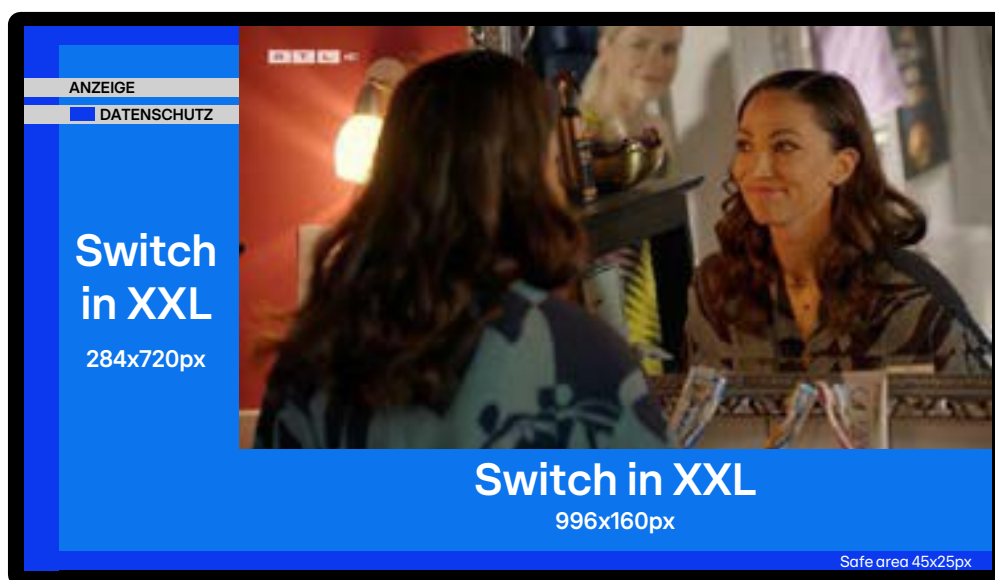




Ad Guide

Addressable TV in Germany

Switch in XXL



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
delivered as one file (1280x720px)

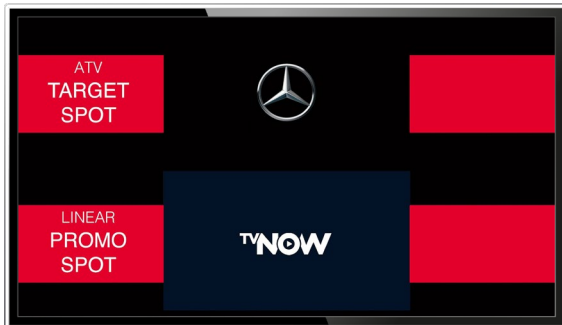
File size
max. 250 KB

Download Template
<https://bit.ly/2B7ju22>

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

The advertising labelling and safe area must be adhered to!

Target Spot



The Target Spot replaces the last position of an ad break by delivering a single addressable video ad into the broadcast stream. This first step of personalising the classic ad break offers a wide range of targeting options for your video advertisement.

Household 1 (Linear Program)



Household 2 (Target Spot)



Technical Specifications

Video Type

MP4, H.264

Resolution

1920x1080px

Profile

4.0 high, optimised for web

Loudness

--23 LUFS: [LINK](#)

Frame Rate

25fps

Bit Rate

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

File Size

Max 200MB

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

VideofORMAT
MP4, H.264

Image Size
1920x1080px

Profile
4.0 high, optimised for online

Loudness
~-23 LUFS <https://bit.ly/2tLtyat>

Frame rate
25fps

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

Spot length
max. 55 seconds



Ad Guide

CTV & Online Video



Technical Specifications



Video File

Please provide a click URL and (optional) trackers

File Type

MOV, MP4, MPG,

Resolution

1920 x 1080 (recommended) | min. 1280 x 720

Aspect Ratio

16:9 (landscape)

Loudness

-23 LUFs for Video Ads

File Size

max. 200 MB

FPS

24-30

Audio

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

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

CTV & Online Video

Best practices for video advertising creatives

- Aspect ratio: 16:9 (standard widescreen)
- Video length: 15-25 seconds (recommended)
- The following setups are not allowed (setting applied by RTL AdAlliance)
 - Automatically expanding ads
 - Inserted "close button"
 - 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.

