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	
		Start watching	
	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. If "exclusively" is used, the exclusivity claim must be true.
		Watch free with/on [streaming service logo/name]	
		Watch free exclusively	
	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. The landing page should prominently state full details of the free trial offer.
		Start [X]-day free trial	
Non-streaming apps & games		Download free app	Must drive to app/game detail page. If the CTA has the word "free" in it, the app/game must be free to download. If app/game must be purchased to download, this must be clear from the ad. If app offers a subscription or in-app purchases this must be called out in the ad copy/disclosure. If an account needs to be set up to use/play, the ad must state "Conditions apply" in the disclosure.
		Download free game	
		Get free app	
		Get free game	
		Download the app	
		Download the game	
		Buy app now	
		Get app	
Alexa skills		Get the skill	Must drive to the skill detail page. (Alexa skill advertisers only.) Do not use a CTA if an Alexa utterance is included in the creative.
		Enable the skill	

Accepted variations include:

"Watch" replacing "stream",

"Purchase" replacing "buy",

"Watch for free" replacing "Watch free", or

"Buy app now" replacing "Get app now" and "Get app" replacing "Buy app".