

# Specifications

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# General Information

These specs contain relevant information about all display, Advanced 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](mailto: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](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 .png .gif / MP4 (Video Ads).  
All components of the physical advertising material must be https-compatible.

# Advanced Display Display

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

# Advanced Display Display

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

## Advanced Display Mobile

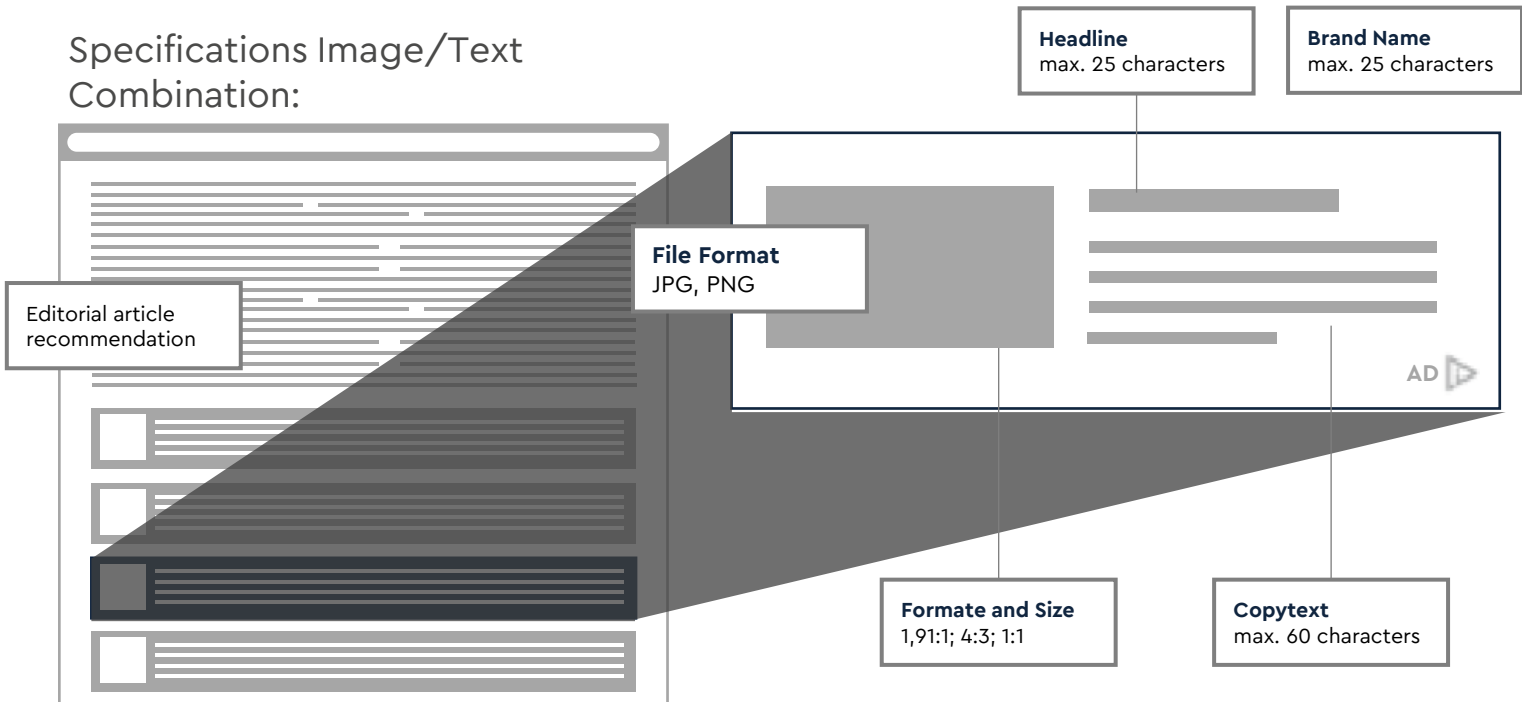
<b>Mobile Content Ads</b> (6:1, 4:1, 2:1 & Mobile Medium Rectangle)	Creative Size	<b>Smartphone:</b> 300x50 (6:1) 320x50 (6:1) 300x75 (4:1) 300x150 (2:1)  <b>Tablet:</b> 300x250 (Mobile Medium Rectangle)
	Max. Size Restrictions	<b>Smartphone:</b> 40 kb incl. Fallback <b>Tablet:</b> 150 kb incl. Fallback
	Creative Format	HTML5 ; Alternatively : .gif .png .jpg
	Animation	max. 15 sec. allowed
<b>Mobile Interstitial</b>	Creative Size	<b>Smartphone:</b> 320x480
	Max. Size Restrictions	150 kb incl. Fallback
	Creative Format	HTML5 ; Alternatively : .gif .png .jpg
	Animation	max. 15 sec. allowed
	Note	The creative (HTML5) must contain a close button, which must be created according to IAB specifications.
<b>Mobile Understitial</b>	Creative Size	<b>Smartphone:</b> 320x480
	Max. Size Restrictions	150 kb incl. Fallback
	Creative Format	HTML5 ; Alternatively : .gif .png .jpg
	Animation	max. 15 sec. allowed
<b>MRAID</b>	Creative Size	<b>Smartphone:</b> 320x50 320x480
	Max. Size Restrictions	150 kb incl. Fallback
	Creative Format	HTML5

## Advanced Display - Native Image/Text Combinations

<b>Image specifications</b>	File Format	.jpg .png .gif
	Format and Size	1,91:1 (1200x627px) Optional: 4:3 (1200x900px), 1:1 (1200x1200) 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.
	File Size	100 kB (suggestion)
	Logo (optional)	160x160px
<b>Text specifications</b>	Note	Recommendation ads may be displayed <b>title only</b> , 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)

## Advanced Display - Native Image/Text Combinations

Specifications Image/Text  
Combination:



### 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).

## Advanced Display - Native Image/Text Combinations

### 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 elit, sed diam  
nonumy eirmod tempor

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

### Please avoid

URLs in text

Telephone numbers

Special characters

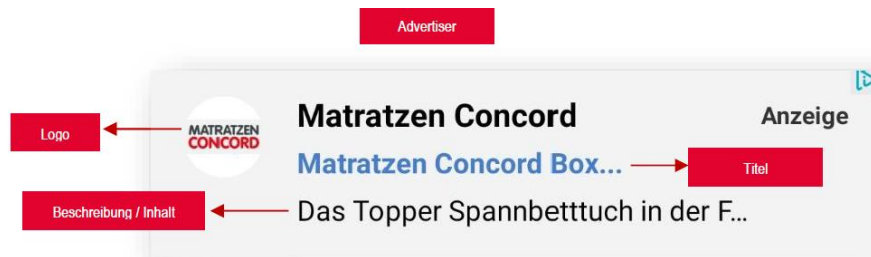
Umlauts

Too many numbers

## Advanced Display - Native Inbox Ad

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

Example:



## Advanced Display - Native Story Ad

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](mailto:DX_DE_dmo@groupm.com)

Also note [Adition](#) specifications.

<b>Halfpage Ad</b>	Creative Dimensions	300x600px
	Safe Zone* with CTA	300x486px
	Safe Zone* without CTA	300x525px
<b>Billboard</b>	Creative Dimensions	970x250px
	Safe Zone* with CTA	970x135px
	Safe Zone* without CTA	970x176px
<b>Please note</b>	Visual (Image or Video)	<ul style="list-style-type: none"> <li>– 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.)</li> <li>– Images: delivery at best quality as JPG, PNG, GIF</li> </ul>
	Text	– is possible, will be placed on visual
	Features	<ul style="list-style-type: none"> <li>– Multiple clickouts, flexible size, flexible duration of slots (time of slot), flexible quantity of slots (3 to 5 recommended)</li> <li>– Logo: .jpg, .png, .gif – aspect ratio 1:1</li> </ul>

"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.

<b>Native In-Game Display</b>	<p><b>Please note:</b> 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 included. Currently, ad verification providers have a very limited evaluation option.</p>	
<b>Halfpage Ad</b>	Creative Size	300x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
<b>Medium Rectangle</b>	Creative Size	300x250
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
<b>Billboard</b>	Creative Size	970x250
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
<b>Superbanner</b>	Creative Size	728x90
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed

<b>Native In-Game Mobile</b>	<b>Please note:</b> Native in-game mobile ads must be delivered physically (PNG, JPEG).	
<b>Mobile Understitial</b>	Creative Size	300x600
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
<b>Mobile Content Ads</b>	Creative Size	320x50 (6:1)
	Max. Size Restrictions	200 kB incl. Fallback
	Creative Format	HTML5
	Fallback	.png or .jpg
	Animation	not allowed
<b>Mobile Interstitial</b>	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"

**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.

**Important!**

**(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

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**

<b>YouTube</b>	General Information	<p>Creatives have to be delivered as a YouTube link (Impression-Tracking only supported via doubleclick).</p> <p>If you have any queries, please contact <a href="mailto:DX_DE_dmo@groupm.com">DX_DE_dmo@groupm.com</a> or <a href="mailto:DX_DE_premiumsolutions_campaign@groupm.com">DX_DE_premiumsolutions_campaign@groupm.com</a></p>
	Hosting	<p>Video must be uploaded to YouTube (<b>public or unlisted</b>). Embedding must be possible. True streaming is not allowed.</p>
	Length	<p>max. 6 sec. (Bumper Ads) max. 15 sec. (non-skippable) max. 30 sec. (skippable)</p>
	Ad-Content	<p>Must comply with YouTube policies.</p>
	Skippable	<p>Video ads up to 30 seconds: skippable Bumper Ads and Video ads up to 15 sec.: non-skippable</p>
	Technical details	<p><a href="https://support.google.com/youtube/answer/4603579?hl=en">https://support.google.com/youtube/answer/4603579?hl=en</a></p>
	<b>Please note</b>	<p>For video ads (non-skippable) with a runtime &gt;15 sec., prior customer approval must be obtained from Google Support. Even after approval, a <b>maximum of 20 seconds</b> is possible. The release takes place twice a week (Tuesdays &amp; Thursdays) and the implementation of the creatives can take up to 48 hours afterwards.</p> <p>Visibility of Text Elements: Desktop: Long headline and description only appear in In-Feed &amp; Shorts, not in skippable in-stream ads. Mobile: Long headline appears only on larger displays; hidden on smaller screens.</p>

	Headline	Long Headline	Description	Call to Action
<b>Textlength</b>	max. 30 characters (incl. spaces)	max. 90 characters (incl. spaces)	max. 90 characters (incl. spaces)	max. 10 characters (incl. spaces)
<b>Non Skippable</b>	optional (max. 15 characters)	not available	not available	Optional (required if headline is used)
<b>Bumper</b>	optional	obligatory	obligatory	Optional (required if headline is used)
<b>Skippable</b>	optional	obligatory	obligatory	Optional (required if headline is used)
<b>Shorts</b>	optional	obligatory	obligatory	Optional (required if headline is used)
<b>In-Feed Ads</b>	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)

## Advanced Video – Native Outstream Ad

<b>Outstream Ads</b>	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
<b>Instream Ads</b>	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	<p>Delivery to: <a href="mailto:DX_DE_dmo@groupm.com">DX_DE_dmo@groupm.com</a></p> <p>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.</p>

## Advanced Video – Native Shoppable Ad & Branded Player

<b>Image specifications</b>	File format	Layered PSD graphics, isolated PNG graphics or JPG
	Formats and sizes	16:9, depending on the pictorial world, preferably large formats (e.g. 800x450px). Other sizes are possible on request.
<b>Video specifications</b>	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
<b>Audio specifications</b>	Volume Level	-23 LUFS (+/- 1 LUF) according to EBU-Norm R128
<b>Interactive layer</b>	Format and size	16:9, minimum width: 800px
	File formats	layered PSD graphics, JPG, PNG

<b>Rewarded Video</b>	<b>Video</b>		
	Max. Size Restrictions	2 MB	
	Creative Format	.mp4	
	Codec	MPEG-4/H264;	
	Creative Size	640x360 px(MEW/InApp); 1280x720px (Desktop)	
	<b>Important!</b>	<b>Total Bitrate</b>	<b>max. 800 kbps</b>
		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
		<b>Audio</b>	
		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	
Volume Level	-23 LUFS (+/- 1 LUF) according to EBU-Norm R128		
<b>Streaming Video</b>	<b>Video</b>		
	Information	Google DV360 specifications 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 (steady)
Peak Audio	-9 dB
Tracking	Only Impression: <ul style="list-style-type: none"><li>• DCM (Google)</li><li>• FlashTalking</li><li>• Sizmek (mediamind)</li><li>• Adform</li><li>• MediaPlex</li><li>• EyeReturn</li></ul>

**DOOH**

**Roadside**

File format	.mp4 <b>and</b> .jpg (physical)
Aspect ratio and Resolution	14:9 (672 x 432) / 24:17 (576 x 408)
Bitrate	max. 12 Mbit
Color depth	12 bit / sRGB
Framerate	25 FPS, progressive (no fields)
Video Codec	H.264
Spot Length	10 seconds (exact duration)
To note	<ul style="list-style-type: none"> <li>• Delivery at least <b>14 WD</b> before the start of the campaign</li> <li>• Without a soundtrack</li> <li>• No title pages or blank frames</li> <li>• The content must comply with the guidelines of the protection of minors.</li> <li>• The commercials must be created in the exact resolution of the booked advertising medium.</li> <li>• The length of the commercials must correspond exactly to the booked time frame.</li> <li>• Slow graphical animations are allowed, but no full-motion/video content.</li> <li>• We strongly recommend providing the above-mentioned formats, as otherwise smooth delivery cannot be guaranteed.</li> </ul>
Guidelines	<p>Only still images may be broadcast in the following cities:          672 x 432 Pixel: Dresden, Hannover, Munich          576 x 408 Pixel: Fürth, Ingolstadt, Jena, Cologne, Landshut, Marl, Neuss, Osnabrück, Solingen</p> <p>The measured font height of each font depicted must be at least 30 pixels away from the baseline (an exception is the font height for legally binding notices: here it is exactly 7 pixels). Depictions that could be confused with traffic lights or signs are not permitted.</p> <p>Traffic light colours (signal red/orange/green) may not be used over a large area in Cologne.</p> <p>The content must comply with the guidelines of the protection of minors.</p>

<b>Mix</b>	File format	.mp4 <b>and</b> .jpg (physical)
	Aspect ratio and	16:9 (1920x1080) / 4:13 (336x1092)
	Resolution	9:16 (1080x1920) <b>An additional version with a file weight of max. 10 MB is necessary for 9:16 in any case.</b>
	Bitrate	max. 12 Mbit
	Color depth	12 bit / sRGB
	Framerate	25 FPS, progressive (no fields)
	Video Codec	H.264
	Spot Length	10 seconds (exact duration)
	To note	<ul style="list-style-type: none"> <li>• Delivery at least <b>14 WD</b> before the start of the campaign</li> <li>• Without a soundtrack</li> <li>• No title pages or blank frames</li> <li>• Content must comply with the guidelines of the protection of minors.</li> <li>• Commercials must be created in the exact resolution of the booked advertising medium.</li> <li>• Length of the commercials must correspond exactly to the booked time frame.</li> <li>• Slow graphical animations are allowed, but no full-motion/video content.</li> <li>• We strongly recommend providing the above-mentioned formats, as otherwise smooth delivery cannot be guaranteed.</li> </ul>
	Hints	<ul style="list-style-type: none"> <li>• Additional tips and further information can be found here: [German] <ul style="list-style-type: none"> <li>• <a href="https://www.walldecaux.de/10-digitale-gestaltungsregeln">https://www.walldecaux.de/10-digitale-gestaltungsregeln</a></li> <li>• <a href="https://motivdatenbank.tools.stroeer.de/">https://motivdatenbank.tools.stroeer.de/</a></li> </ul> </li> </ul>

<b>DOOH</b>	DOOH (Mix includes Digital Signage, Portrait and Landscape)	See <a href="#">here</a>
<b>Video</b>	CTV	See <a href="#">here</a>
	Online video	See <a href="#">here</a>
<b>Display</b>	Mobile Interstitial / Understitial	See <a href="#">here</a>
	Halfpage ad	See <a href="#">here</a>
	Billboard ad	See <a href="#">here</a>
	Sitebar	See <a href="#">here</a>
	Superbanner / Leaderboard	See <a href="#">here</a>
	Skyscraper	See <a href="#">here</a>
	Wide skyscraper	See <a href="#">here</a>
	Medium rectangle	See <a href="#">here</a>
	Mobile content ads	See <a href="#">here</a>
<b>Notes</b>	<p>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.</p> <p>Please send the DOOH and CTV creatives at least 14 working days before the campaign start, and the online video and display creatives at least 5 working days in advance to <a href="mailto:DX_DE_dmo@groupm.com">DX_DE_dmo@groupm.com</a></p>	

## 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 WD before campaign start for standard campaigns (CTV and ATV)
- min. 14 WD 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).
- You can find an overview of the tracking compatibilities on [page 26](#).
- **Delivery & support:** [DX\\_DE\\_dmo@groupm.com](mailto: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).

### 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, <u>max. 20s</u>	
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 <b>up to</b> max. 40 Mbit/s		<b>50 Mbit/s</b>	
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. 256 kbps   24-BIT	
SAMPLINGRATE	48 kHz		48 kHz	
CHANNELS / STREAM	2 Channel (stereo)		2 Channel (stereo)	<b>8 Streams</b> (1+2 german 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.

<b>3rd Party Measurement</b>	
<b>Impression Tracking</b>	The use of 1x1 impression trackers is possible under GDPR and ePrivacy compliance as well as the limitations below.
<b>Limitation (Impression Tracking)</b>	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.
<b>Ad Verification / Validation</b>	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.
<b>Billing</b>	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.
<b>ClickCommand</b>	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).

<b>3rd Party Ad Serving</b>	
<b>VAST Wrapper (Redirect-Tag)</b>	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.

<b>Ad Content</b> <i>(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).</i>	
<b>Pharma</b>	Advertising materials for pharmaceutical products must contain the pharmacist's reference (visual and audio).
<b>Kids</b>	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.
<b>Gambling</b>	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, payout via DV360 is not possible. Amazon: Only bookable via IO.
<b>Automotive</b>	Sellers must specify the specific consumption values and CO <sub>2</sub> emissions.
<b>Competitors</b>	Advertising media (for TV and streaming products) are rejected for Netflix, Zattoo, Waipu, Disney+ & Joyn due to a non-compete clause.
<b>Black bars</b>	Letterboxing and pillarboxing - black borders to adjust aspect ratio - within the provided video source file are not accepted.
<b>QR-Codes</b>	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

<b>Explicit Content</b>	Content of restrictive nature – in particular vulgar, offensive, or sexually explicit material – may be blocked. It must be ensured that all content complies with the applicable policy guidelines. Netflix guidelines: <a href="https://help.netflix.com/legal/ad-restrictions">https://help.netflix.com/legal/ad-restrictions</a>
<b>General Information</b>	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.
<b>Strong alcohol</b>	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.

### Tracking compatibility

Format	CM360	Adform	Adition	Double Verify	IAS*1	Exactag	Implementation
CTV Core	✓	✓	✓	✓	x	○	
Netflix	✓	x	x	✓	x	○	only CM360 and Double Verify, everything else gets rejected
Disney+	✓	✓*2	✓*2	✓	x	○	*2 Implementation only on certain DSPs
Prime	✓	x	x	✓	x	✓	Adform/Adition-Implementation not recommended
Youtube	✓	x	x	x	x	✓	only CM360, everything else gets rejected
ATV	x	x	x	x	x	x	tracking not supported

Format	Flashtalking	Kantar	Nielsen	Happydemics	Audience Project	Telebalance
CTV Core	○	○	○	✓	✓	○
Netflix	x	only PG	only PG	x	✓	x
Disney+	✓	○	○	○	○	○
Prime	✓	✓	✓	○	✓	○
Youtube	x	x	x	x	x	x
ATV	x	x	x	x	x	x

\*1 IAS-Tracking in the CTV sector is currently not yet accurate → it cannot be guaranteed that numbers will accumulate; transmitted values are highly distorted, implementation not recommended

\*2 Amazon recommends refraining from implementation to avoid potential creative rejections

○ = No prior experience, implementation can be tested

**Disclaimer: Short-term changes by the advertiser are reserved.**

<b>Display</b>	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)

<b>InBanner Video</b>	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)

<b>Note</b>	<p>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.</p> <p>If you have any questions, please contact: <a href="mailto:DX_DE_premiumsolutions_sales@groupm.com">DX_DE_premiumsolutions_sales@groupm.com</a></p>
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