TECHNICAL SPECIFICATIONS

himedia
an azerion company

GENERAL INFORMATION

GENERAL INFORMATION FOR DELIVERY OF THE CREATIVES

- For the delivery of the creatives please only use the following email address: trafficde@hi-media.com

- All creatives have to comply with the technical specifications, otherwise they cannot be used and the campaign's launch can be delayed.

- Please deliver the standard creatives three business days* prior to the campaign's launch. Special creatives have to be delivered at least five business days* prior to the campaign's launch to ensure a smooth delivery.

- In order to assign the creatives, please provide the following information at the time of delivery:

    o Agency/client
    o Campaign name
    o Campaign period
    o Booked placement
    o Target URL
    o Contact person for any queries
    o Creatives-/design name

GENERAL INFORMATION FOR DELIVERY OF ADVERTISING

- HiMedia basically delivers tags over (friendly) iFrames. Several redirects, especially for expandable ad formats, must be able to deliver the advertising material out of the iFrame without any problems.

- Transparent areas in the creatives must be non-clickable, neither may they trigger actions (e.g. expand).

- It's not allowed to use Javascript frameworks such as e.g. jQuery or vanilla JS in creatives.

- The target URL must be fully functional by campaign start and has to link to a functional website.

- Creatives which mislead the user are prohibited.

- In case of late delivery of advertising materials or unscheduled pausing, HiMedia reserves the right to extend the campaign's run dates accordingly to the time of creative delivery delay or pausing in order to meet the contractually agreed targets.

- If an unscheduled break is necessary during the campaign period, it should be notified in due time (at least one business day* in advance). Otherwise, a timely break cannot be guaranteed.

GENERAL INFORMATION FOR HTML5

Format / File size

- The formats and sizes (incl. libraries and images) are based on the IAB standards as well as the sizes specified by HiMedia.

- Analogue to websites, HTML5 creatives consist of several elements, which cannot be merged and compressed into a single file analog to flash. These are HTML Files, CSS, Libraries (Javascript, JQuery, etc.), photos and videos.

- To avoid a delay of the construction of the website and the creatives, it has to be pointed out that during the creation process individual elements of HTML5 creatives are kept as small as possible in terms of quantity and file size to minimize the server processes/requests (server requests). For this compilation methods of codes and code optimizations in a file are applied.

- This is implemented by compression and optimization techniques as well as by frugal use of animation and integration of external elements such as fonts and libraries, which will be added to the file size. Under-directory-structures are to be avoided.

Delivery of creatives

- The delivery of HTML5 creatives must be carried out as a **redirect**. For special forms of advertising (such as Wallpaper or Fireplace) delivery of each element must be carried out as an iFrame URL. The lead time is 5 business days*.

Clicktag

- The notation of click tags is: `clickTag`

- The notation of multi-click tag is: `clickTag`, `clickTag1`, `clickTag2`, ...

- The following lines of code are integrated into the HTML5 creative for transferring the click tags. The function returns all GET parameters which are passed to the file:

```
<script>
var getUriParams = function() {
var query_string = {}
var query = window.location.search.substring(1);
var parmsArray = query.split("&");
if(parmsArray.length <= 0) return query_string;
for(var i = 0; i < parmsArray.length; i++) {
var pair = parmsArray[i].split("=");
var val = decodeURIComponent(pair[1]);
if (val != "" && pair[0] != "") query_string[pair[0]] = val;
}
return query_string;
}();
</script>
```

GENERAL INFORMATION FOR HTML5

Example HTML and allocation of links:

- Two HTML links without assigned links:

```
<a href="#clickTag" id="clickTag">IAB Clicktag</a>
<a href="#clickTag2" id="clickTag2">IAB Clicktag</a>
```

- With these javascript lines the click tagging is allocated to the HTML elements:

```
<script>
document.getElementById("clickTag").setAttribute("href", getUriParams.
clickTag);
document.getElementById("clickTag2").setAttribute("href", getUriParams.
clickTag2);
</script>
```

Functional testing of clicktag GET parameter for handing over the creatives

- The creatives should be tested for functioning clicktag handover by the creative agency so that unnecessary feedback loops can be excluded.

```
<!--Test-->: html5werbemittel.html?clickTag=%LANDINGPAGE%
```

- %LANDINGPAGE% has to be replaced with a test landing page and has to be transferred URL-encoded (encodeURIComponent function).

GENERAL INFORMATION FOR HTML5

Backup image / browser compatibility

- If a browser (e.g. Internet Explorer or Chrome) does not support a special feature or a used library that apply to the creatives, a Fallback JPG/GIF in the creative has to be delivered.

- If the creative is not supported by e.g. IE 9, the agency has to provide the display of the fallback in this browser. The agency has to test the creatives on all current browsers and advise the sales houses of any excludable browsers.

Image compression

- Graphics have to be optimized in terms of file size. The use of PNG crusher and the use of scalable vector graphics is recommended.

Animation

- For animations, make sure that these do not burden the CPU client unnecessarily. Several parallel animations and overlapping transparent graphics must be avoided. The use of CSS3 animations or Javascript is to be chosen wisely in terms of CPU and GPU utilization.

Video

- Videos in HTML5 creatives are integrated via the tag:

```
<video></video>
```

- Ads with videos are provided with a preview image (poster), the video starts as soon as it is loaded or by user interaction on most mobile devices. It should be noted that no click tags can be placed on videos on mobile devices. The clicktag has to be consigned on a space outside the video.

- The video has to be optimized regarding the quality and file size and is to stream in an appropriate server environment. The max. video file size is 2,5 MB.

- The video is also to be submitted in H264/mp4 and VP8/WebM.

Code Example:

```
<video controls height="640" width="360">
<source src="yourVideo.mp4" type="video/mp4" />
<source src="yourVideo.webm" type="video/webm" />
</video>
```

GENERAL INFORMATION FOR SSL-CAPABILITY

GENERAL INFORMATION FOR SOUND

Mandatory

- Please, make sure that all campaign components (script-, iFrame-, redirect-tags, agency counting pixel or other external hosted resources) are delivered HTTPS compatible in order to exclude indication and measurement errors related to the violation of security adjustments of different browsers across the websites.

- Therefore it has to be ascertained that all resources are hosted on SSL certified servers. Please proof whether your used system provides a standardized option for the creative hosting.

- With this requirement, the Online-Vermarkterkreis (OVK) wants to cope with the developments of the Internet Engineering Task Force (IETF) and its increasing importance of HTTPS compatible advertising resources.

Sound

- The sound of the creatives is not allowed to start automatically.

- The start of the sound via MouseOver is not allowed either.

- The sound of the creative may only start through active user interaction (e.g. click on the loudspeaker sign).

- The sound of the creative must have clearly visible control elements and has to be adjustable by visible control elements with regard to ON/OFF control and volume.

- In order not to affect the user experience of a mobile campaign negatively, the volume of the creative must be reasonable. Therefore, please consider the loudness standard EBU R128.

STANDARD FORMATS

INDEX:

TECHNICAL SPECIFICATIONS:
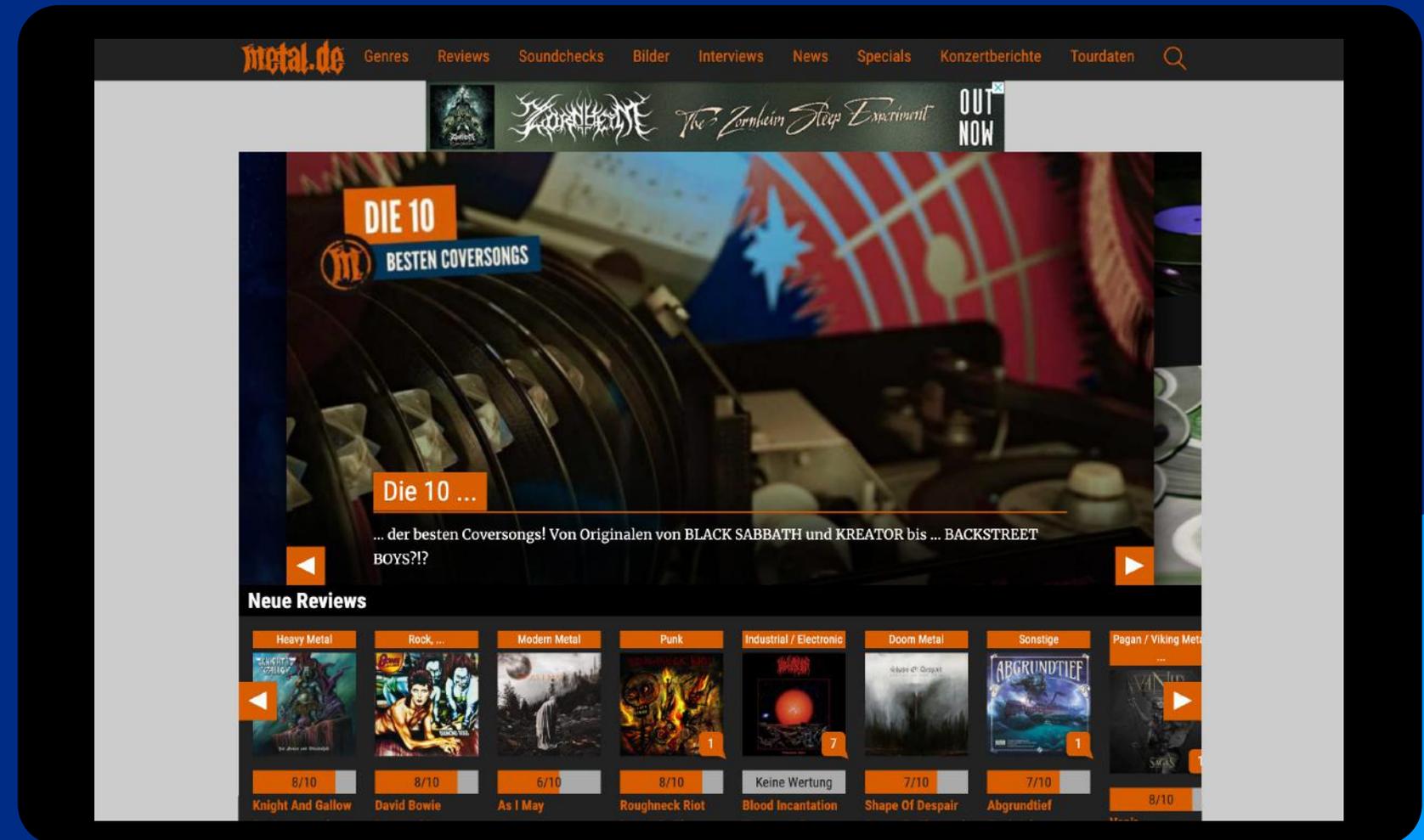## Super Banner

General:

- Dimensions (px):   728x90
- File size (KB):   max. 40
- File format: GIF/JPG/PNG/HTML5[1]
- Expandable[2] (px):   yes, up to 728x300
- Redirect: yes
- Streaming: yes, max. 30 sec (polite download)

Note:

- Streaming: Video has to be hosted externally.
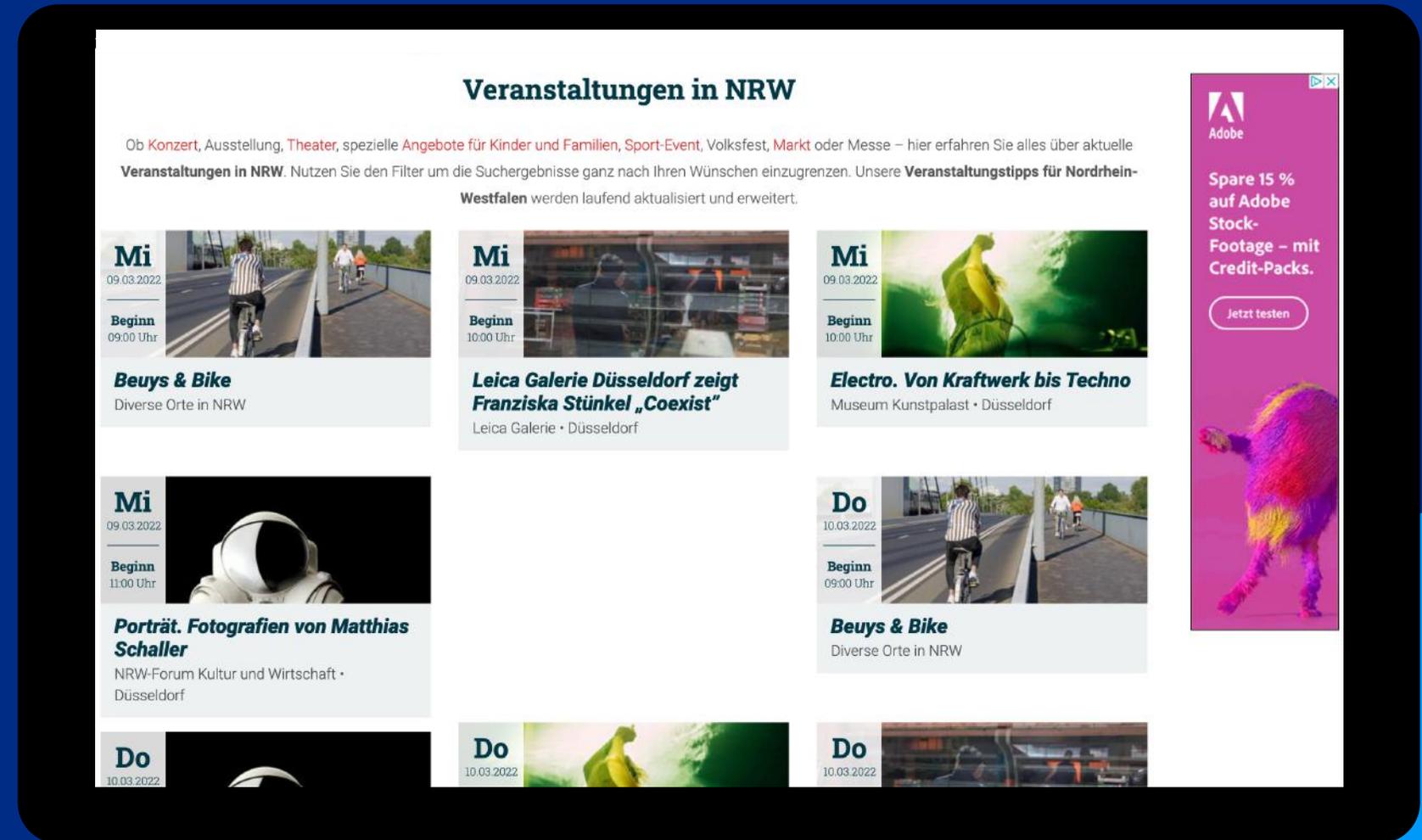
TECHNICAL SPECIFICATIONS:
(Wide) Skyscraper

General:

- Dimensions (px):   120x600 / 160x600
- File size (KB):   max. 40
- File format: GIF/JPG/PNG/HTML5[1]
- Expandable[2] (px):   yes, up to 420x600
- Redirect: yes
- Streaming: yes, max. 30 sec (polite download)

Note:

- Streaming: Video has to be hosted externally.

TECHNICAL SPECIFICATIONS:
(Mobile) Medium Rectangle

General:

- Dimensions (px):   300x250
- File size (KB):   max. 40
- File format: GIF/JPG/PNG/HTML5[1]

[1] only possible as redirect; Initial-Load: 150 KB, Sub-Load: 150 KB

TECHNICAL SPECIFICATIONS:
Ad Bundle

General:

- The Ad Bundle does not represent an own ad format, but it is defined by its fixed combination booking.

- An Ad Bundle booking consists out of three of the following ad formats:

  - o Super Banner
  - o Skyscraper
  - o Wide Skyscraper
  - o Medium Rectangle

- File format: GIF/JPG/PNG/HTML5[1]

- The delivery depends on the relative availabilities. The distribution per format has not to be necessarily evenly.
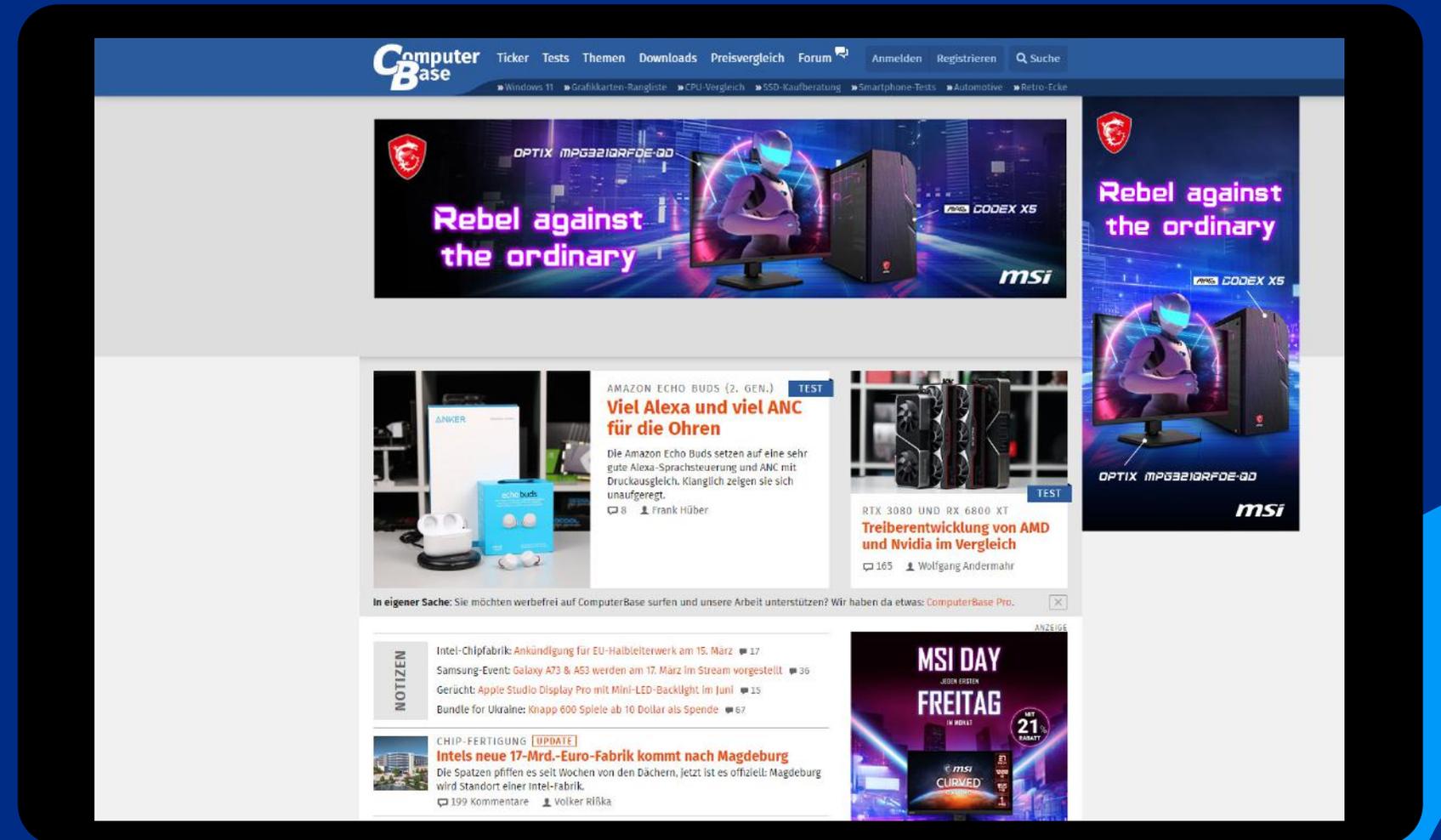
[1] only possible as redirect; Initial-Load: 150 KB, Sub-Load: 150 KB

TECHNICAL SPECIFICATIONS:
Mobile Content Ad (2:1/3:1/4:1/6:1)

Content Ad 2:1

- Dimensions (px): 300x150 (optionally320x150)

Content Ad 3:1

- Dimensions (px): 300x100 (optionally320x100)
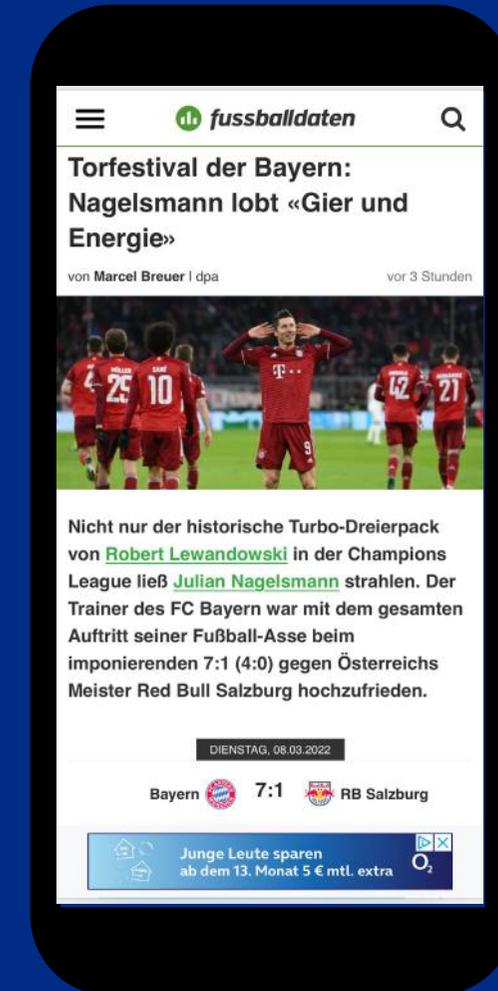
Content Ad 4:1

- Dimensions (px): 300x75 (optionally320x75)

Content Ad 6:1

- Dimensions (px): 300x50 (optionally320x50)

- File size (KB):   max. 15
- File format: GIF/JPG/PNG/HTML5

TECHNICAL SPECIFICATIONS:
Billboard Ad

General:

- Dimensions(px): 800x250, 850x250, 940x250, 950x250, 960x250, 970x250, 980x250, 990x250, 1000x250, 1005x250

- File size (KB): max. 80
- File format: GIF/JPG/PNG/HTML51
- Redirect: yes
- Streaming: yes, max. 30 sec (politedownload)

Note:

- Streaming: Video has to be hosted externally.

- The billboard with the size of 800x250 is showing the highest distribution and therefore disposes the highest reach. The size 970x250 corresponds to theIAB standard size for Billboards, but maybe (due to insufficiant content width) unavailable on certain websites, due to unsufficient content width.

- Ideally, you deliver both billboard sizes. We will supply the version which visually fits best in the layout of the respective website.
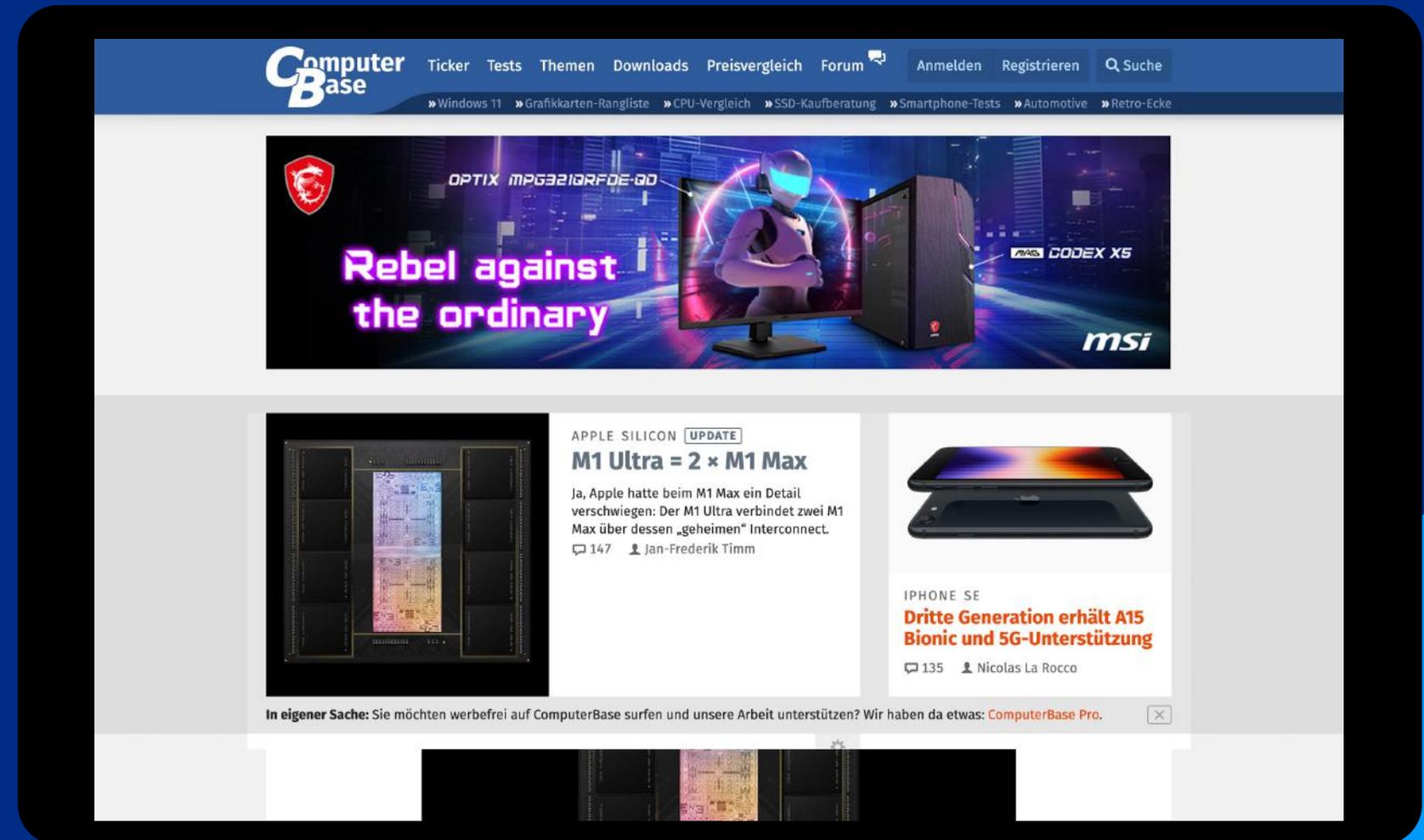
TECHNICAL SPECIFICATIONS:
(Mobile) Half Page Ad

General:

- Dimensions (px):   300x600
- File size (KB):   max. 80
- File format: GIF/JPG/PNG/HTML5[1]
- Redirect: yes
- Streaming: yes, max. 30 sec (polite download)

Note:

- Streaming: Video has to be hosted externally.

[1] only possible as redirect; Initial-Load: 150 KB, Sub-Load: 150 KB

HIGH IMPACT-FORMATS

himedia
an azerion company

TECHNICAL SPECIFICATIONS:
Sitebar Ad

General:

- Dimensions (px):   1000x1200
- Scaling dimensions (px): 300x600
- File size: max. 300 KB
- Position in Previewer: Layer

Creative Assets:

- Weight: 400KB/element max (except video)
- Type: Images, fonts, etc.
- Position in previewer: Asset

Video File (optional asset):

- Encoding: MP4
- Size: Element with video needs to be under 4MB total including other creative assets used by that element (15 seconds max)
- Position in previewer: Asset

CUSTOM CONTROLS INFO

DOWNLOAD TEMPLATE
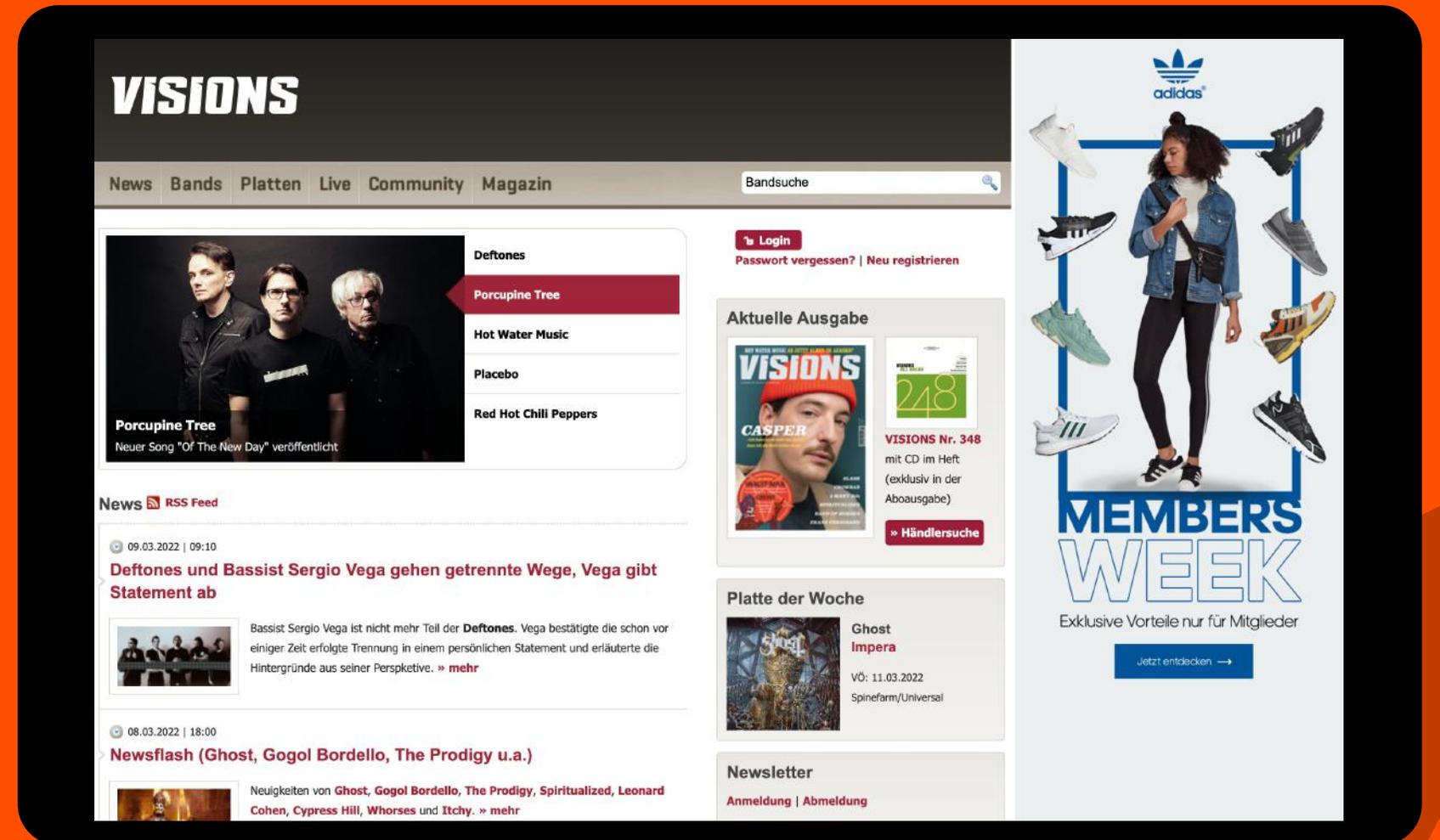
TECHNICAL SPECIFICATIONS:

HPA Animated

General:

- Dimensions (px):   300x600
- PSD (px):   600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
- Limitations: Video max. 30 sec.
- Feature: Animation as PDF/Scribble

Keyvisual
600x600px
JPG, PNG, GIF, MP4
claim + copy
logo
cta button

LET'S CREATE

TECHNICAL SPECIFICATIONS:

HPA Split Screen

General:

- Dimensions (px):   300x600
- PSD (px):   600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
- Limitations: Video max. 30 sec.

SKY TICKET

THEY WANT ME DEAD
Ab 3.6.

Neueste Serien & Filme

MAYANS
Jetzt sichern
Ab 22.6.

Video
600x830px
MP4 (max. 30sec)
logo

Static
600x370px
JPG, PNG
claim + copy
cta button

LET'S CREATE

TECHNICAL SPECIFICATIONS:
HPA Product Feed

General:

- Dimensions (px):   300x600
- PSD (px):   600x1200
- Device: Mobile, Tablet, Desktop
- Possible Formats: jpg, gif, png, mp4
- Limitations: Video max. 30 sec.

SAMSUNG

Das neue Galaxy S21 | S21 + 5G

Dein Leben im Fokus

MEHR ERFAHREN
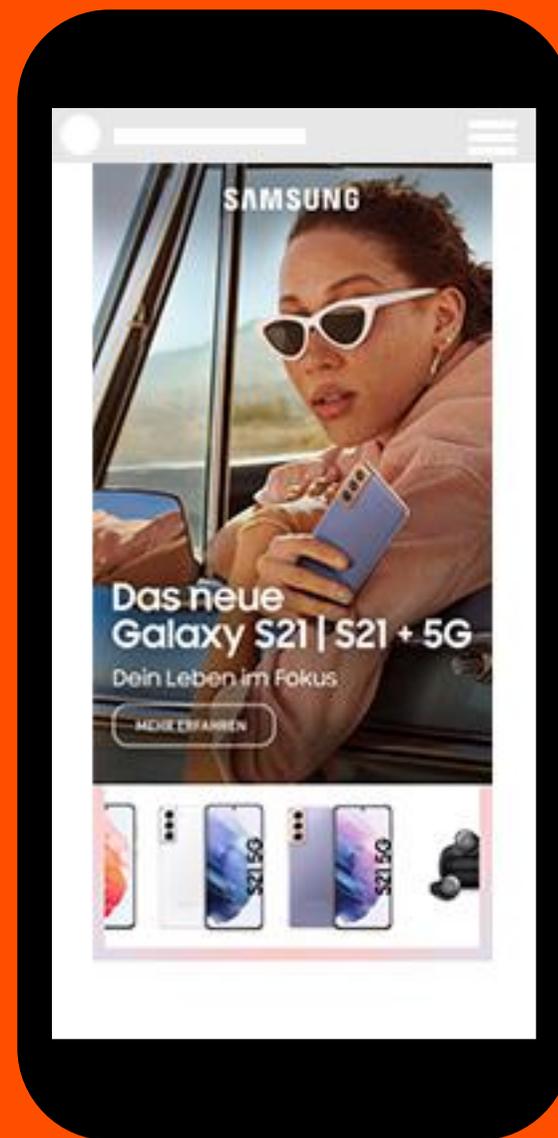
himedia
an azerion company

Keyvisual
600x930px
JPG, PNG, GIF, MP4
logo
claim + copy
cta button

Product Feed
600x270px
JPG, PNG
minimum of 4 products
3 products in-view

LET'S CREATE

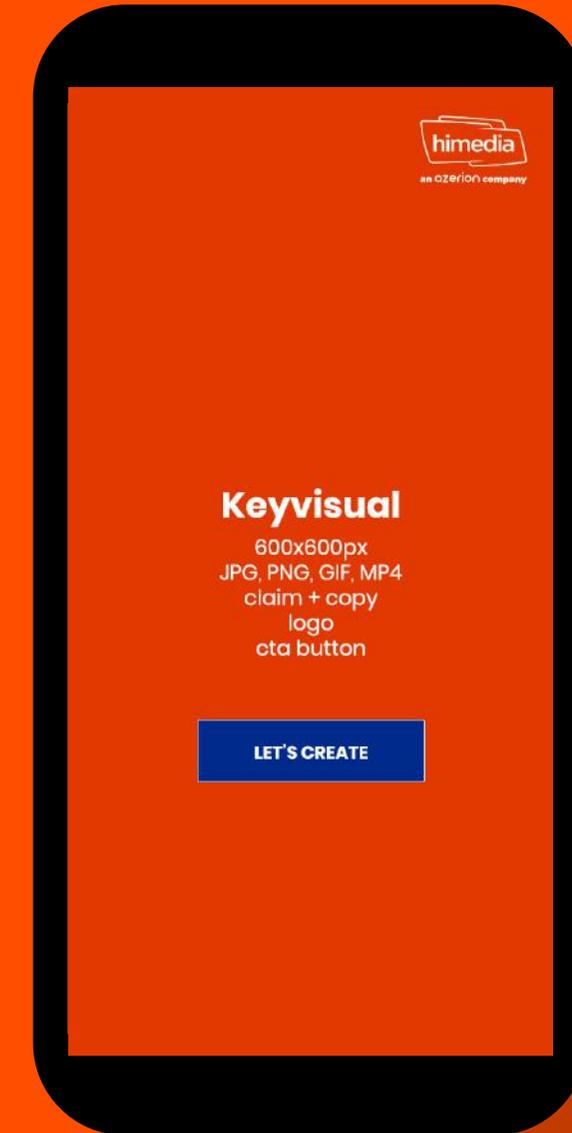| **Product 01** | **Product 02** | **Product 03** |
| 178x240px | 178x240px | 178x240px |

TECHNICAL SPECIFICATIONS:

HPA Swipe

General:

- Dimensions (px):   300x600
- PSD (px):   600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
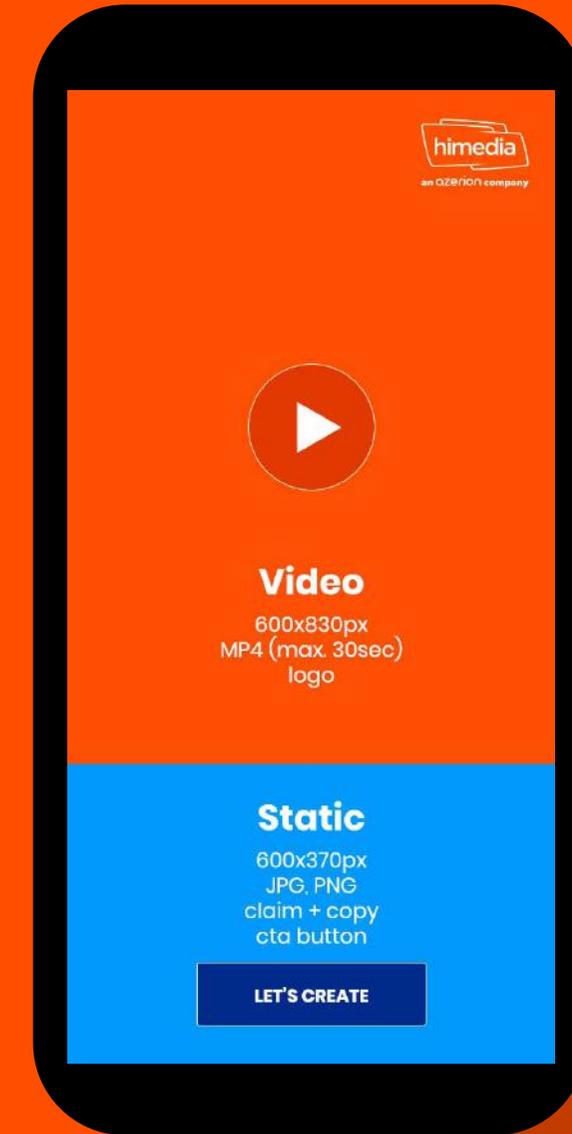- Limitations: Video max. 30 sec.
- Feature: Mark the order of slides

SAMSUNG

Das neue
Galaxy S21 | S21 + 5G

Dein Leben im Fokus

MEHR ERFAHREN

‹ SWIPE ›

Keyvisual
600x1200px
JPG, PNG, GIF, MP4
logo
claim + copy
cta button
minimum of 2 slides
swipe elements (i.e. arrows)

LET'S CREATE

himedia
an azerion company

TECHNICAL SPECIFICATIONS:
HPA Hotspot Video

General:

- Dimensions (px): 300x600
- PSD (px): 600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
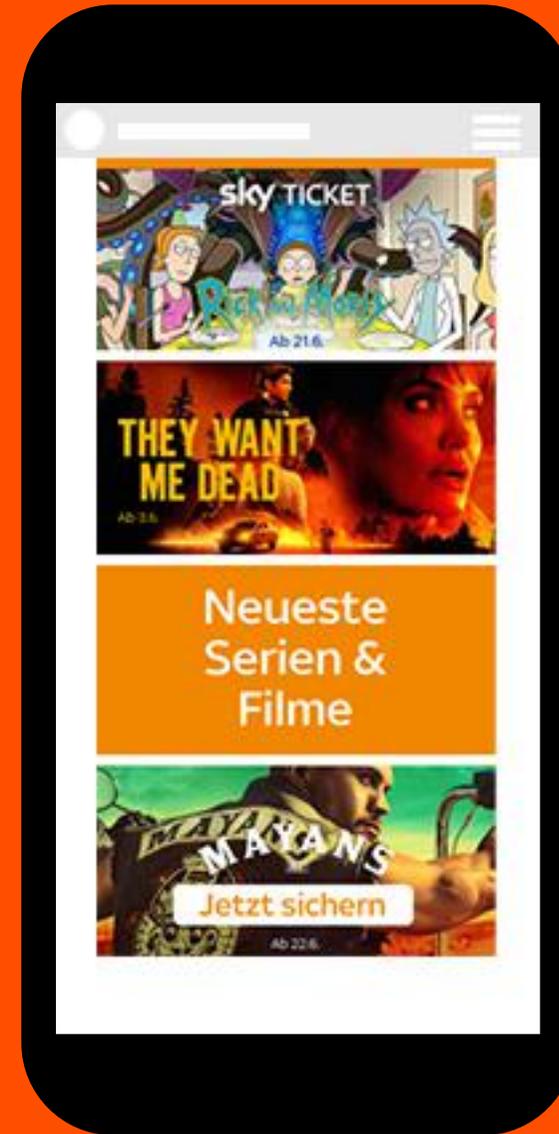- Limitations: Video max. 30 sec.
- Feature: Mark the Hotspot as well as the associated CTA, scribble order of Animation

Der neue EQA

Tauchen Sie ein in die Welt von Mercedes-EQ und dem neuen EQA.

> Jetzt entdecken

Static
600x830px
MP4 (max. 30sec)
hotspots (JPG, PNG)
return button
logo

Layover
600x370px
JPG, PNG
claim + copy
cta button

LET'S CREATE

TECHNICAL SPECIFICATIONS:

HPA AdSelector

General:

- Dimensions (px):   300x600
- PSD (px):   600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
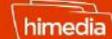- Limitations: Video max. 30 sec.
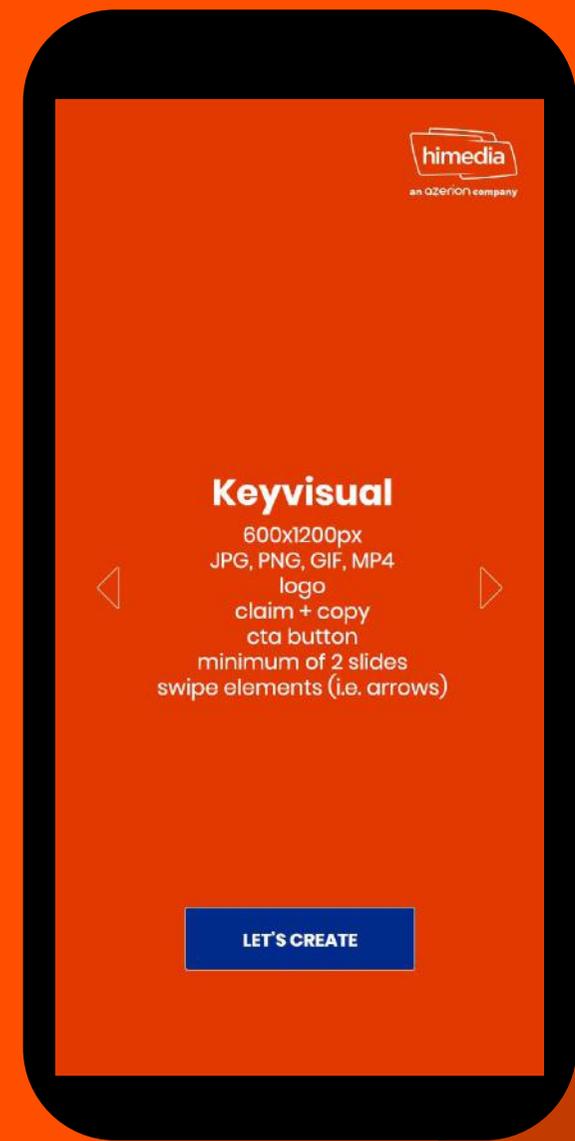- Feature: Mark Ad-Teaser and associated Ad
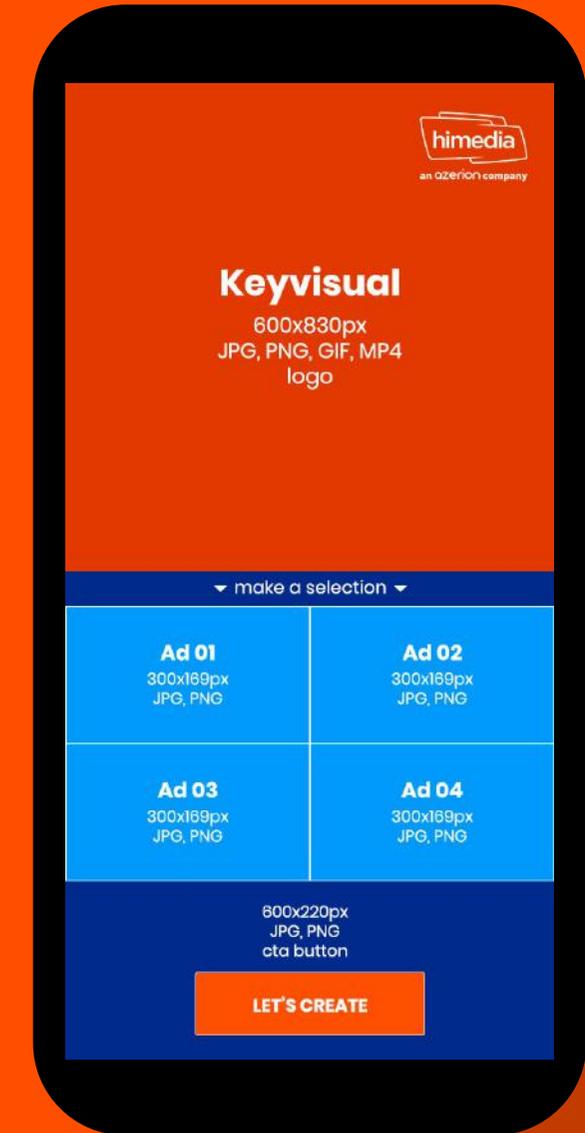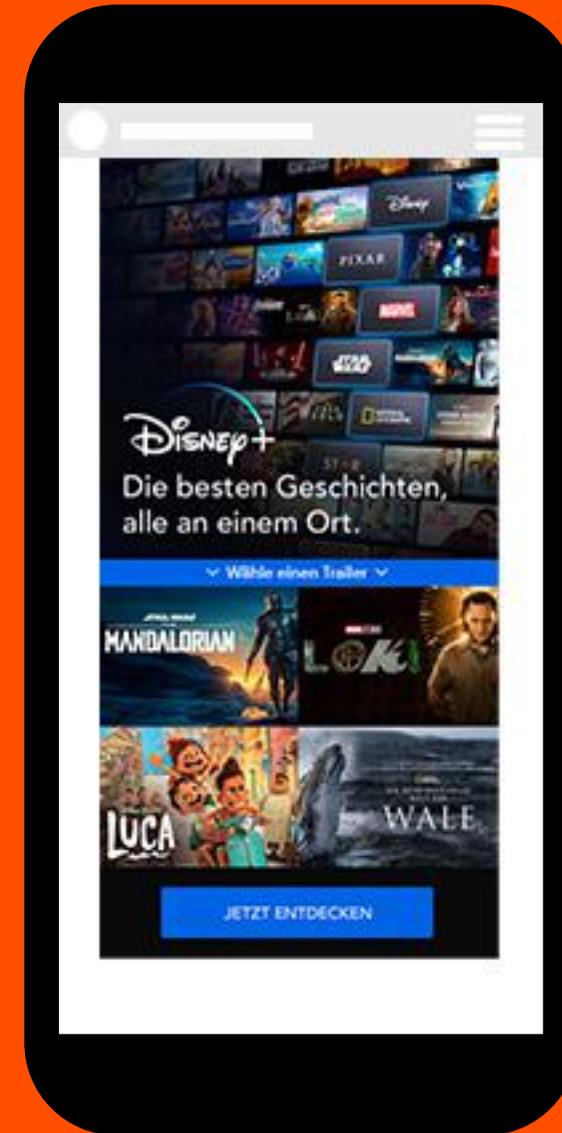
TECHNICAL SPECIFICATIONS:
HPA Shoppable

General:

- Dimensions (px):   300x600
- PSD (px):   600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
- Limitations: Video max. 30 sec.
- Feature: Mark the Hotspot as well as the associated CTA, scribble order of Animation

carhartt

Shoppe den Look >>

x close

Static
600x830px
JPG, PNG
close button
product name
controls (i.e. arrows)
logo
cta button

LET'S CREATE

Product info
600x370px
JPG, PNG

IMG 01
170x170px
JPG, PNG

IMG 02
170x170px
JPG, PNG

IMG 03
170x170px
JPG, PNG

TECHNICAL SPECIFICATIONS:
HPA Story

General:

- Dimensions (px): 300x600
- PSD (px): 600x1200
- Device: Mobile, Tablet, Desktop
- Possible formats: jpg, gif, png, mp4
- Limitations: Video max. 30 sec.
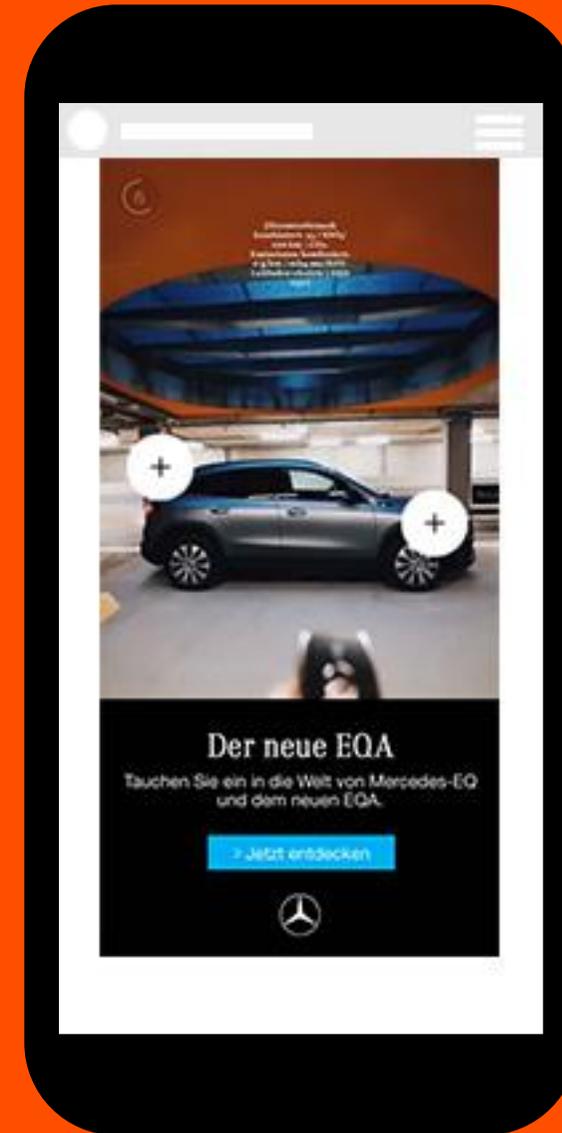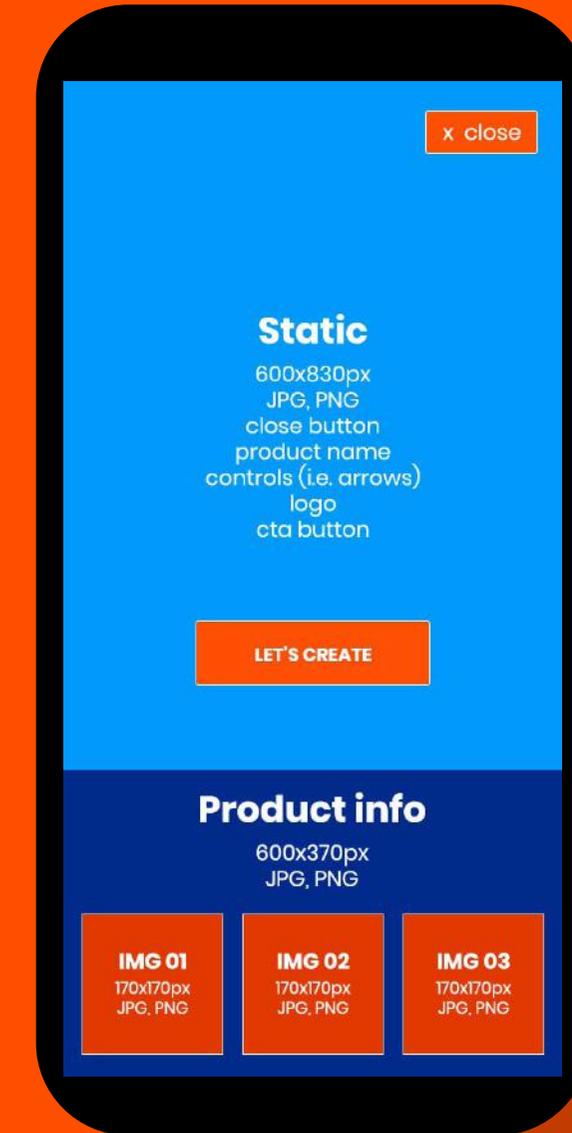- Feature: Mark the order of slides

nespresso

JETZT ENTDECKEN

Keyvisual
600x1200px
JPG, PNG, GIF, MP4
up to 6 screens
logo
cta button

LET'S CREATE
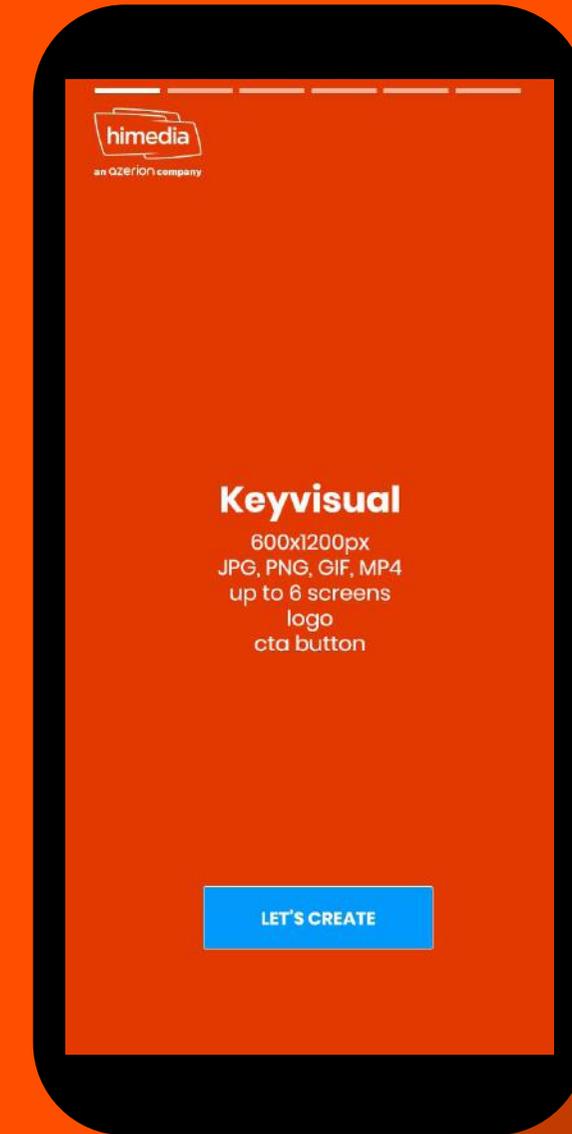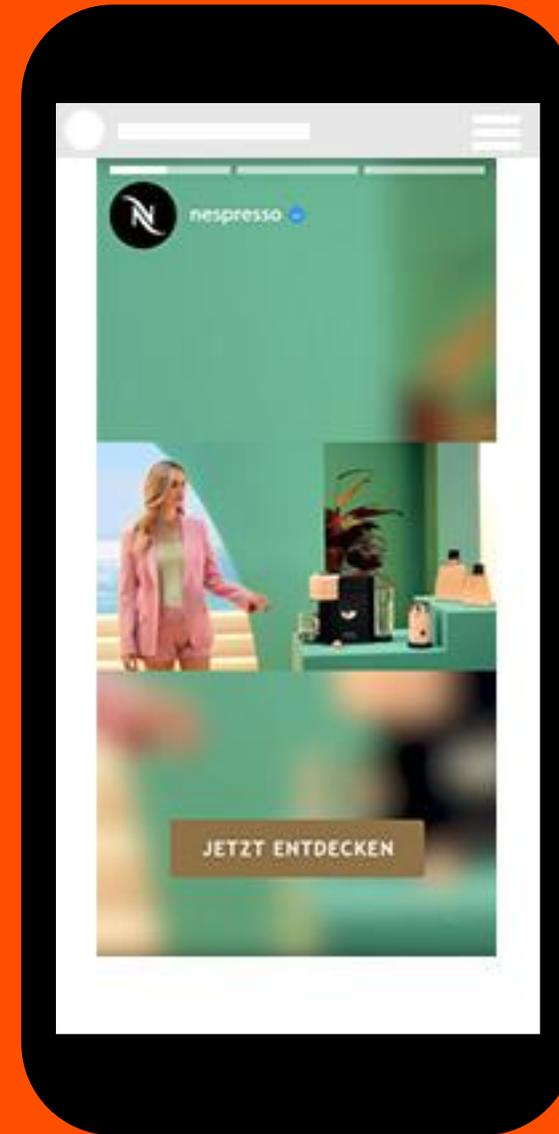
TECHNICAL SPECIFICATIONS:
Fullscreen Image

General:

- Format: Fullscreen Image
- Devices: Mobile/Tablet/Desktop
- Dimensions: Responsive
- Supported file types: JPG, PNG
- Assets: Landscape/Desktop: 1920x1080 / Safearea: 1400x940
- Portrait/Mobile: 1080x1080/Safe area: 528x940
- File sizes: The system will automatically optimize your assets to meet publicist specifications, upload the best quality assets you have access to.

Ad tags:

- Automatic ad tags:
- Google Dv360
- Google Campaign Manager
- Google Ad Manager
- Adform
- Xandr
- Adnuntius
- The Trade Desk
- Delta Projects
- Additional DSPs are supported as well, please contact us for additional info.

Tracking:

- Built-in impression and click tracking (through Madington Studio's Dashboard)
- External impression and click tracking is supported as well.

Die Galaxy S20 Fan Edition.

Jetzt entdecken

SAMSUNG

TECHNICAL SPECIFICATIONS:
Fullscreen Video

General:

- Format: Fullscreen video
- Devices: Mobile/Tablet/Desktop
- Dimensions: Responsive
- Supported file types: MP4
- Assets: Landscape/Desktop: 1920x1080 / Safearea: 1400x940
- Portrait/Mobile: 1080x1080/Safe area: 528x940
- File sizes: The system will automatically optimize your assets to meet publicist specifications, upload the best quality assets you have access to.

Ad tags:

- Automatic ad tags:
- Google Dv360
- Google Campaign Manager
- Google Ad Manager
- Adform
- Xandr
- Adnuntius
- The Trade Desk
- Delta Projects
- Additional DSPs are supported as well, please contact us for additional info.

Tracking:

- Built-in impression and click tracking (through Madington Studio's Dashboard)
- External impression and click tracking is supported as well.

BAUHAUS

Zuhause fühlen wie noch nie!

Mehr erfahren >

TECHNICAL SPECIFICATIONS:
Fullscreen Video + Overlay

General:

- Format: Fullscreen video + Overlay
- Devices: Mobile/Tablet/Desktop
- Dimensions: Responsive
- Supported file types: MP4 Video / Overlay image: PNG
- Assets: Landscape/Desktop: 1920x1080 / Safearea: 1400x940
- Portrait/Mobile: 1080x1080/Safe area: 528x940
- File sizes: The system will automatically optimize your assets to meet publicist specifications, upload the best quality assets you have access to.

Ad tags:

- Automatic ad tags:
- Google Dv360
- Google Campaign Manager
- Google Ad Manager
- Adform
- Xandr
- Adnuntius
- The Trade Desk
- Delta Projects
- Additional DSPs are supported as well, please contact us for additional info.

Tracking:

- Built-in impression and click tracking (through Madington Studio's Dashboard)
- External impression and click tracking is supported as well.

TECHNICAL SPECIFICATIONS:
Fullscreen Smart Fit Video

General:

- Format: Fullscreen smart fit video
- Devices: Mobile/Tablet/Desktop
- Dimensions: Responsive
- Supported file types: MP4 Video
- Assets: Optional size & ratio. The template adapts automatically to keep your content within the banner's frame.
- Choose if you want the same video for portrait or landscape or two different videos.
- Portrait/Mobile: 1080x1080/Safe area: 528x940
- File sizes: The system will automatically optimize your assets to meet publicist specifications, upload the best quality assets you have access to.

Ad tags:

- Automatic ad tags:
- Google Dv360
- Google Campaign Manager
- Google Ad Manager
- Adform
- Xandr
- Adnuntius
- The Trade Desk
- Delta Projects
- Additional DSPs are supported as well, please contact us for additional info.

Tracking:

- Built-in impression and click tracking (through Madington Studio's Dashboard)
- External impression and click tracking is supported as well.
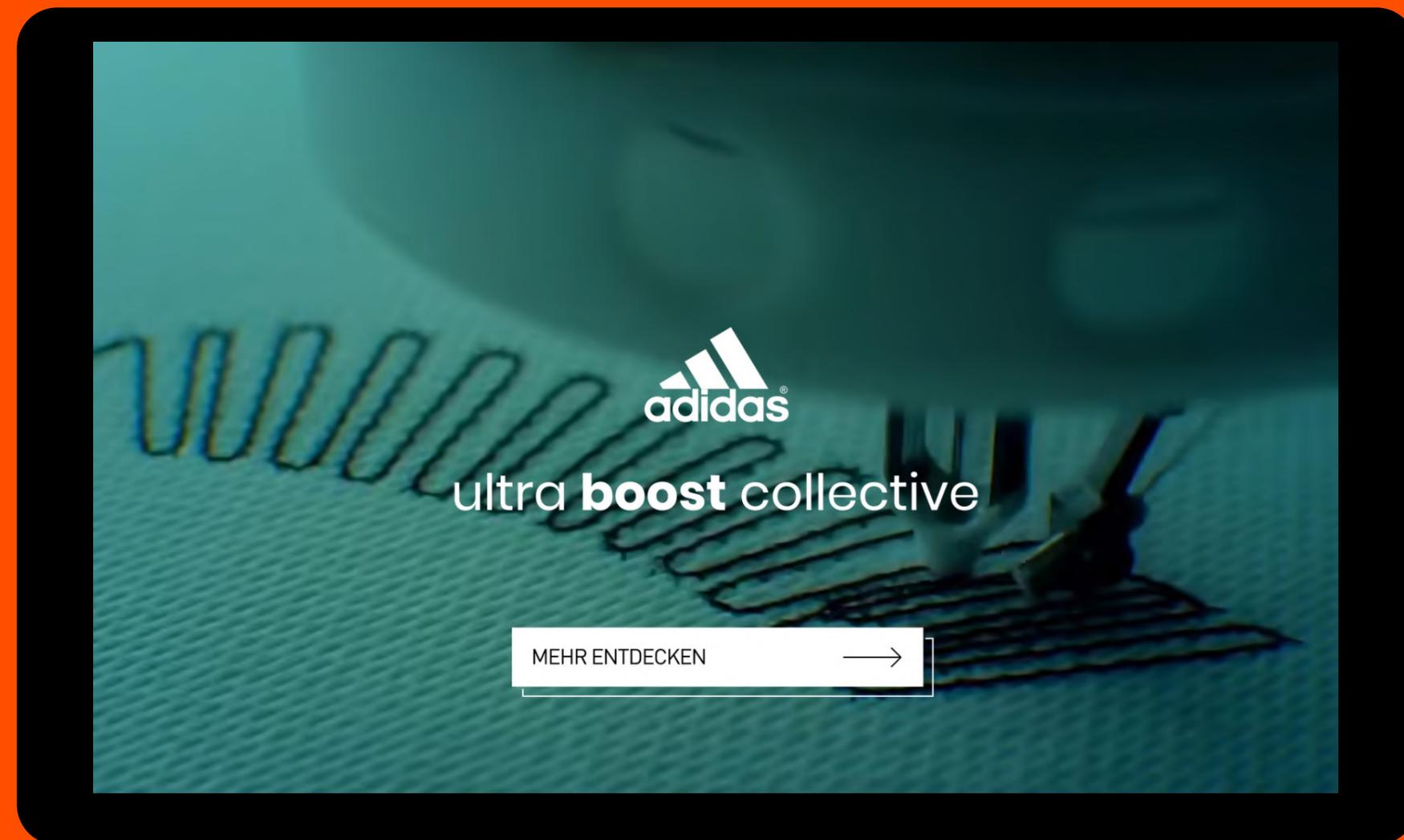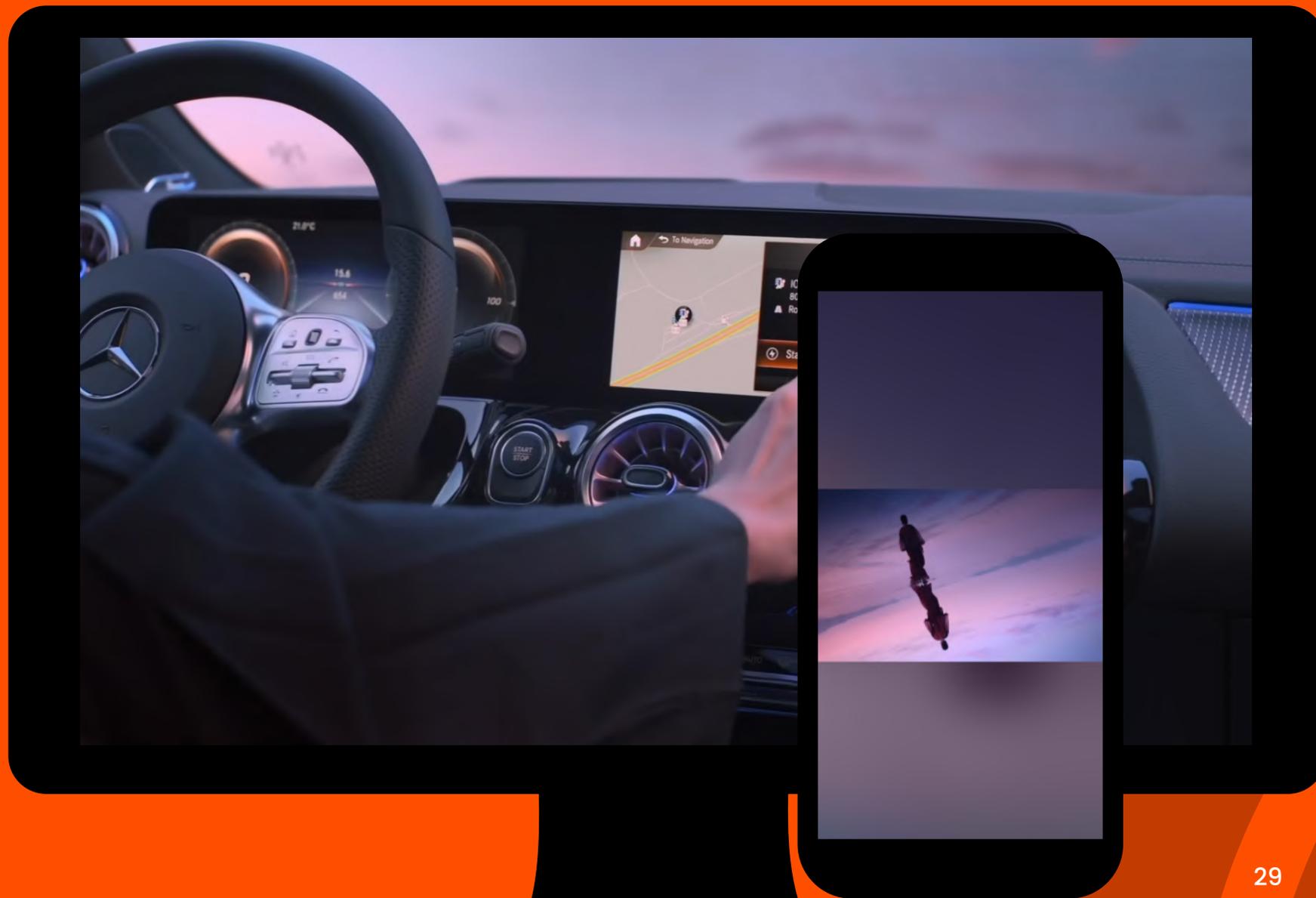
TECHNICAL SPECIFICATIONS:
Pageskin

Device:

- Desktop & Tablet

Assets Required:

- Vector or high resolution company / brand logos
- High resolution campaign imagery
- Product Shots (if applicable)
- Layered PSDs
- Taglines or copy incl. Legals
- Call to action
- Corporate or campaign fonts
- We accept completed designs in a PSD format.

Video (if required):

- All videos will be optimised in house
- Maximum autoplay video weight 1.4MB
- Max autoplay 15s on desktop/ User initiated is unlimited (30s recommended)

Other:

- Animation examples or storyboards
- Brand guidelines
- Translations

Design Recommendations:

- Please keep all important brand and campaign imagery and copy within safe area
- To maximise visual engagement re-introduce some of your key brand elements on user scroll

Technical Specifications:

- Intro Animation time should not exceed 15s
- Maximum creative weight on initial load 800 kB
- Maximum autoplay video weight 1.4 MB

State: On Load

1960px

Overflow area
To use for continuation of background only. Information in this area will not been seen on smaller screens.

Safe area
Use this area for the most relevant content. This area will be vidible on all screen sizes.

250px

130px

Fold
All information should be placed above the fold. Continuation of background imagery can be used below.

960 px

500px

PUBLISHER PAGE

State: On Scroll

130px

Scrolling Sides
The side bars will scroll down with the user to ensure content is alway visible

500px

State: Footer

130px

Footer
Once the user reaches the bottom of the publisher page the footer will come into view.

500px

100px

DOWNLOAD PSD TEMPLATE AND GET STARTED NOW!

TECHNICAL SPECIFICATIONS:
Superwide

Device:
- Desktop & Tablet

Assets Required:
- Vector or high resolution company / brand logos
- High resolution campaign imagery
- Product Shots (if applicable)
- Layered PSDs
- Taglines or copy incl. Legals
- Call to action
- Corporate or campaign fonts
- We accept completed designs in a PSD format.

Video (if required):
- All videos will be optimised in house
- Maximum autoplay video weight 1.4MB
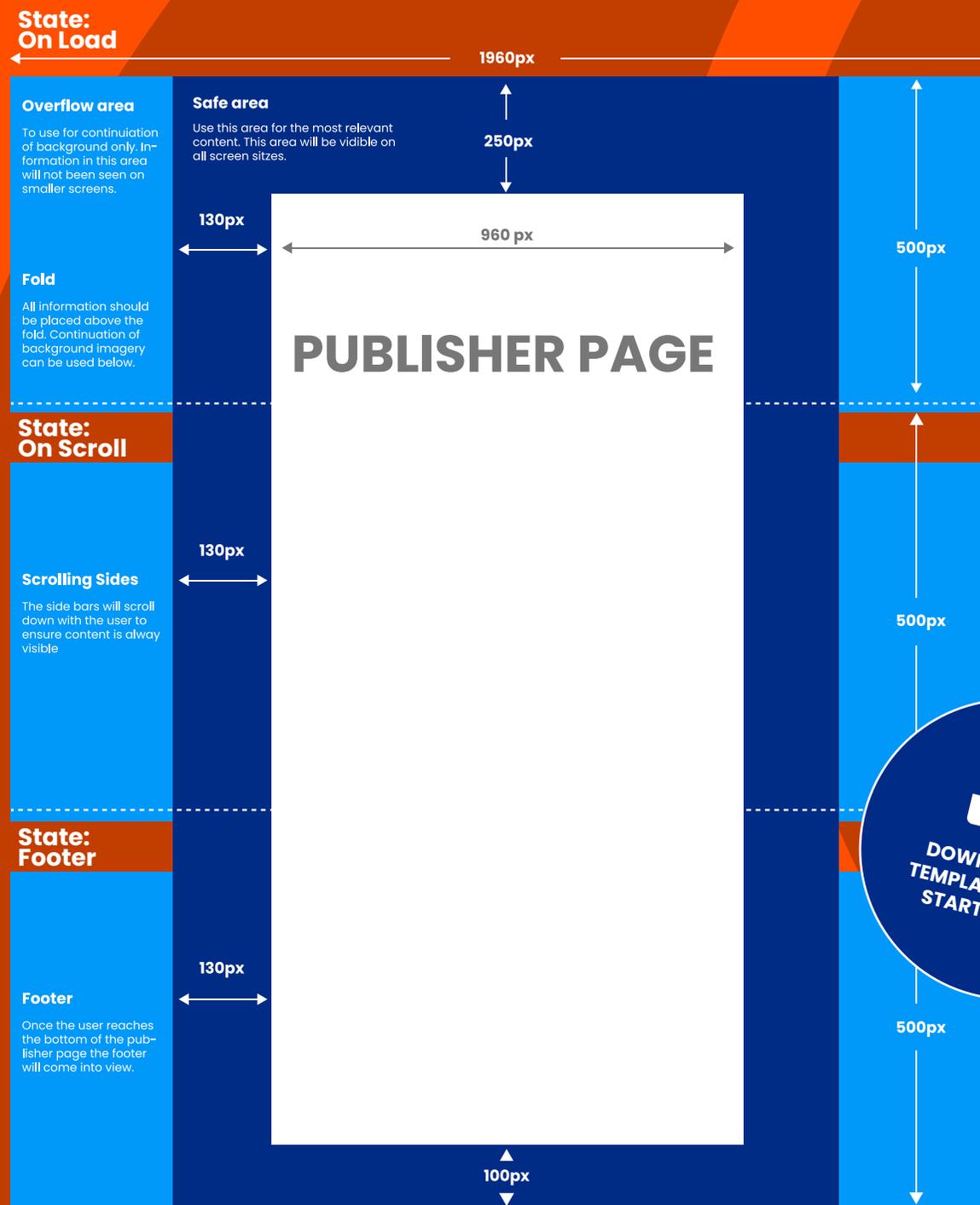- Max autoplay 15s on desktop/ User initiated is unlimited (30s recommended)

Other:
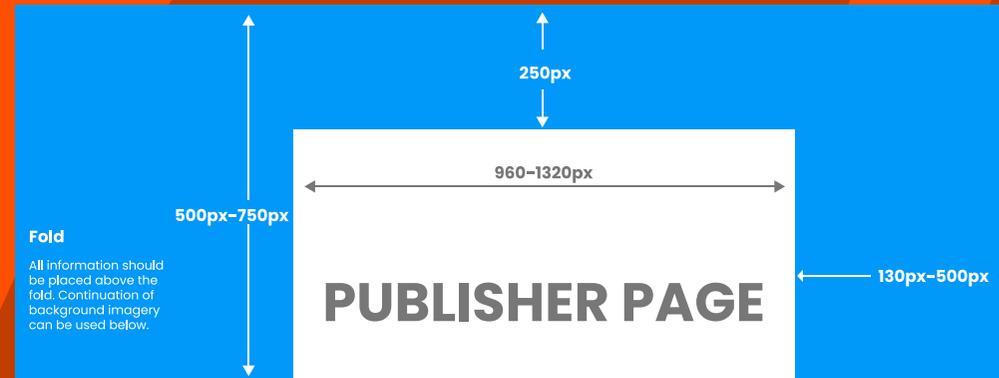- Animation examples or storyboards
- Brand guidelines
- Translations

Design Recommendations:
- Please keep all important brand and campaign imagery and copy within safe area
- To maximise visual engagement re-introduce some of your key brand elements on user scroll

Technical Specifications:
- Intro Animation time should not exceed 15s
- Maximum creative weight on initial load 800 kB
- Maximum autoplay video weight 1.4 MB

State: On Load

250px

960–1320px

500px–750px

130px–500px

Fold
All information should be placed above the fold. Continuation of background imagery can be used below.

PUBLISHER PAGE

This is a responsive Format

Please design to the largest and smallest side panel dimension. This will ensure that we can make the creative responsive at the build stage. Please see PSD template for more details.

State: On Scroll

Scrolling Sides
The side bars will scroll down with the user to ensure content is always visible.

State: Footer
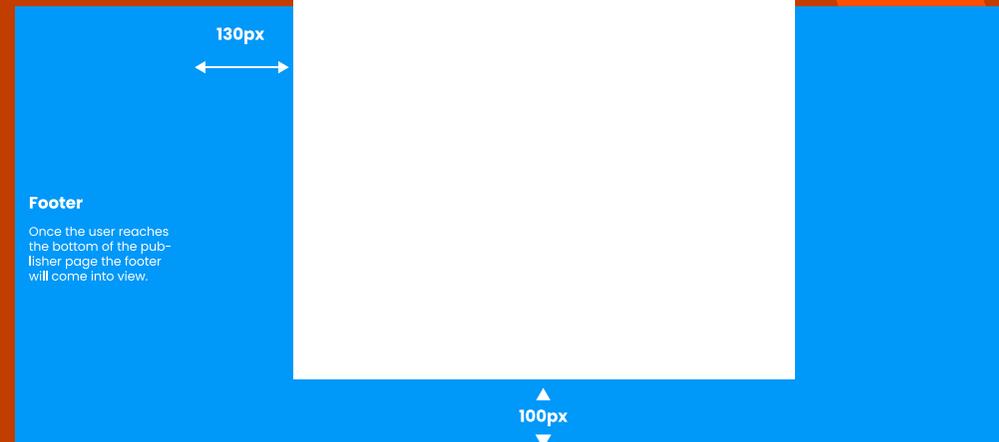
130px

Footer
Once the user reaches the bottom of the publisher page the footer will come into view.

100px

himedia
an azerion company

DOWNLOAD PSD TEMPLATE AND GET STARTED NOW!

TECHNICAL SPECIFICATIONS:
Evolve

Device:
- Smartphone and Desktop

Assets Required:
- Vector or high resolution company / brand logos
- High resolution campaign imagery
- Product Shots (if applicable)
- Layered PSDs
- Taglines or copy incl. Legals
- Call to action
- Corporate or campaign fonts
- We accept completed designs in a PSD format.

Video (if required):
- All videos will be optimised in house
- Maximum autoplay video weight 1.4MB
- Max autoplay 15s on desktop/ 6s is recommended on smartphone User initiated is unlimited (30s recommended)

Other:
- Animation examples or storyboards
- Brand guidelines
- Translations

Design Recommendations:
- Up to 4 different designs are available on scroll
- Please keep all important brand and campaign imagery and copy within safe area
- To maximise visual engagement re-introduce some of your key brand elements on user scroll

Technical Specifications:
- Intro Animation time should not exceed 15s on desktop and 6s on smartphone
- Maximum creative weight on initial load 1 MB
- Maximum autoplay video weight 1.4 MB

State: On Load

250px

960–1320px

500px–750px

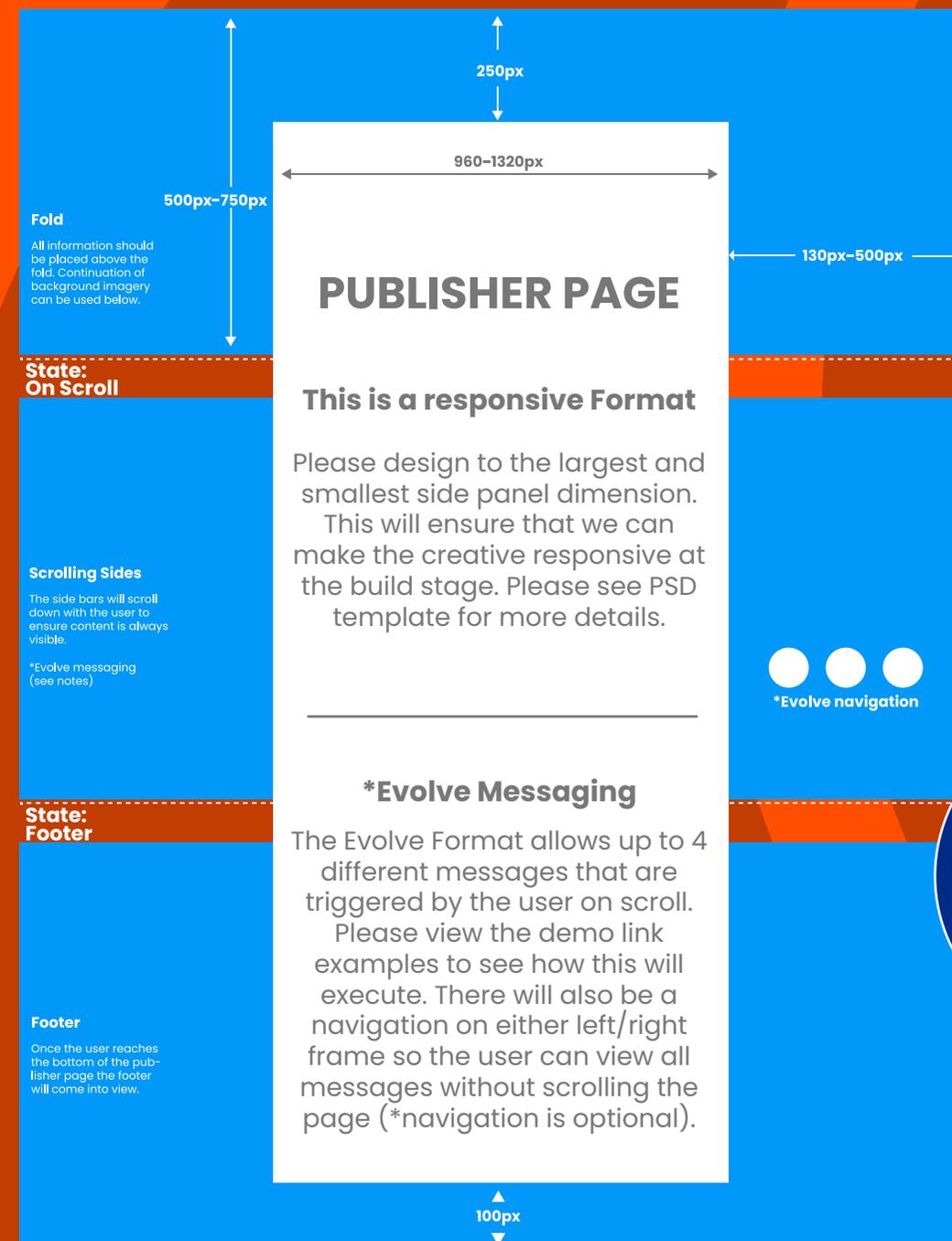**Fold**
All information should be placed above the fold. Continuation of background imagery can be used below.

130px–500px

PUBLISHER PAGE

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State: On Scroll

Scrolling Sides
The side bars will scroll down with the user to ensure content is always visible.

*Evolve messaging (see notes)

*Evolve navigation

*Evolve Messaging

The Evolve Format allows up to 4 different messages that are triggered by the user on scroll. Please view the demo link examples to see how this will execute. There will also be a navigation on either left/right frame so the user can view all messages without scrolling the page (*navigation is optional).

State: Footer

Footer
Once the user reaches the bottom of the publisher page the footer will come into view.

100px

32

TECHNICAL SPECIFICATIONS:
Pagescroll

Device:
- Smartphone

Assets Required:
- Vector or high resolution company / brand logos
- High resolution campaign imagery
- Product Shots (if applicable)
- Layered PSDs
- Taglines or copy incl. Legals
- Call to action
- Corporate or campaign fonts
- We accept completed designs in a PSD format.

Video (if required):
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- Maximum autoplay video weight 1.4MB
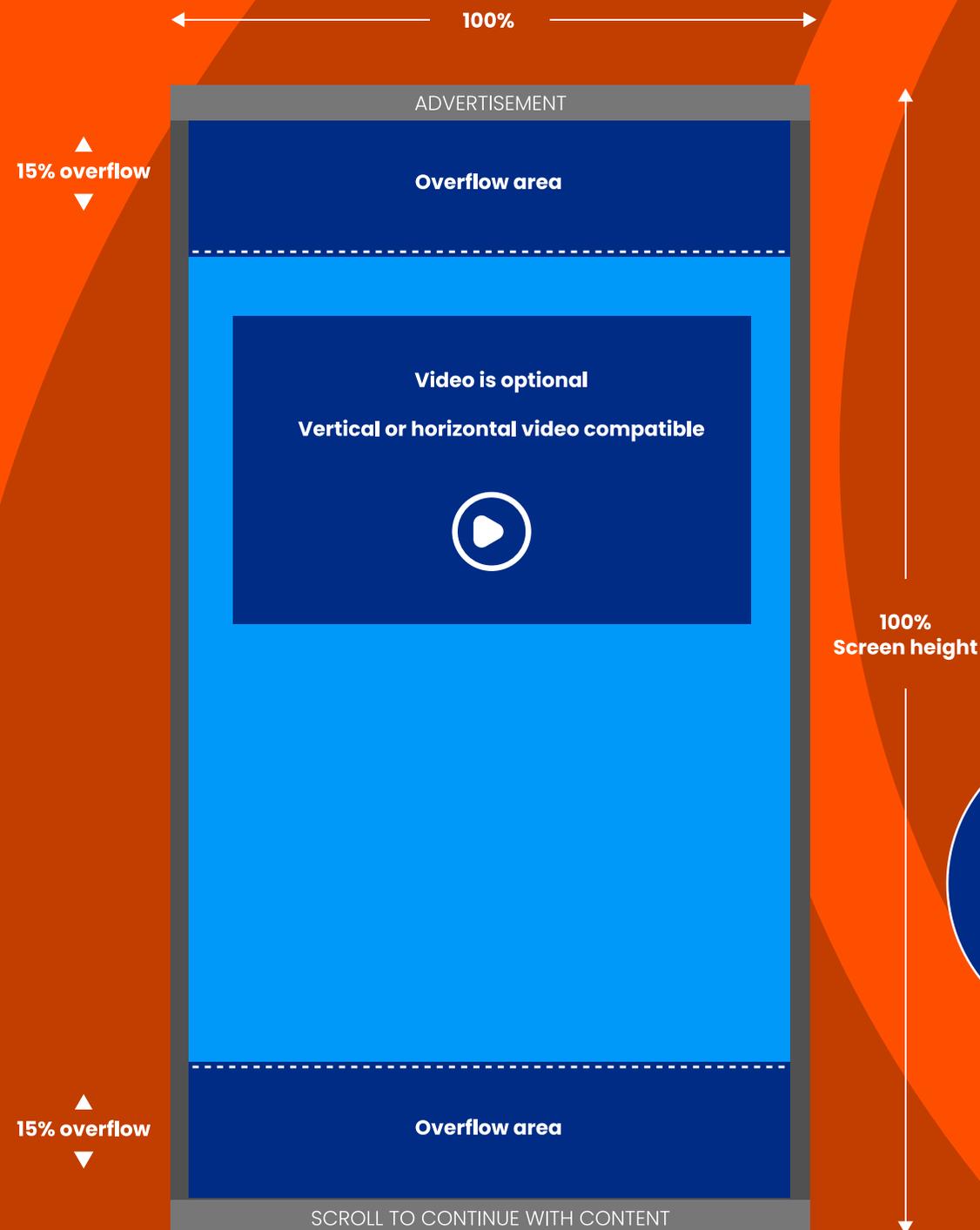- Recommended video autoplay is 6s, maximum is 15s / User initiated is unlimited (30s recommended)

Other:
- Animation examples or storyboards
- Brand guidelines
- Translations

Design Recommendations:
- Please keep all important brand and campaign imagery and copy within safe area

Technical Specifications:
- Intro Animation time should not exceed 6s
- Maximum creative weight on initial load 500 KB
- Maximum autoplay video weight 1.4 MB

100%

ADVERTISEMENT

15% overflow

Overflow area

Video is optional

Vertical or horizontal video compatible

100% Screen height

DOWNLOAD PSD TEMPLATE AND GET STARTED NOW!

15% overflow

Overflow area

SCROLL TO CONTINUE WITH CONTENT

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IN-STREAM, OUT-STREAM & CTV FORMATS

INDEX:

TECHNICAL SPECIFICATIONS:
Out-Stream: (Mobile) In-Text Roll

Physical delivery of video ad in raw format (encoding is used):

- We recommend the supply of a MOV file.

- Considering the end device and the available internet connection, the ad server carries out a re-encoding of the video in order to ensure an optimal user experience.

- The maximum file size must not exceed 200 MB.

Physical delivery of video ads in encoded form:

- Please supply a MP4 file which complies with our quality standards (see next page).

Delivery as redirect (3rd-Party):

- Please provide the tags based on VAST 2 Standards.

- For further information on VAST 2, please click here:

⬇ **SEE INFOS ON VAST 2**

TECHNICAL SPECIFICATIONS:
Out-Stream: (Mobile) In-Text Roll

Quality standards

- For delivery of Out-Stream Video Ads, two quality levels are available.

High-Quality:

- Dimensions(px):   960x540, 1024x576, 1280x720
- Frame rate: 25 fps
- Aspect ratio: 16:9
- Video codec: H.264
- Video bitrate: 1500 –2000 kbps
- Audio codec: AAC-LC
- Audio bitrate: 128 kbps
- Total bitrate: max. 2500 kbps

Low-Quality:

- Resolution: 512x288, 640x360
- Frame rate: 25 fps
- Aspectratio: 16:9
- Video codec: H.264
- Video bitrate: 1500 –2000 kbps
- Audio codec: AAC-LC
- Audio bitrate: 128 kbps
- Total bitrate: max. 2500 kbps

Sound:

- Please, respect the loudness standards EBU R128.

⬇ SEE INFOS ON EBU R128

TECHNICAL SPECIFICATIONS:
In-Stream: (Mobile) In-Text Roll

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- Total bitrate: max. 2500 kbps

Sound:

- Please, respect the loudness standards EBU R128.

⬇ **SEE INFOS ON EBU R128**

TECHNICAL SPECIFICATIONS:
CTV

CTV Specifications:

- Pre/Midrolls non-skippable (15-30`)
- Container: MP4/MOV, MKV
- Video: MPEG 2, H264 (up to High Profile, Level 4.2)
- Audio: PCM, MPEG, AC3, AAC
- Picture format: 16:9 / Minimum requirement: 4:3
- Resolution: Ideally: 1920x1080 , 1280x720
- Minimum requirement: "SD" video with 704x480px
- Framerates : exclusively 50Hz or 25Hz
- Interlacing : exclusively progressive
- Bitrate: 20 up to 50 MBit as benchmark
- Creative type: VAST 2.0+
- available via Improve Digital (SSP)

⬇ **SEE INFOS ON VAST 2**
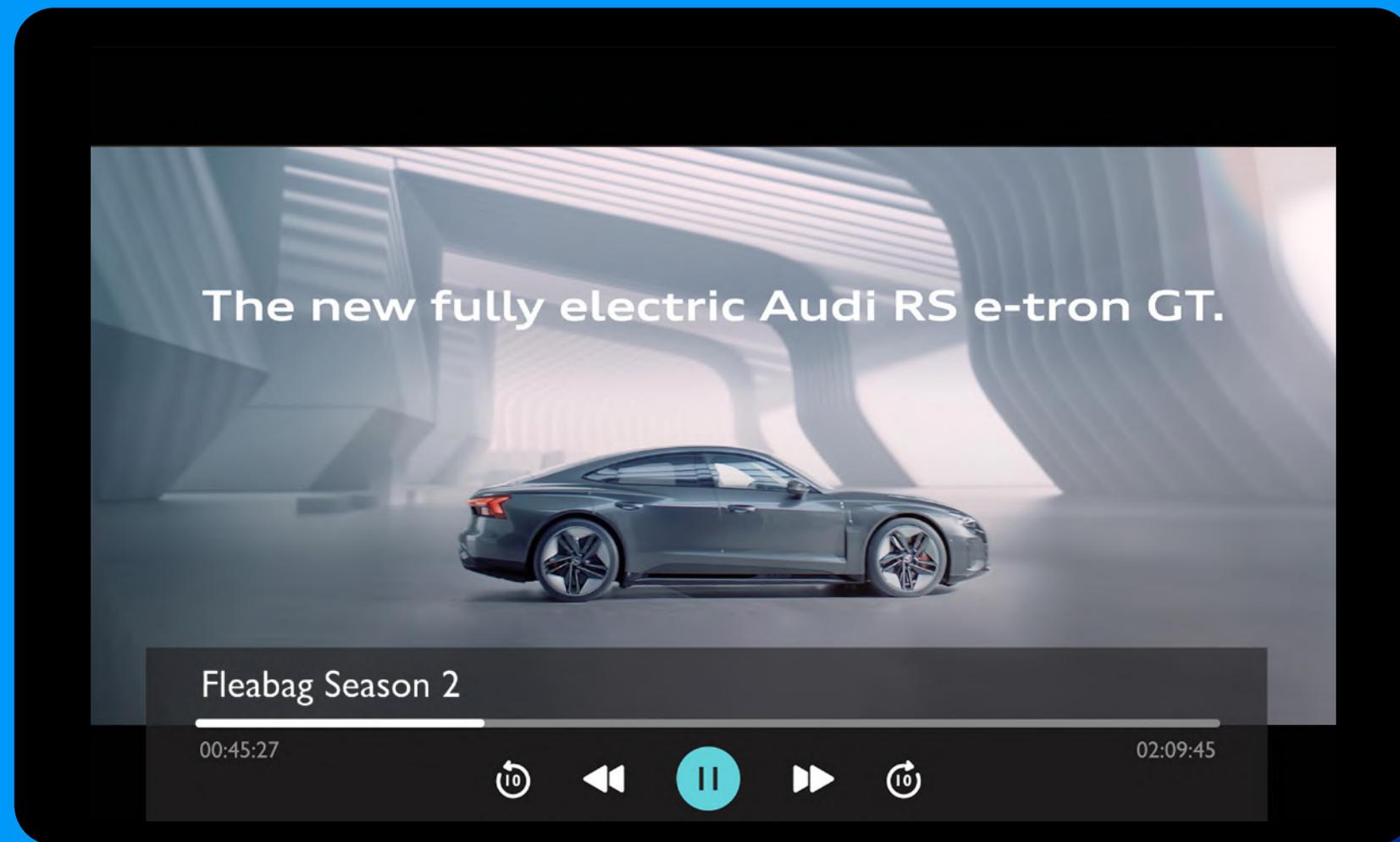
THANK YOU!

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