WPP Media

Specifications

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General Information

These specs contain relevant information about all display, integrated video, Advanced TV and cross channel ad formats.

Please Note:

- Consider **delivery time** to WPP Media Admanagement: There has to be a briefing at least **5 business days (10-14 for AVT incl. Streamers)** prior to the start of the campaign to ensure that the campaign starts on time. Special formats, especially DCO, might require an extended lead time.

- A 1x1 frame with clear contrast to the content for all display advertising media must be present

- The delivery is done via redirects (exceptions are Natives, Gaming, Audio and Advanced TV). All components of these redirects must be https-compatible.

- Delivery and Support: DX_DE_dmo@groupm.com

- Additional 3rd-Party scripts / pixels can only be accepted when previously requested. **Still, Nexus data is relevant for billing.**

- For the physical delivery of advertising material (by arrangement with Sales), the Adition Specs must be observed. These can be found at: https://wiki.adition.com/images/5/52/ADITION_HTML5_Specs_ENG_01_09_2021.pdf

- Physical advertising material must be delivered as HTML5 (Display Ads) / jpg, gif / MP4 (Video Ads). All components of the physical advertising material must be https-compatible.

Superbanner/ Leaderboard	Creative Size	728x90
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed
Skyscraper	Creative Size	120x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed
Wide Skyscraper	Creative Size	160x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed
Medium Rectangle	Creative Size	300x250
	Max. Size Restrictions	200 kB incl. fallback
	Creative Format	HTML5
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed

Halfpage Ad	Creative Size	300x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed
Billboard Ad	Creative Size	800x250 and 970x250 (please delivery both formats)
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed
Sitebar Ad	Creative Size	300x600
	Max. Size Restrictions	2 MB
	Creative Format	HTML5 (responsive)
	Fallback	.gif or .jpg
	Animation	max. 30 sec. allowed
	Please note	Physical ads are necessary (zip-file), redirects can only be used when previously requested.
		All components must be delivered responsive!
		Hosting via Adition adserver; creative can directly be uploaded by creative agency after consultation.
		Any questions: DX_DE_dmo@groupm.com

Mobile Content Ads (6:1, 4:1, 2:1 & Mobile Medium Rectangle)	Creative Size	Smartphone: 300x50 (6:1) 320x50 (6:1) 300x75 (4:1) 300x150 (2:1)
		Tablet: 300x250 (Mobile Medium Rectangle)
	Max. Size Restrictions	Smartphone: 40 kb incl. Fallback Tablet: 150 kb incl. Fallback
	Creative Format	HTML5, .png, .gif or .jpg
	Animation	max. 15 sec. allowed

Mobile Interstitial	Creative Size	Smartphone: 320x480 + 480x320
	Max. Size Restrictions	150 kb incl. Fallback
	Creative Format	HTML5, .png, .gif or .jpg
	Animation	max. 15 sec. allowed
	Note	The creative must contain a close button, which must be created according to IAB specifications.

Mobile Understitial	Creative Size	Smartphone: 320x480 + 480x320
	Max. Size Restrictions	150 kb incl. Fallback
	Creative Format	HTML5, .png, .gif or .jpg
	Animation	max. 15 sec. allowed

MRAID	Creative Size	Smartphone: 320x50 320x480 + 480x320
	Max. Size Restrictions	150 kb incl. Fallback
	Creative Format	HTML5, .png, .gif or .jpg

Image specifications	File Format	.jpg, .png, gif
	Format and Size	1.,91:1 (1200x627px) Optional: 4:3 (1200x900px), 1:1 (1200x1200)
	File Size	100 kB (suggestion) We recommend delivering images, text and logo (optional) separately and not integrating them into the image in advance. The logo is not integrated into the image during playout. In exceptional cases, logos or text must be placed with a safe zone of 10% to the edge of the image. We also require the image in 1,91:1, 4:3 and 1:1 formats.
Text specifications	Note	Recommendation ads may be displayed title-only, depending on the publisher. Therefore, representative and meaningful headlines are recommended. The brand name can be displayed above or below the Copy Text, depending on the publisher.
	Headline	max. 25 characters (including whitespace)
	Copytext	max. 60 characters (including whitespace)
	Brandname	max. 25 characters (including whitespace)
	CTA	max. 15 characters (including whitespace)

Specifications Image/Text Combination:

Headline
max. 25 characters

Brand Name
max. 25 characters

File Format
JPG, PNG

Editorial article recommendation

AD

Formate and Size
1,91:1; 4:3; 1:1

Copytext
max. 60 characters
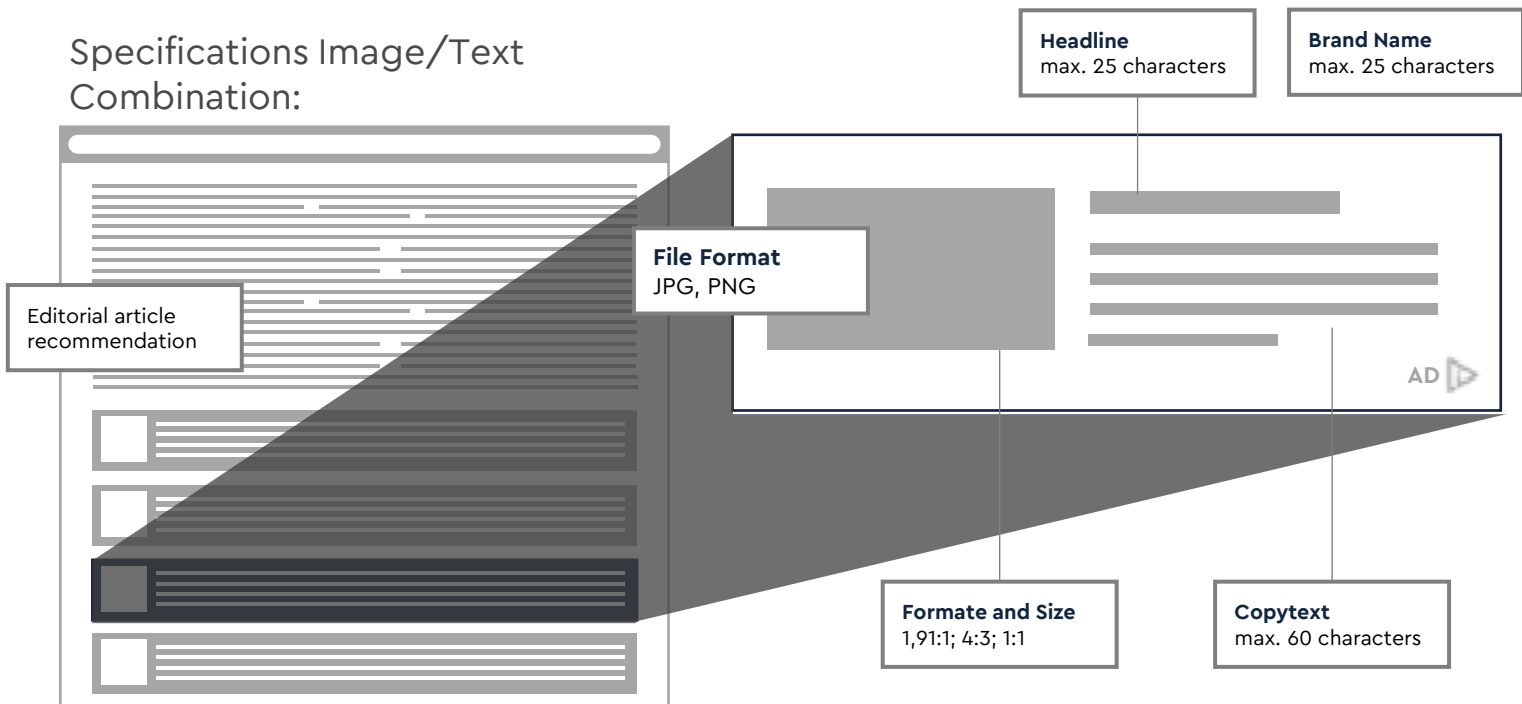
Tipps & Tricks		
	Headline	• Use emotional images • Avoid logos, text and richly detailed images • Important elements should be displayed centrally if possible since images might be cropped
	Copytext	The Copytext should only include relevant information.
	Call-to-Action	The Call-to-Action Link activates the user to click and leads them to the landing page/target URL. e.g.: Inform now/Book here!/Order now!
	Image	Avoid Logos, text and high detail in the visuals (scaling).

Negative Example:

Too much text in the image creates confusion and makes the user lose interest as it might be perceived as illegible.

Positiv Example:

Lorem ipsum dolor
sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

A clear image with a clear message and seperate text for further information.

Please avoid	
	URLs in text
	Telephone numbers
	Special characters
	Umlauts
	Too many numbers

Image-/ Text-specifications	Advertiser	25 characters
	Title	25 characters
	Description/Content	90 charaters
	Call-to-Action	15 characters (optional)
	Logo	160x160px

Example:
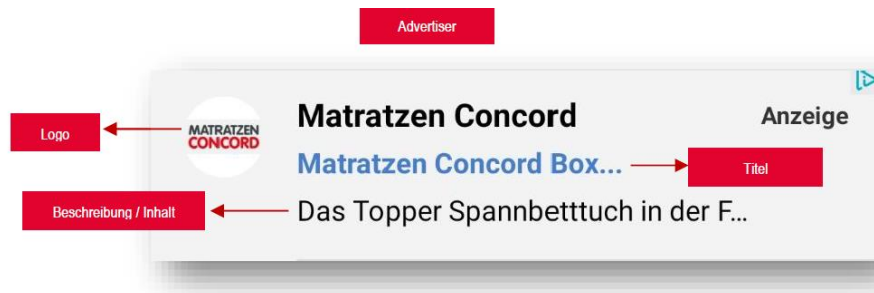
Please note that the delivery of advertising media must be carried out at least one week prior to the scheduled campaign start and must be sent to DX_DE_dmo@groupm.com
Also note **Adition** specifications.

Halfpage Ad	Creative Dimensions	300x600px
	Safe Zone* with CTA	300x486px
	Safe Zone* without CTA	300x525px
Billboard	Creative Dimensions	970x250px
	Safe Zone* with CTA	970x135px
	Safe Zone* without CTA	970x176px
Please note	Visual (Image or Video)	– Video: physical video (mp4 etc.), 30 seconds max. duration (including all slots), autostart without sound, provision at best quality as MP4, MOV, AVI (recommended duration: max. 30 sec.) Minimum resolution for retina optimization: 640 px width x … (height depending on aspect ratio – Images: delivery at best quality as JPG, PNG, GIF
	Text	– is possible, will be placed on visual
	Features	– Multiple clickouts, flexible size, flexible duration of slots (time of slot), flexible quantity of slots (3 to 5 recommended) – Logo: JPG, PNG, GIF – aspect ratio 1:1

"Safe Zone" refers the area in which texts, icons, symbols, emojis can be placed without overlay of StoryAd-Controls or StoryAd-Header. In the "Safe Zone" the design is free from constraints.

Native In-Game Display	**Please note:** Native in-game display ads must be delivered physically (PNG, JPEG). The integration of scripts (ad server, adverification, etc.) is not possible. Only 1x1 impression trackers can be used. A click command cannot be integrated, nor can a landing page be inlcuded. Currently, ad verification providers have a very limited evaluation option.	
Halfpage Ad	Creative Size	300x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
Medium Rectangle	Creative Size	300x250
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
Billboard	Creative Size	970x250
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
Superbanner	Creative Size	728x90
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed

Native In-Game Mobile	**Please note:** Native in-game mobile ads must be delivered physically (PNG, JPEG).	

Mobile Understitial	Creative Size	300x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed

Mobile Content Ads	Creative Size	320x50 (6:1)
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed

Mobile Interstitial	Creative Size	320x480 + 480x320 768x1024 + 1024x768
	Max. Size Restrictions	150 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed

Guidelines Native In-Game Creatives
AVOID SMALL DETAILS AND USE HIGH-CONTRAST CREATIVES
Avoid small details and make sure the ad uses distinct high contrast colors in the ad creative. Doing so will increase ad exposure significantly and will allow the ad to be visible even when it's far away. This could lead to 10X higher overall ad exposure time, when the creative is big enough. Banners where the brand name/logo takes at least 30% of the overall creative image can result with higher brand recognition rates..

CREATIVE CONTENT - BEST PRACTICES
When using text in an ad creative it's important to follow the guidelines below, which will maximize the text readability and overall effect on the user::
- Use a big, familiar and readable font
- Avoid using effects on the text such as shadows, tilting, and so on
- Make sure the text color and text background have high contrast to ensure the text stands out
- Short words and short overall text
- Use text that invites a later call-to-action (see examples below) or important information to the user, such as: „New things available", „Discount XY", "Short company slogan"

WPP Media

Integrated Video
Video

Rolls (Instream) & InRead (Outstream)	Please note	Only 2.0 VAST tags can be accepted when redirects are delivered. Please also note that when using DoubleClick, only the largest video size (1280x720 or 720x540) needs to be delivered. Delivery is always cross-device. **(Please note: For Gaming and CTV the specs on the following pages apply)**
	Video	
	Max. Size Restrictions	10 MB (for Desktop) or 6 MB (for Mobile)
	Creative Format	.mp4
	Codec	H.264
	Creative Size	For Desktop **16:9** 1280x720 OR 818x460 OR 640x360 For Mobile **16:9** 818x460 For Desktop and Mobile **4:3** (not mandatory) 960x720 (alternatively 480x360 OR 720x540)
Important!	**Total Bitrate**	**max. 1500 kbps** (=1372 kbps + 128 kbps audio) respectively 320 kbps (=260 kbps + 64 kbps audio)
	Colour Depth	32-Bit
	Framerate	25 fps
	Video Length	Max. 30 sec. (recommended: max. 20 sec.)
	Audio	
	Format	MPEG Audio
	Codec	AAC-LC or HE-AAC
	Format Version	Version 1
	Format-Profile	Layer 3
	Format-Settings Mode	Stereo
	Bitrate-Mode	konstant
	Bitrate	128 kbps
	Channel	2
	Samplingrate	44,1 KHz or 48 KHz
Important!	**Audio Level**	**-23 LUFS (+/- 1 LUF) according to EBU-Norm R128**

Note: "Important!" labels appear in the left column beside "Please note", "Total Bitrate", and "Audio Level" rows.

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YouTube	General Information	Creatives have to be delivered as a YouTube link (optionally with ClickCommand). An Impression Tracker can be delivered (only doubleclick/CM360). If you have any queries, please contact DX_DE_dmo@groupm.com or DX_DE_premiumsolutions_campaign@groupm.com
	Hosting	Video must be uploaded to YouTube. Embedding must be possible. The video must be public or unlisted. True streaming is not allowed.
	Video length	max. 6 sec. (Bumper Ads) max. 15 sec. (non-skippable) max. 30 sec. (skippable)
	Ad-Content	Must comply with YouTube policies.
	Skippable	Video ads up to 30 seconds: skippable Bumper Ads and Video ads up to 15 sec.: non-skippable
	Technical details	https://support.google.com/youtube/answer/4603579?hl=en
	Please note	For video ads (non-skippable) with a runtime >15 sec., prior customer approval must be obtained from Google Support. Even after approval, a **maximum of 20 seconds** is possible. The release takes place twice a week (Tuesdays & Thursdays) and the implementation of the creatives can take up to 48 hours afterwards.

	Headline	Long Headline	Description	Call to Action
Text Length	max. 15 characters	max. 90 characters	max. 70 characters	max. 10 characters
Non Skippable	Optional	not available	not available	Optional (required if headline is used)
Bumper	Optional	obligatory	obligatory	Optional (required if headline is used)
Skippable	Optional	obligatory	obligatory	Optional (required if headline is used)
Shorts	Optional	obligatory	obligatory	Optional (required if headline is used)
In-Feed Ads	Optional	obligatory	obligatory	Optional (required if headline is used)

Twitch	General Information	The advertising material must be delivered as **3.0 VAST**. The following providers are supported: AdForm; Flashtalking; CM360; Innovid; Jivox
	Technical details [VAST delivery]	https://advertising.amazon.com/resources/ad-specs/twitch/premium-video

If delivery via the above-mentioned providers is not possible, the following values must be observed when delivering the assets:	
Länge	Up to 30 seconds - unskippable Up to 60 seconds with additional costs - MidRoll only
Resolution	Min. 1920 x 1080 at 16:9
Bitrate	Min. 4.000 kbps | Max. 10.000 kbps
Audio Peak	-9 dB
Dateiformat	H.264 (MP4)

Outstream Ads	Media Type:	.mp4, .mov
	Format and Size:	16:9 (min. 640 px. width) recommended minimum resolution: 1.280x720 px
	Video Size:	max. 100 MB
	Bitrate:	max. 1.000 kbps
	Codec:	H. 264
	Loudness:	-23 LUFS (+/- 1 LUF) according to EBU-Norm R128
	Video Duration:	Recommendation: max. 30 Sec.
	Supported Tags	VAST 2.0
Instream Ads	Media Type	.mp4
	Ratio	16:9, 1:1, 9:16
	Size	Min. 720x720px
	Supported Tags	VAST 2.0
	Video length	Max. 30 seconds (6-20 sec. recommended)
	Full Size	Unlimited
	Please note	Delivery to: DX_DE_dmo@groupm.com

In order not to lose the user's attention, a video should not exceed the video duration of 30 seconds and be even shorter for optimisation for mobile devices. |

Image specifications	File format	Layered PSD graphics, isolated PNG graphics oder JPG
	Formats and sizes	16:9, depending on the pictorial world, preferably large formats (e.g. 800x450px). Other sizes are possible on request.
Video specifications	Media types	.mp4
	Format and size	16:9 (at least 720 px in height or width). Other sizes are possible on request.
	Video size	Unlimited (edited)
	Video duration	30 sec. maximum
Interactive layer	Format and size	16:9, minimum width: 800px
	File formats	layered PSD graphics, JPG, PNG

Rewarded Video	Video	
	Max. Size Restrictions	2 MB
	Creative Format	.mp4
	Codec	MPEG-4/H264;
	Creative Size	640x360 px(MEW/InApp); 1280x720px (Desktop)
Important!	**Total Bitrate**	**max. 800 kbps**
	Colour Depth	32-Bit
	Framerate	25 fps
	Video Length	Max. 30 sec. (max. 20 sec. recommended)
	End Card in VAST Tag	Four Sizes must be delivered: 320x480, 480x320, 1024x768, 768x1024 (max 150KB/Card) – integrated in Vast Tag
	Audio	
	Creative Format	MPEG Audio
	Codec	AAC+; AAC; WMA
	Format-Version	Version 1
	Format-Profile	Layer 3
	Format-Settings Mode	Stereo
	Codec	Constant
	Audio Bitrate	128 kbps
	Channel	2
	Samplingrate	44,1 KHz or 48 KHz
	Audio Levels	-23 LUFS (+/- 1 LUF) according to EBU-Norm R128
Streaming Video	**Video**	
	Information	Google DV360 spezifications apply for YouTube

Audio specifications	Media Type	.mp3 .mp4 .wav .ogg .mpeg .m4a
	File Size	Max. 20 MB
	Spot Length	Max. 30 seconds
	Audio Bitrate	Mind. 128 Kbits
	Peak Audio	-9 Db
	Tracking	Impression: • DCM (Google) • FlashTalking • Sizmek (mediamind) • Adform • MediaPlex • EyeReturn

DOOH		
Landscape MP4	File format	MP4
	Properties	1920 x 1080 px, sRGB; 16:9 • 25 fps • codec: h.264 • bit rate max. 12 Mbit/s • no half images (progressive) • without audio track
	Spot length	Standard: 10 seconds • Refer to the insertion order for the spot length • No Title Slates or Blank Frames
	Notes	• Contents must comply with the directives for the protection of minors. • Commercials must be created in the exact resolution of the booked advertising medium. • Commercial lengths must correspond to the exact frame of the booked time. • Helpful tips can be found here: https://stroeerdigitalgroup.atlassian.net/wiki/spaces/SDGPUBLIC/pages/230393058/Public+Video+Infoscreen+Managed+Programmatic+Engl.
Portrait MP4	**File format**	MP4
	Properties	1080 x 1920 px; sRGB ; 9:16 • 25 fps • codec: h.264 • bit rate max. 12 Mbit/s • no half images (progressive) • without audio track
	Spot length	Standard: 10 seconds • Refer to the insertion order for the spot length • No Title Slates or Blank Frames
	Notes	• Contents must comply with the directives for the protection of minors. • Commercials must be created in the exact resolution of the booked advertising medium. • Commercial lengths must correspond to the exact frame of the booked time. • Helpful tips & further requirements can be found here: https://stroeerdigitalgroup.atlassian.net/wiki/spaces/SDGPUBLIC/pages/230556625/Public+Video+Station+Managed+Programmatic+Engl.

DOOH		
Portrait JPG	**File format**	JPG
	Properties	1080 x 1920 px, sRGB; 9:16
	Spot length	Standard: 10 seconds • Refer to the insertion order for the spot length • No Title Slates or Blank Frames
	Notes	• Contents must comply with the directives for the protection of minors. • Commercials must be created in the exact resolution of the booked advertising medium. • Commercial lengths must correspond to the exact frame of the booked time. • Helpful tips & further requirements can be found here: https://stroeerdigitalgroup.atlassian.net/wiki/spaces/SDGPUBLIC/pages/3250324381/Public+Video+City+Managed+Programmatic+Engl.
Portrait Cinegraph MP4	**File format**	MP4
	Properties	1080 x 1920, Full HD; 9:16 • MP4 • 25 fps • codec: h.264 • bit rate max. 20 Mbit/s • no half images (progressive) • without audio track
	Spot length	10 seconds • No Title Slates or Blank Frames
	Notes	Slow graphic animations are permitted, but full motion / video content is not allowed. https://www.walldecaux.de/10-digitale-gestaltungsregeln#formplakatgestaltungsregelndigital

DOOH		
Roadside (JPG minimum requirement + Cinegraph (additional)	**File format**	MP4, JPG(Only Cinegraph, Animation or still image. No Videos)
	Properties	672 x 432 Pixel, sRGB und 576 x 408 Pixel, sRGB • 25 fps • codec: h.264 • bit rate max. 12 Mbit/s • no half images (progressive) • without audio track • Please notice - Min. font height (not font size!): 30px
	Spot length	Standard: 10 seconds • Refer to the insertion order for the spot length • No Title Slates or Blank Frames
	Notes	Please check the spreadsheet STRÖER ROADSIDE SCREENS for more information. Only still images may be broadcast in the following cities: 672 x 432 Pixel: Dresden, Hanover, Munich 576 x 408 Pixel: Fürth, Ingolstadt, Jena, Cologne, Landshut, Marl, Neuss, Osnabrück, Solingen Guidelines The measured font height of any depicted font must be at least 30 pixels from the baseline (an exception is made in the font height for legally binding notices: here it is exactly 7 pixels) Images that can be confused with traffic lights or traffic signs are not permitted Please also note that traffic light colours (signal red/orange/green) may not be used on a large scale in Cologne. • The commercial length is defined by the order confirmation. • Contents should be accessible in the book time. • Contents must comply with the directives for the protection of minors. • Commercials must be created in the exact resolution of the booked advertising medium. • Commercial lengths must correspond to the exact frame of the booked time Further Guidelines and design tips can be found here: https://stroeerdigitalgroup.atlassian.net/wiki/spaces/SDGPUBLIC/pages/3250324130/Public+Video+Roadside+Managed+Programmatic+Engl.

WPP Media

DOOH		
Tower (JPG minimum requirement + Cinegraph (additional)	**File format**	MP4, JPG (Only Cinegraph, Animation or still image. No Videos)
	Properties	336 x 1092 Pixel, sRGB • 25, 29,97 und 30 fps • codec: h.264 • bit rate max. 12 Mbit/s • no half images (progressive) • without audio track • Please notice - Min. font height (not font size!): 30px
	Spot length	Standard: 10 seconds • Refer to the insertion order for the spot length • No Title Slates or Blank Frames
	Notes	• Contents must comply with the directives for the protection of minors. • Commercials must be created in the exact resolution of the booked advertising medium. • Commercial lengths must correspond to the exact frame of the booked time. • Helpful tips & further requirements can be found here: https://stroeerdigitalgroup.atlassian.net/wiki/spaces/SDGPUBLIC/pages/3513352193/Public+Video+City+Tower+Managed+Programmatic+Engl.

WPP Media

Video	CTV	See here
	Online video	See here

Display	Mobile Interstitial/ Understitial	See here
	Halfpage ad	See here
	Billboard ad	See here
	Sitebar	See here
	Superbanner /leaderboard	See here
	Skyscraper	See here
	Wide skyscraper	See here
	Medium rectangle	See here
	Mobile content ads	See here

Notes	CTV ads must be delivered physically and must fulfil the specifications of the core variant. DOOH ads must be delivered physically. Display and video ads must be delivered as redirects. Please send the DOOH ads at least 7 working days prior and the CTV, video and display ads at least 14 and 5 working days prior to the start of the campaign to DX_DE_dmo@groupm.com

FOREWORD	Our technical specifications are continuously updated to reflect changes in inventories and from publishers. For this reason, they should only be accessed online in order to always receive the latest version. In order to minimise the number of required ad media variants, we aim to find the greatest possible overlap for the existing requirements of publishers. Nevertheless, it is not always possible (depending on the booking combination of products) to fulfil all requirements with just one advertising medium.

GENERAL REQUIREMENTS	**Delivery of advertising assets** • min. 10 WT before campaign start for standard campaigns (CTV and ATV) • min. 14 WT before campaign start for bookings **incl. Streamers (CTV)** • Lead times for campaigns with additional **DCO (Dynamic Creative Optimisation)** on request • All advertising material components (tracking, URL references, etc.) must be **SSL-compliant** • A target URL to the customer's landing page is required (see also ClickCommand p.3/3) • Provision must take place **"physically"** via email or download (for exceptions, see Technical details) • Provision of video creatives via 3rd party ad serving as **"VAST redirect" is not possible.** • Provision of tracking pixels for 3rd party measurement (see p.3/3) • The following Advanced TV Specs have been standardized and apply to CTV and all streamers. Therefore, only one video file per asset is required (except for ATV). • **Delivery & support:** DX_DE_dmo@groupm.com **Distribution of advertising assets** • Delivery is **"non-skippable"** on all inventories. • Video creatives with in-between lengths (differing from exact lengths of e.g. 10s, 15s, 20s or 30s) may be rejected by some publishers due to a lack of controllability in the advertising block. We recommend creating video creatives with "exact lengths" (see general length limits in the technical details for inventories with a separate booking option on the next page).

WPP Media

Advanced TV

TECHNICAL DETAILS (provision of source file)

VIDEO-FILE

CHANNEL	CTV*1		(+) ATV*2 min. 2 videos required for ATV	
PRODUCT	BVOD- & Streaming inventories	(+) YouTube	Video 1	Video 2
DURATION*3	(exact duration required) 10s, 15s, 20s oder 30s	(only non-skip) 10 to 20s	(exact duration required) 10s, 15s, 20s or 30s	
DELIVERY (CLIENT)	physical	Video-Link*5 (YT-Account)	physical	
RESOLUTION	1920x1080 (FHD)		1920x1080 (FHD)	
FILE WEIGHT*4	max. 250 MB		max. 250 MB	
BITRATE	min. 15 Mbit/s **up to** max. 40 Mbit/s		**50 Mbit/s**	
RATIO | FORMAT	16:9 | .mp4		16:9 | .mp4	16:9 | .MXF
CODEC	H.264		H.264	XDCAM HD 422
SCANTYPE	progressive		progressive	interlaced
COLOR-INTENS. | FRAMERATE	32-BIT | 25 fps		25 fps	

AUDIO-TRACK (integrated audio track with identical length to the video file)

FORMAT | CODEC	MPEG Audio | AAC-LC	MPEG Audio | AAC-LC	
BITRATE | BITDEEP	min. 192 kbps | 24-BIT	min. 192 kbps | 24-BIT	
SAMPLINGRATE	48 KHz	48 KHz	
CHANNELS	2 Channel (stereo)	2 Channel (stereo)	**8 Channel** (1+2 dt. sound transmission, 3-8 silence)
VOLUME LEVEL	-23 LUFS (+/-1 LUF) according to EBU-Norm R128	-23 LUFS (+/-1 LUF) according to EBU-Norm R128	

*1 **BVOD- & Streaming CTV:** *Specifies potential broadcast video on demand (BVOD) offers from TV channels as well as offers from streaming portals such as Netflix, Amazon Prime, Disney and others. YouTube is a separate booking option with different requirements (see above).*
*2 **ATV:** *Specified participating channel from Linear TV on the ATV channel (AddressableTV). ATV is also a separate booking option with different requirements. The provision of at least 2 video files is required for use. The above information also applies in cases of cross-screen deliveries (CTV) outside the big screens.*
*3 **Video duration:** *The above video lengths represent the maximum coverage of inventories in CTV and ATV (without guarantee in individual cases). Restrictive requirements must be taken into account, especially for "streamers. When delivering non-exact video lengths (e.g. intermediate length 17s), "potential" deliveries to Amazon Prime (incl. Freevee), Netflix and Disney+ are generally excluded. Videos longer than 30s must be requested in advance.*
*4 **File weight:** *Results from the permissible or required bitrate multiplied by the video length.*
*5 **Video hosting** *in the YT customer account required. + Settings: public or not listed/no true streaming/possible for embedding.*

WPP Media

3rd Party Measurement

Impression Tracking	The use of 1x1 impression trackers is possible under GDPR and ePrivacy compliance as well as the limitations below.
Limitation (Impression Tracking)	Depending on the platform/inventory provider, only a limited or no selection of tracking providers is accepted. Therefore, it cannot be guaranteed that the "desired" tracker will be available on all advertising spaces. Any counting differences resulting from missing certifications or permissions to measure must be disclosed by the third-party provider (this information is usually not shared with us by the measurement service). Furthermore, any type of tracking other metrics than those required for reporting campaign performance, such as user identification, user profiling, user retargeting, or conversion tracking, is not permitted.
Ad Verification / Validation	The status for ad verification and validation services is strongly dependent on the certification levels of individual services on the respective app inventories, given the current lack of comprehensive standard integrations in the CTV environment. It is expected that measurement results in this area will be inconsistent and fragmented. The verification service used must clarify whether negative or missing measurements are due to actual incidents or whether there are underlying reasons related to certification levels or missing prerequisites for measurement on the respective offerings.
Billing	Only ad impressions that have been reported through our primary services are relevant for billing. Counting differences can only be discussed if they have been proven and shared by the third party based on valid and comparable data, as well as transparent collection methodology.
ClickCommand	In the streaming TV environment, ads are generally placed in non-clickable environments. Clicks are therefore not reported. Nevertheless, it is mandatory to provide a landing page (TARGET URL) in order to serve "isolated" clicks. See also QR code (below).

3rd Party Ad Serving

VAST Wrapper (Redirect-Tag)	A physical video file of the highest possible quality must be delivered to ensure requirements of our offerings and limitations of programmatic supply chains. See YouTube exception in Technical Details.

Ad Content *(The advertiser is responsible for the complete declaration of necessary information in writing and, where necessary, by sound. The points listed below are not exhaustive; additional information may be required depending on the advertising content).*

Pharma	Advertising materials for pharmaceutical products must contain the pharmacist's reference (visual and audio).
Kids	For kids' campaigns/placements, no click trackers are allowed, only impression tags. Additionally, for Netflix: advertising for toys and children's products is permitted only if the creative clearly targets parents/adults and not children directly.
Gambling	Advertising material on the subject of gambling must contain an addiction notice, the "SchleswigHolstein" notice and an age notice. A certification form must be completed and submitted as early as possible. Netflix: Advertising material should be submitted to the streamer's policy team for review and approval 1-2 weeks before the start. Disney+: Without certification, playout via DV360 is not possible. Amazon: Only bookable via IO.
Automotive	Sellers must specify the specific consumption values and CO_2 emissions.
Competitors	Advertising media (for TV and streaming products) are rejected for Netflix, Zattoo, Waipu, Disney+ & Joyn due to a non-compete clause.
Black bars	Letterboxing and pillarboxing - black borders to adjust aspect ratio - within the provided video source file are not accepted.
QR-Codes	The integration of a QR code in the video is not allowed for Netflix. Integration into videos for delivery on other streaming platforms and apps must be agreed in advance, as a separate process will be required.

Note on advertising for alcoholic beverages

General Information	As a rule, advertising for alcoholic beverages may not go on air until after 5 p.m. Stricter restrictions apply to "hard" alcohol (>15% vol.) (see below). Disney and Spielberg content is not advertised with alcohol at all. Allday advertising (at least beer, etc.) is allowed on sports channels. The note 'Drink Responsibly' must be placed in the advert. Further policy guidelines for Netflix: https://help.netflix.com/legal/ad-restrictions
Strong alcohol	Beverages with an alcohol content greater than or equal to 15% vol. may only be advertised after 8 pm. In addition to the above content restrictions, inquiries should be made with individual publishers to determine if there are any other restrictions.

Display	Logo	.eps, .svg or .png
	Font	.otf, .ttf or .woff
	Images	.gif or .jpg
	Copy	Maximum 40 characters per message
	CTA	Maximum 20 characters per CTA (any buttons or arrows should preferably be delivered as .svg, .eps or .png)
	Disclaimer	Maximum 60 characters
	Layout template	Instructions of where and when to place graphics– preferably with a reference image or video (minor HTML5 animations, such as hover effects are possible)

InBanner Video	Logo	.eps, .svg or .png
	Font	.otf, .ttf or .woff
	Video	Maximum 30 sec and preferably as .mp4 with maximum resolution (no weight limit), if available, please send videos in 1:1, 4:5, 9:16 and 16:9
	Copy	Maximum 40 characters per message
	CTA	Maximum 20 characters per CTA (any buttons or arrows should preferably be delivered as .svg, .eps or .png)
	Disclaimer	Maximum 60 characters
	Layout template	Instructions of where and when to place graphics– preferably with a reference image or video (minor HTML5 animations, such as hover effects are possible)

| **Note** | For Stream Green campaigns, only the above-mentioned assets need to be provided. The ad is created by WPP Media itself and is carried out in coordination with the agency.

If you have any questions, please contact:
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