



R

T

L

Ad Guide & Technical Specifications



Ad Guide

Table of contents

CTV & OLV

- (Streaming Platforms & Online Video)
- In-Stream & Standalone
- Technical Specifications

ATV

- Statics
 - Switch in XXL (L-Shape)
 - Switch in Spot / Bumper
 - ATV Spot / Bumper

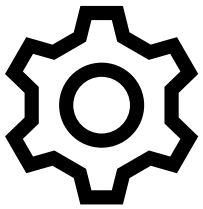
Media Collections

- CTV Video
- All Screen Video
- KPI Collection

CTV & OLV (Streaming Platforms & Online Video)

In-stream & Standalone

Technical Specifications



Video File

Please provide a click URL and (optional) trackers

File Type

MOV, MP4, MPG, MXF

Resolution

1920 x 1020 (recommended) | min. 1280 x 720

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

Frame rate

24-30 fps

Audio

min. 128 Kbps, 44 kHz, Stereo, ACC
or MP3 (recommended)

Loudness

~-23 LUFS 

Video Bitrate

min. 2500 Kbps

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

Tag / Redirect Delivery

Please supply as a separate text file attachment

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST tags are accepted (IAB standards)

VPAID

only supported as of Javascript

Video bitrate

Min. 2000 Kbps (CTV); min. 800
Kbps (Desktop/Mobile)

Resolution

Creative to contain min. a media file each of 640x360
and 960x540

Best practices for video advertising creatives

✓ Aspect ratio

16:9 (standard widescreen)

✓ Video length

15-30 seconds (recommended)

✓ The following setups are not allowed

(setting applied by RTL AdAlliance)

- Inserted «close button»
- Automatically expanding ads
- Preset cappings (geo, FC, device, etc.) by campaign/agency

Subtitles/close captioning:

VAST 4.1 enables subtitles/closed captioning by standardising the delivery of closed captioning files. Please make sure to include closed caption file.

For IO, please provide all creative material or redirects at least 5 days before campaign start. Delayed/incorrect delivery can lead to a delayed starting date of the agreed campaign and a punctual start is no longer guaranteed. Changing ads during the campaign period may only be carried out with tested advertising assets and in accordance with RTL AdAlliance.

Subject to prior consultation and agreements, other requirements may apply for individual forms of advertising/billing.

ATV/Statics

Switch in XXL (L-Shape)



Mandatory requirements for all display advertising media

- ✓ The advertising labelling "Advertisement/Anzeige" and "Data protection/Datenschutz" is predefined in the template and must be included as shown
- ✓ No relevant information such as logos or text may appear in the safe area and the transmitter bar



Technical Specifications

File Format
JPG, PNG, GIF

Dimensions
284x720px + 996x160px please submit as a visual

File size
max. 250 KB

Animations
Simple animations can be realised using a GIF format (max. 700 KB), but with a maximum of 10 fps

- 📄 Download Template Germany
- 📄 Download Template Italy
- 📄 Download Template France
- 📄 Download Template Spain

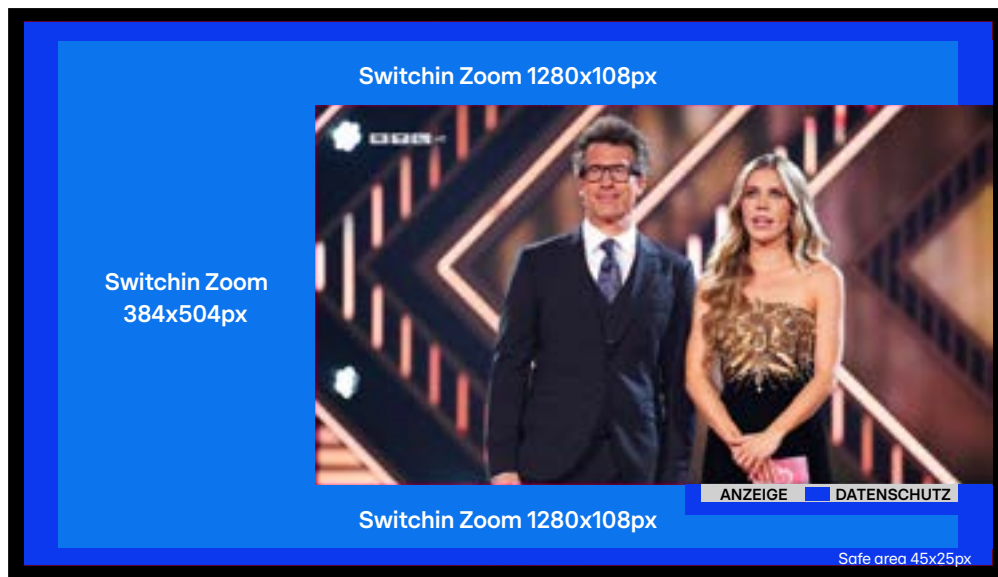
(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

www.rtl-adalliance.com

The advertising labelling and safe area must be adhered to!

ATV/Statics

Switch in Zoom



Mandatory requirements for all display advertising media

- ✓ The advertising labelling "Advertisement/Anzeige" and "Data protection/Datenschutz" is predefined in the template and must be included as shown
- ✓ No relevant information such as logos or text may appear in the safe area and the transmitter bar



Technical Specifications

File Format
JPG, PNG

Dimensions
1280x720px delivered as one file!

File size
max. 250 KB

Animations
Simple animations can be realised using a GIF format (max. 700 KB), but with a maximum of 10 fps

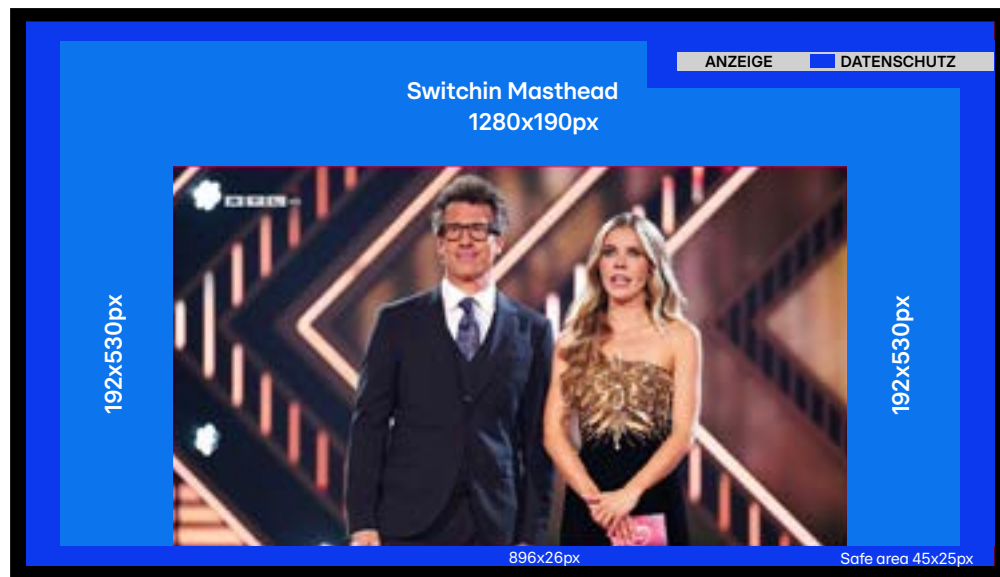
 **Download Template**

Advertising disclaimers and safe area restrictions are mandatory!

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

ATV/Statics

Switch in Masthead



Mandatory requirements for all display advertising media

✓ The advertising labelling "Advertisement/Anzeige" and "Data protection/Datenschutz" is predefined in the template and must be included as shown

✓ No relevant information such as logos or text may appear in the safe area and the transmitter bar



Technical Specifications

File Format
JPG, PNG

Dimensions
1280x720px delivered as one file!

File size
max. 250 KB

Animations
Simple animations can be realised using a GIF format (max. 700 KB), but with a maximum of 10 fps

Download Template

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

Advertising disclaimers and safe area restrictions are mandatory!

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

- Switch in - XXL
- Masthead
- Zoom
- Click-to-Video



A click-to-video campaign combines display and video elements

The Yellow Button interaction actively involves the viewer and thus increases the advertising recall. By clicking on the yellow button on the remote control, the advert appears.



Technical Specifications

Video format
MP4, H.264

Image Size
1920x1080px

Profile
4.0 high, optimised for online

Loudness
~-23 LUFS 

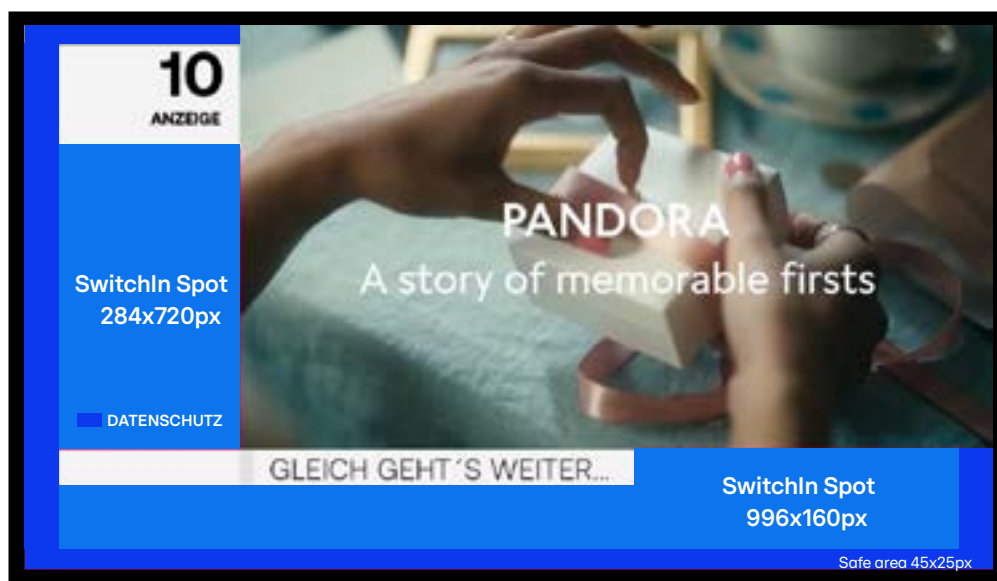
Frame rate
25fps

Bit rate
192/5000 KBit/s min. a/v Bitrate

Spot length
max. 55 seconds

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

- Switch in spot
- Bumper



Technical Specifications

Video Type

MP4, H.264

Resolution

1920x1080px

Profile

4.0 high, optimised for web

Loudness

~-23 LUFS 

Frame rate

25fps

Bit rate

192/5000 KBit/s min. a/v Bit rate

Spot length

6 or 10 seconds

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

ATV Technical Specifications



Technical Specifications

Video Type
MP4

Dimensions
1920px x 1080px

Min. Bitrate
15000 kBit/s

Video Codecs
AVC (H.264)

Audio Codecs
AAC, HE-AAC (min. 256 kbit/s)

Loudness
EBU R128 / -23 LUFS 

Frame rate
25 fps min.

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

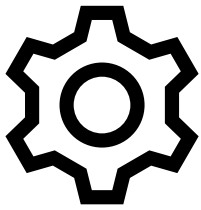
Media Collections

- CTV Video
- All Screen Video
- KPI Collection



CTV Video

CTV Technical Specifications



Video File

Please provide a click URL and (optional) trackers

File Type

MOV, MP4, MPG, MXF

Resolution

1920 x 1020 (recommended) | min. 1280 x 720

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

Frame rate

24-30 fps

Audio

min. 128 Kbps, 44 kHz, Stereo, ACC
or MP3 (recommended)

Loudness

~-23 LUFS

Video Bitrate

min. 2500 Kbps

Tag / Redirect Delivery

Please supply as a separate text file attachment

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST tags are accepted (IAB standards)

VPAID

only supported as of Javascript

Video bitrate

Min. 2000 Kbps (CTV); min. 800
Kbps (Desktop/Mobile)

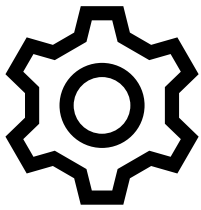
Resolution

Creative to contain min. a media file each of 640x360
and 960x540

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

CTV Video

ATV Technical Specifications



Video File

Technical Specifications

Video Type

MP4

Dimensions

1920px x 1080px

Min. Bitrate

15000 kBit/s

Video Codecs

AVC (H.264)

Audio Codecs

AAC, HE-AAC (min. 256 kbit/s)

Loudness

EBU R128 / -23 LUFS 

Frame rate

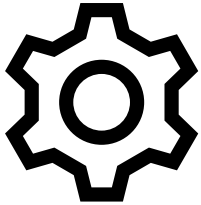
25 fps min.

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

All Screen Video

Technical Specifications



Video File

Please provide a click URL and (optional) trackers

File Type

MOV, MP4, MPG, MXF

Resolution

1920 x 1020 (recommended) | min. 1280 x 720

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

Frame rate

24-30 fps

Audio

min. 128 Kbps, 44 kHz, Stereo, ACC
or MP3 (recommended)

Loudness

~-23 LUFS 

Video Bitrate

min. 2500 Kbps

Tag / Redirect Delivery

Please supply as a separate text file attachment

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST tags are accepted (IAB standards)

VPAID

only supported as of Javascript

Video bitrate

Min. 2000 Kbps (CTV); min. 800
Kbps (Desktop/Mobile)

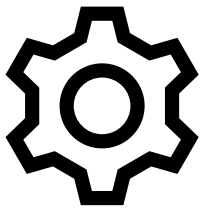
Resolution

Creative to contain min. a media file each of 640x360
and 960x540

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

KPI Collection

Technical Specifications



Video File

Please provide a click URL and (optional) trackers

File Type

MOV, MP4, MPG, MXF

Resolution

1920 x 1020 (recommended) | min. 1280 x 720

Aspect Ratio

16:9 (landscape)

File Size

max. 200 MB

Frame rate

24-30 fps

Audio

min. 128 Kbps, 44 kHz, Stereo, ACC
or MP3 (recommended)

Loudness

~-23 LUFS 

Video Bitrate

min. 2500 Kbps

Tag / Redirect Delivery

Please supply as a separate text file attachment

Approved Tags

VAST 2.0, VAST 3.0, VAST 4.0

Protocols

TLS (SSL)-enabled

VAST

linear VAST tags are accepted (IAB standards)

VPAID

only supported as of Javascript

Video bitrate

Min. 2000 Kbps (CTV); min. 800
Kbps (Desktop/Mobile)

Resolution

Creative to contain min. a media file each of 640x360
and 960x540

(If your Ad Video has been generated by AI, please add a disclaimer within the Video making the Audience aware of the usage of AI)

