters smoking or holding or posing with cigarettes that can be reasonably assumed to be tobacco.	Daypart	Daypart
Drugs present but not consumed Controlled substances such as pills or marijuana is the focus of the creative but is not being consumed.	Daypart	Daypart
Characters consuming drugs (not alcohol or tobacco) Characters injecting, inhaling, or ingesting drugs or smoking substances other than tobacco (in mouth or blowing smoke). If it is not obvious (to most people) from imagery or language that characters are smoking tobacco, then it should be assumed they are not.	Not allowed	Not allowed
References to getting high Language combined with imagery suggestive of "getting high" from drugs, such as "high", "stoned", "baked" or "ripped".	Not allowed	Not allowed
Language referring to specific drugs and drug sales Written or spoken language that refers to drugs that are not legal in all states such as "dope", "weed", "cocaine", "cannabis", "heroin", "crack", or refers to the sale of drugs or addiction like "junkie".	Not allowed	Not allowed
Drug paraphernalia Images of drug-related paraphernalia such as papers, pipes, syringes, joints, spliffs, or drug-related symbols.	Not allowed	Not allowed
Children in inappropriate situations Children depicted in scenes with alcohol, drugs and/or drug paraphernalia or shown to be consuming alcohol or drugs.	Not allowed	Not allowed

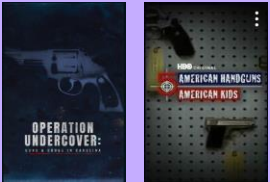
Violence and Blood

Allowed

Droplets of blood



Weapons/ammunition



Minor cuts, scrapes and scratches



Blood and inanimate objects



Characters holding or posing with guns or weapons



Daypart

Graphic sports violence



Dead bodies (covered)



Bloody weapons (passive)



Blood smears, splatter



Weapons pointed into camera lens



Characters shooting or threatening others



Not Allowed

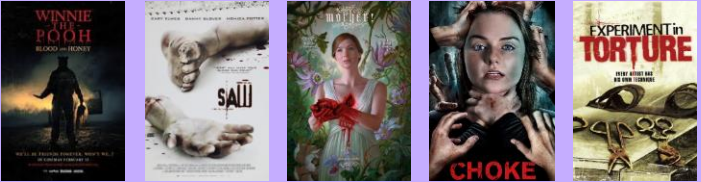
Zombies, corpses and cannibalism



Violent assault and torture



Dismemberment and decapitation



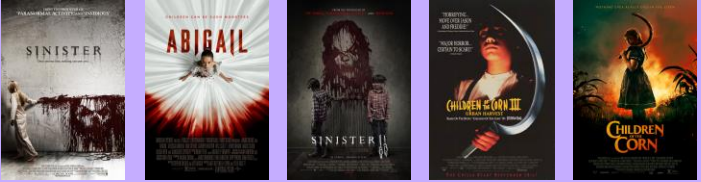
Character's head at gunpoint



Dead bodies (mutilated)



Children in dangerous situations



Violence and Blood

Guidelines by Creative Type

Home Screen Content Guidelines	Static	Video
Weapons and ammunition: Weapons, including guns, or ammunition shown with no characters present.	Allowed	Allowed
Characters holding or posing with guns or weapons: Characters are seen holding or posing with weapons (e.g., knives, swords, light sabers, etc.) with no blood or gore; characters seen carrying or holding guns, but not pointing or shooting.	Allowed	Allowed
Blood and inanimate objects: Inanimate objects (not weapons) containing blood or dripping with blood.	Allowed	Daypart
Droplets of blood: A single or few droplets of blood fallen onto a surface; can include bloody nose or eyes.	Allowed	Daypart
Minor cuts, scrapes and scratches: Blood from a minor cut, scrape or scratch near the surface of the skin.	Allowed	Daypart
Graphic sports violence: Scenes depicting gratuitous, violent contact between characters, i.e., punching, kicking, or otherwise attacking other characters in a sports context.	Daypart	Daypart
Weapons pointed into camera lens: Guns or other weapons pointed directly at the lens of the camera or magnified in the forefront of the image.	Daypart	Daypart
Characters shooting or threatening others: Characters can be seen shooting guns or pointing weapons at other characters in a threatening manner.	Daypart	Daypart
Major cuts, bruising, lacerations or burst blood vessels: Significant bruising or blood dripping equivalent to a deep cut or tear in skin; bloody nose or eyes. Indicative of intense violence or trauma.	Daypart	Daypart
Bloody weapons (passive): Images of bloody weapons; no blood spray or dripping; characters are not bloody or actively engaged in violence.	Daypart	Not allowed
Blood prints, smears, splatter: Bloodstain smears or patterns resulting from a high volume of blood exiting the body under pressure such as a breached artery; hand or fingerprints in blood.	Daypart	Not allowed
Dead bodies (covered): Realistic scenes of dead bodies, cadavers or autopsies where the face and body are covered or obscured. Very little blood or gore.	Daypart	Not allowed
Dead bodies (mutilated): Realistic scenes of dead bodies, cadavers or autopsies where the face and body are exposed to camera; blood, gore or indications of violence are present.	Not allowed	Not allowed
Violent assault and torture: Scenes depicting acts of torture, abuse, molestation, or sexual assault; hooded characters, characters being bound, or gagged.	Not allowed	Not allowed
Zombies, corpses and cannibalism: Bloody, rotting or decaying corpses or zombies, bloody mouths or scenes suggesting cannibalism.	Not allowed	Not allowed
Dismemberment and decapitation: Scenes depicting dismembered body parts or, characters or creatures in the act of cutting, ripping, tearing, pulling, wrenching or otherwise disconnecting the limbs from a living or dead being.	Not allowed	Not allowed
Excessive blood: Scenes in characters and/or their weapons are covered in blood, including visuals of cut arteries, skinless body parts, characters covered in blood or dripping in blood, or scenes depicting pools or rivers of blood.	Not allowed	Not allowed
Character's head at gunpoint: Characters are shown with a gun pointed at their head.	Not allowed	Not allowed
Children in dangerous situations: Children depicted in bloody or otherwise excessively gory situations; holding, using, or being threatened by a real gun or weapon.	Not allowed	Not allowed

Mature and Sexual Content

Allowed

Partial nudity and swimwear



Passionate embrace (no nudity)



Daypart

Suggestive nudity



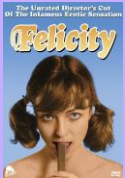
Voyeurism/lecherous behavior



Hand placements



Sexual gestures



Use of the word "sex"



Passionate embrace (partial nudity)



Not Allowed

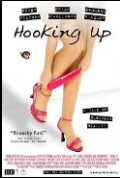
Vulgar/sexually explicit reference



X-Rated or NC-17



Sexually revealing/undressing



Sexual activity



Sexual imagery



Implied nudity



Sexual fetishes



Kids in inappropriate situations



Mature and Sexual Content

Guidelines by Creative Type

Home Screen Content Guidelines	Static	Video
Partial nudity and swimwear: Characters are in a non-sexual environment, partially nude or displaying skin but no sexual body parts are revealed; poses do not feature parting of the legs, licking or biting fingers; no sexual activity.	Allowed	Allowed
Passionate embrace (no nudity): Characters are clothed and engaged in a passionate embrace or kiss.	Allowed	Allowed
Suggestive nudity: Scene suggests that one or more characters are nude or partially nude in a situation that suggests sexual activity has taken place or will take place (e.g., characters are in bed).	Daypart	Daypart
Passionate embrace (partial nudity): Characters are partially clothed and engaged in a passionate embrace or kissing.	Daypart	Daypart
Hand placements (no nudity): Scenes where characters have their hands placed on clothed sexual body parts.	Daypart	Daypart
Voyeurism or lecherous behavior: Characters conducting themselves in a lecherous or lustful manner or gaining sexual pleasure from watching others.	Daypart	Daypart
Use of the words "sex" or "sexual": Titles that include the words "sexual" or "sex" when not referring to gender (e.g. On the Basis of Sex").	Daypart	Daypart
Sexual gestures: Use of sexual gestures often pantomiming or simulating sex acts.	Daypart	Not allowed
Sexual activity: Characters emulating a sexual position (such as parting of the legs),or alluding to sexual activity whether clothed or unclothed; or facial or bodily expressions indicative of an orgasm.	Not allowed	Not allowed
Implied nudity: Creative suggests that if you were in the room when the picture was taken, one or more characters would be naked.	Not allowed	Not allowed
Sexually revealing or undressing: Characters in the process of undressing or undressing another character; characters in revealing clothing such as lingerie, stockings, suspenders, pouches, thongs, etc. or posing a sexual way that draws undue attention to body parts, such as legs, breasts or buttocks (for example, excessive focus on cleavage).	Not allowed	Not allowed
X-rated movies (NC-17): Pornographic movies or movies rated NC-17 for sexual content regardless of the imagery.	Not allowed	Not allowed
Sexual fetishes: Images and/or language combined to create highly sexualized themes suggestive of BDSM or sexual fetishes.	Not allowed	Not allowed
Sexual imagery: Objects or imagery representing sexual body parts including sex toys.	Not allowed	Not allowed
Vulgar or sexually explicit language: Written or spoken language that is sexually explicit, vulgar or obscene, or suggestive of pornographic themes (e.g., porno, xxx, bang, etc.).	Not allowed	Not allowed
Vulgar or sexually explicit references: Language combined with imagery suggestive of explicit themes, including sexual activity involving three or more people (e.g., threesome, three-way, orgy, etc.), strippers or stripping (e.g., strip, striptease, lap dance, etc.) or prostitution (e.g., pimp, prostitute, call girl, escort, hooker, brothel, etc.).	Not allowed	Not allowed
Children in inappropriate situations: Children depicted as nude or in scenes where adults are nude or sexual activity is implied or suggested.	Not allowed	Not allowed

Horror

Allowed

Dangerous animal situations (no blood)



Natural disasters, destruction, and chaos



Pirate skulls, hidden skulls and supernatural



Daypart

Characters in distress



Unnatural characters (ominous)



Unnatural creatures



Bloody animals and creatures

Skulls and skeletons (blood/gore/impaled)



Not Allowed

Unnatural characters (threatening)



Threatening creatures



Children in dangerous situations



Horror

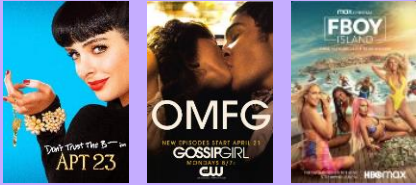
Guidelines by Creative Type

Home Screen Content Guidelines	Static	Video
Dangerous animal situations Non-graphic scenes of animals interacting with or chasing humans, no blood.	Allowed	Allowed
Natural disasters, destruction and chaos Scenes depicting events that threaten humanity such as extreme destruction (including fire, bombings, chemical warfare or fal lout), natural disasters (including extreme weather events, planetary impact, pandemics) or similar distressing scenarios.	Allowed	Allowed
Pirate skulls, hidden skulls and supernatural (no blood/gore) Non-graphic scenes depicting skulls, crossbones and skeletons; no blood or gore.	Allowed	Allowed
Characters in distress Realistic key-art of people expressing distress, shock, fear, anger or dread, screaming or maniacal; designed to shock or disturb.	Daypart	Daypart
Unnatural characters (ominous) Unsettling scenes of unnatural, supernatural, demonic, or masked characters; minimal gore; ominous but not actively threatening or causing duress.	Daypart	Daypart
Unnatural creatures (ominous) Scenes of angry or imposing creatures as the focus of the creative; minimal blood, no gore; designed to frighten.	Daypart	Daypart
Bloody animals and creatures Scenes depicting bloody animals and creatures, suggestive of violence or bodily harm.	Daypart	Daypart
Skulls and skeletons (blood/gore) Scenes depicting skulls and skeletons featuring blood, rotting or decaying flesh (e.g., maggots) or evidence of torture.	Daypart	Daypart
Unnatural characters (threatening) Scenes of demonic, disfigured, masked, possessed or mutilated characters; gratuitous threat of violence or bodily harm; desig ned to shock or disturb.	Not allowed	Not allowed
Unnatural creatures (threatening) Graphic scenes of angry creatures combined with threat of violence or bodily harm, gore and/or excessive fear; designed to shock or disturb.	Not allowed	Not allowed
Children in dangerous situations Children depicted in scenes where they are in danger or being threatened; children expressing distress, shock, fear, anger or dread; meant to instill fear.	Not allowed	Not allowed

Mature and Offensive Language

Allowed

Omitted cursing (word not present)



Mild cursing



Daypart

Use of the word "sex" or "sexual"



Slang or terms for sexual body parts



Sensitive and triggering language



Not Allowed

Offensive language and profanity



Hate speech and symbols



Obscured or creative spelling curse words



Vulgar/sexually explicit references or language



Language or references of drugs, drug sales, or getting high



Mature and Offensive Language

Written Language (Summary)

Home Screen Content Guidelines

	Static	Video
Mild cursing Use of words that could be considered cursing in specific contexts, such as "hell", "damned", or "crap".	Allowed	Allowed
Omitted cursing Use of commonly used words or acronyms that replace profane words (i.e., "bleep", "WTF"), as long as the acronym does not spell a profane word. The curse word itself is not used or shown.	Allowed	Allowed
Slang or terms for reproductive body parts Use of language that refers to sexual or reproductive body parts, defined as genital area, buttocks or breasts.	Daypart	Daypart
Sensitive and triggering language Use of language that could cause certain people or groups distress due to its polarizing or traumatic nature; generally not family friendly.	Daypart	Daypart
Offensive language and profanity Use of language that is considered offensive and profane in all situations and context.	Not allowed	Not allowed
Obscured or creative spelling profanity Use of language that is easily distinguishable as profanity but the profane word is partially obscured by objects, symbols, emojis or misspelled.	Not allowed	Not allowed
Hate speech, slurs and symbols Use of language or symbols that is abusive, threatening, or expresses prejudice on the basis of ethnicity, religion, sexual orientation, or similar grounds.	Not allowed	Not allowed

A note about “spoken” or verbal language in video

Per our [Roku Advertising Guidelines](#), ads may not...

- include hate speech; discriminate against, tolerate discrimination against, or promote discrimination against, any individual or group (including, without limitation, on grounds of race, ethnicity, religion, gender, age, disability or sexual orientation)
- encourage conduct that violates any applicable law or regulatory policies or guidelines
- infringe upon intellectual property rights, personal rights, or proprietary rights or other legal rights under applicable law
- contain nudity, depict people in sexually explicit or suggestive positions, or contain content of an inherently sexual nature that is inappropriate for a general viewing audience (or which aims to reduce a person to a sexual object);
- contain obscene language, promote or display excessive violence, or contain content that harms children or young people mentally or physically, or create fear or be instrumental in causing misfortune or suffering.

Promo Videos

Video

- 01 Video Guidelines
- 02 Assembly Guidelines for 30 Sec
- 03 Attribution Bugs
- 04 Endcard
- 05 User Flow Context: Click to Subscribe

Video Guidelines

Roku promo ads are crafted to engage viewers emotionally and drive action through clear, cohesive storytelling. Attention to every detail is critical, as even small inconsistencies can disrupt the experience. The primary goal of Premium Subscription promos is to build awareness and excitement around the high-quality content each service offers.



Video Guidelines

Here are the best practices in regards to story.

Strong Opening

All video promos must grab attention within the first 5 seconds, visually or emotionally with narrative intrigue or hook. Lead with known talent and IP to bring viewers in immediately.

Build to Payoff

Momentum should build toward a key moment—reveal, transformation or unanswered question to drive interest.

Emotional Resonance

As a brand, we want to bring delight through emotional connections with our viewers using methods like humor, inspiration, heart, relatability, surprise, etc. to reinforce our brand pillars.

Clear Message + CTA

A 30-second spot should have a single clear message and call-to-action in the final 5 seconds, reinforcing the value of the content/service offering.

Video Guidelines

Here are the best practices in regards to production.

Visual Impact

Make the most of the visual medium—use cinematic and dynamic composition, high-resolution (min 720p HD) footage, uncluttered shots that create focus.

Motion Design

Utilize brand-consistent and approved motion packages and interstitial toolkits and end card systems for the specific video ad type being used.

Sound Design

Professionally produced music, sound effects and VO should be employed to drive emotion and storytelling.

Pacing + Timing

very editorial second counts in a short promo and must be meticulously cut to ensure pacing, rhythm, and story clarity.

Casting + Performance

Whether on-screen talent or voiceover talent, authentic, believable performances are critical to delivering emotion and information.

Video Guidelines

Here are the requirements.

Source Material

Aspect Ratio

16x9 full frame
Avoid letterboxing

Size

For source footage, the minimum
is 720p, 1080p or 4k preferred

Frame Rate

23.976 fps preferred
(29.97 acceptable)

Export Requirements

Format

H264 (mp4)
50-500MB file size range

Size

1920x1080

Frame Rate

23.976 fps preferred
(29.97 acceptable)

Bit Rate

Constant Bitrate 15-30 mbps

Codec

High Quality 1080HD or
Apple ProRes (422,
422HQ, 444)

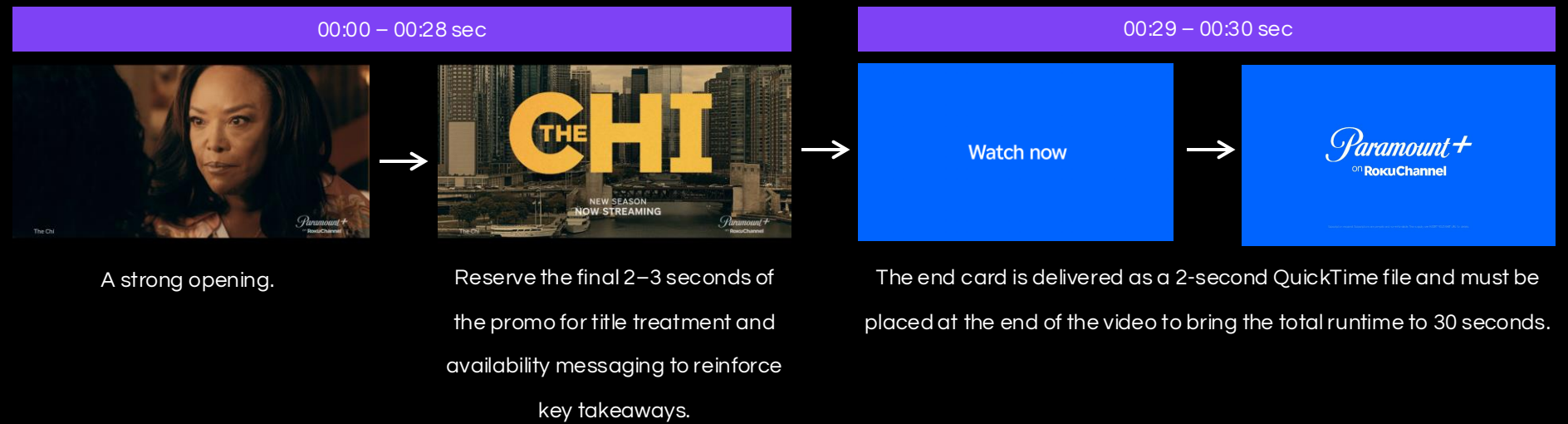
Audio

Loudness
normalization: -23 lufs

Assembly Guidelines for 30 Sec

The example on the right shows the general layout for a 30 second promo video.

Example of a story-driven promo



Attribution Bugs

There are 2 types of bugs used in our promo videos: content title bugs (lower left) and partner attribution bugs (lower right).

Example

The Chi



Content title

Partner attribution

In Situ



Attribution Bugs

Here are the requirements and best practices.

Size

1920px X 1080px (placed over footage)

File Format

The PSD can be placed over your video once the correct content title bug and partner attribution bug has been added.

Template

[PSD](#)

Additional Info

Attribution bugs must only appear within the promo — not on the end cards.

Endcard

The endcard, which will be at the end of your video, will be provided leveraging your app tile logo and tile background color scheme. No adjustments are required.

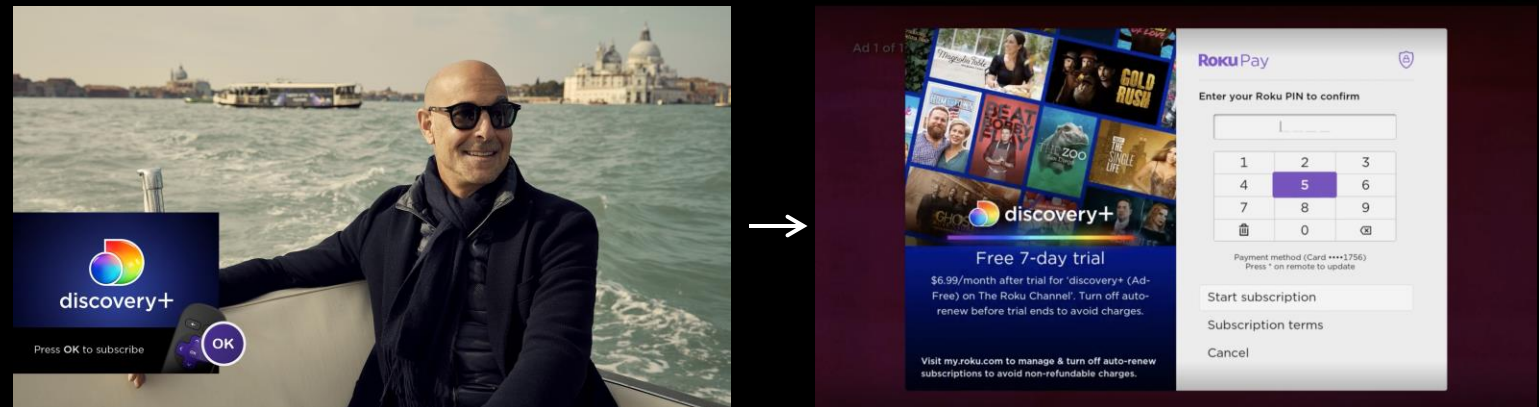
Example



User Flow Context: Click to Subscribe

A “Click to Subscribe” interactive unit may appear mid-roll over the 30-second video (no partner assets required). Viewers can press “OK” on their remote to enter the sign-up flow.

Example of User Flow



User Flow Context: Click to Subscribe

Here are the requirements and
best practices.

Size

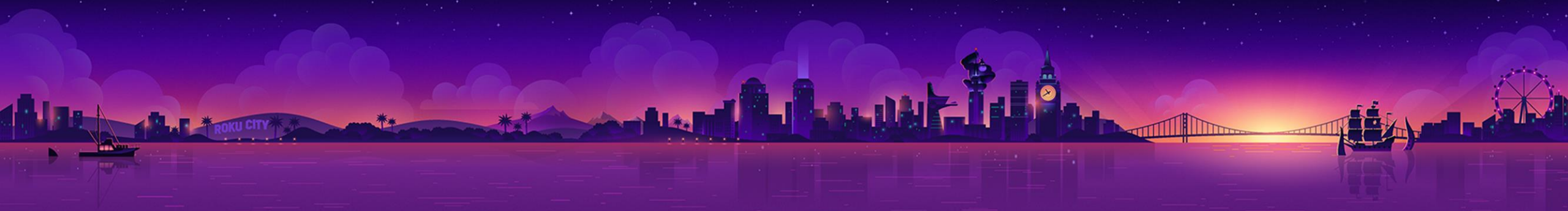
624px X 429px

How It Works

After 3 seconds, the ad unit will slide
onto the screen from the lower left. The
ad unit will remain on screen until the
video ends.

Additional Info

Partners do not need to provide this
graphic. Roku will create and flight this
ad unit.



Thank You

Roku

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