

## Screensaver Ads Recommended CTAs

Campaign Type		Call-to-action	Customer Experience Requirements
Content titles	General	Watch on/with [streaming service logo/name]	A disclaimer is required in the ad if customers need to sign up before they can watch/stream content. (Subscription required, TV provider subscription required, and etc.)  "Watch only on/with" and "watch exclusively" are only used in relation to content that is ONLY available via the relevant provider (i.e. the exclusivity claim must be true).
		Watch only on/with [streaming service logo/name]	
		Watch exclusively	
		Watch now	
		Catch up now	
	Subscription required	Watch with subscription	
	Ad-supported / free	Watch free	The streaming app must be free to download and the content must be free to watch without subscription or additional cost.
		Watch free with/on [streaming service logo/name]	
		Watch free exclusively	If "exclusively" is used, the exclusivity claim must be true.
	Linear content	Watch live	Must provide show time in the ad or on the landing page/detail page if the content is not live at the same time when the campaign is running.
Tune in to watch			
Theatrical content / trailers	Watch trailer	Must drive to a trailer video or a landing page with video.	
Streaming apps (subscriptions / trial periods)	Subscribe now	Must drive to an app detail page or a landing page that provides a subscribe option.	
	Subscribe to watch		
	Sign up now	Must drive to an app detail page or a landing page that provides a sign-up option.	
	Join now		
	Start free trial	Must drive to an app detail page or a landing page that provides a free trial option. The ad should contain a "Restrictions apply" disclaimer.	
	Start [X]-day free trial	The landing page should prominently state full details of the free trial offer.	
Non-streaming apps & games	Download free app	Must drive to app/game detail page.	
	Download free game		
	Get free app	If the CTA has the word "free" in it, the app/game must be free to download.	
	Get free game	If app/game must be purchased to download, this must be clear from the ad.	
	Download the app	If app offers a subscription or in-app purchases this must be called out in the ad copy/disclosure.	
	Download the game		
	Buy app now	If an account needs to be set up to use/play, the ad must state "Conditions apply" in the disclosure.	
Get app			
Alexa skills	Get the skill	Must drive to the skill detail page. (Alexa skill advertisers only.)	
	Enable the skill	Do not use a CTA if an Alexa utterance is included in the creative.	
<p><b>Accepted variations include:</b></p> <p>"Watch" replacing "stream",</p> <p>"Purchase" replacing "buy",</p> <p>"Watch for free" replacing "Watch free", or</p> <p>"Buy app now" replacing "Get app now" and "Get app" replacing "Buy app".</p>			