



# SMARTSTREAM.TV

## TECHNICAL AD SPECIFICATIONS

10/2019

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PROGRAMMATIC BUYING
APPLYING SPECS
General Video Ad Specifications (for 3 <sup>rd</sup> Party Delivery) + <a href="#">Additional Requirements for Programmatic Buying</a>

### SPOT OPTIMIZER

FOR MORE BRANDING	FOR INDIVIDUAL TARGETING	FOR VERTICAL MOBILE USAGE	FOR MORE USER INTERACTION
<p>GRAPHICAL SOLUTIONS</p> <p>Branded Player Overlay / Endcard Call to Action Subtile</p>	<p>DYNAMIC SOLUTIONS</p> <p>Data-based creative individualisations e.g. location-based dealer marketing</p>	<p>VERTICAL SOLUTIONS</p> <p>9:16 spot</p>	<p>INTERACTIVE SOLUTIONS</p> <p>Spot with activating elements</p>

# 1 General Video Ad Specifications

## 1.1 GENERAL CONSIDERATIONS

<b>Delivery:</b>	Advertising material can be delivered either <b>physically</b> or as <b>3<sup>rd</sup> party VAST redirect</b> .
<b>Timing:</b>	Please send your advertising material (mediafiles, Click-Through-URLs, tracking pixels etc.) to <a href="mailto:ads@smartstream.tv">ads@smartstream.tv</a> at least <b>3 workdays prior to campaign start</b> .
<b>SSL Compliance:</b>	Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
<b>Mobile Optimization:</b>	All destination-URLs or landing pages should be <b>optimized for mobile devices</b> as well.
<b>Ratio:</b>	16:9 or 4:3 ( <b>Vertical Ad:</b> 9:16)
<b>Recommended Dimension:</b>	818*460 px (16:9) ( <b>Vertical Ad:</b> 460*818px)
<b>File Size:</b>	max. 10 MB
<b>Max. Spot Length:</b>	30'' ( <b>Bumper Ad:</b> max. 6-10'', <b>Fullview Ad:</b> max. 20'')

## 1.2 SPECIFICATIONS FOR PHYSICAL DELIVERY

<b>Supported File Formats:</b>	MP4, MOV and AVI (further formats possible upon request)
<b>Tracking:</b>	Image pixel, click-through-URL (not JavaScript!) ( <a href="#">SSL Compliance</a> required)

### MEDIAFILES' TECHNICAL DETAILS

<b>VIDEO CODEC</b>	Max. bitrate	3.500 kbps*
	Framerate	25-30 fps
	Codecs	MPEG-4/H264; Ffmeg video
<b>AUDIO CODEC</b>	Recommended bitrate	128 bit/s
	Codecs	AAC+; AAC; WMA
	Format version	Version 1
	Format profile	Layer 3
	Format settings mode	Stereo (2 canal)
	Bitrate	128 kbps - constant
	Sampling	44,1 KHz
	Volume	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards

## 1.3 SPECIFICATIONS FOR 3RD PARTY DELIVERY

<b>Hosting:</b>	On client's Demand Side Platform (DSP), agency ad server / hosting service (e.g. DCM, Sizmek, Flashtalking).
<b>VAST Version:</b>	2.0 & 3.0
<b>Required Formats:</b>	MP4 & WEBM
<b>Tracking:</b>	Image pixel, click-through-URL (not JavaScript!) ( <a href="#">SSL Compliance</a> required)

### PLEASE NOTE

- Placeholders reserved for **macros** must be replaced with a valid macro used by the respective service (special characters may lead to delivery problems on some players).
- Crossdomain.xml** and **CORS headers:** According to W3C specification Cross Origin Resource Sharing (CORS) headers are required for HTML5 compliance on both online desktop and mobile devices. To be servable in a JavaScript environment, an ad server's VAST response must include valid HTTP CORS headers.
- Ads with **skip control** are not allowed (*skipoffset*).

### ADDITIONAL REQUIREMENTS FOR PROGRAMMATIC BUYING (VIA RTB)

- No VPAID mediafiles (HTML5/JS or SWF) should be included in the VAST XML.
- Bitrate, width and height parameters within the mediafile-nodes have to match the actual properties of the mediafiles (i.e. width/height may not be declared as "0").
- Spot duration shouldn't exceed a total length of 60'', otherwise bids will be blocked.

### RECOMMENDED MEDIAFILE SPECS

Smartstream.tv follows the IAB recommendation outlined in the [IAB Digital Video In-Stream Ad Format Guidelines](#). Valid VAST redirects should include mediafiles in at least 2 formats (mp4 and webm) and 3 quality levels to ensure a delivery on all available devices (all-in-all min. 6 mediafiles).

Resolution	Low	Medium	High
Devices types	lower-end smartphones	tablets	desktop
Dimension (not mandatory)	~480*270	~818*460	~1024*576
Max. video bitrate**	768 kbps	1500 kbps	3500 kbps
Max. file size	5MB	5MB	10MB
Required formats	mp4/H.264, webm		
Supported additional formats	3gpp, wmv		
Audio	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards		

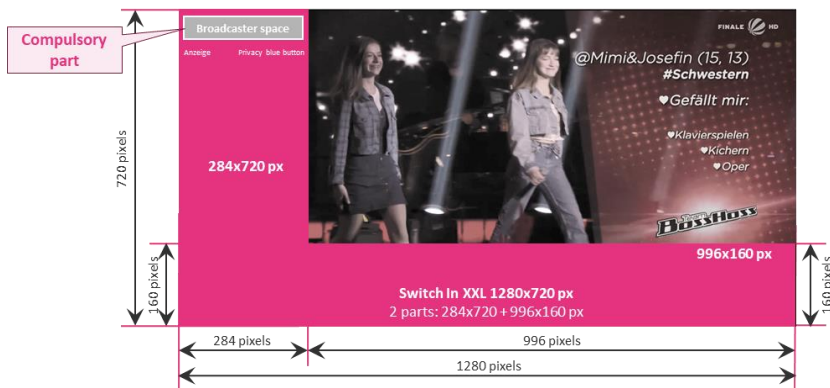
\* In case of physical delivery we will automatically transcode the video file into the most suitable resolution for each device type.  
 \*\* Smartstream.tv uses hard limits on bitrates, so mediafiles with bitrates below the respective limits should be provided.

# 2 Addressable TV Specifications

## 2.1 GENERAL CONSIDERATIONS

- Delivery:** Advertising material must be delivered **physically**.  
3<sup>rd</sup> Party / Redirects are not possible.
- Timing:** Creative material must be delivered at **least 1 week prior to campaign start** to [ads@smartsstream.tv](mailto:ads@smartsstream.tv).

## 2.2 SPECIFICATIONS FOR SWITCH IN XXL & SWITCH IN XXL REGIO



**PLEASE NOTE: LABELLING REQUIREMENTS: "ANZEIGE", BROADCASTER SPACE, PRIVACY**

**Recommended Dimension:** Every Switch In XXL must be delivered in 2 parts:

- 284\*720 px (W\*H)
- 996\*160 px (W\*H)

**File Size:** max. 80 KB each (animated 800KB)

**Supported File Formats:** GIF, JPG, PNG

**Animated GIFs:** The latest frame of the animation is displayed as fallback.  
Both GIFs must contain the same number of animation frames, max. 100 frames, no loop.  
Both GIF files must have the same timing e.g. same length of frames and pauses

**Tracking Pixel:** Tracking is triggered on the server side. That means, the AdProxyServer has to be excluded from Fraud Detection, whitelisting the following domains:

- hbbtv-adproxy.redbutton.de
- redbutton-adproxy-lb-prod.redbutton.de

Adform Tracking is not supported, due to technical reasons.

**Click Tracking:** Only static Click Command supported (no updateable Click Commands).

**Microsites:** Must be produced and hosted independently by the client.

## 2.3 SPOT REPLACEMENT / ATV SPOT

**Max. Spot Length:** 20"

**File extension:** \*.mxf (MXF OP1a)

**Compression Type:** XDCAM HD 422

**Data rate:** 50 Mbit/s

**Audio tracks:** 8 (1+2 German PGM, 3-8 silence)

**Audio bit depth:** 24

**Audio sampling rate:** 48 KHz

[MXF OP1a + 8 CH Audio (24Bit)] CodecTyp Video: MPEG-2 (XDCAM HD 4:2:2) 50MBit

**Tracking Pixel:** Tracking is triggered on the server side. That means, the AdProxyServer has to be excluded from Fraud Detection, whitelisting the following domains:

- hbbtv-adproxy.redbutton.de
- redbutton-adproxy-lb-prod.redbutton.de

Adform Tracking is not supported, due to technical reasons.

**PLEASE NOTE that ATV spots are not clickable.**

For detailed technical guidelines for Addressable TV Spots see "[Technical Guidelines for ATV Spots](#)"

# 3.1 Spot Optimizer – Graphical Solutions

FOR MORE

## BRANDING

▶

▶


▶  
Subtitel

▶  
Click here!


GRAPHICAL SOLUTIONS

Branded Player  
Overlay / Endcard  
Call to Action  
Subtitle


**CLICK & WATCH**




**BRANDED PLAYER**  
with Call to Action




**BRANDED PLAYER**  
with Call to Action




**OVERLAY**  
with Call to Action



**OVERLAY**



**ENDCARD**  
with Call to Action



**SWITCH IN XXL**

### YOUR OPTIONS:

- BRANDED PLAYER:** Frame surrounding the video ad for the total spot length („L“-shaped / complete frame (16:9)), containing additional information, call-to-action and look&feel of the brand.
- ENDCARD:** Separate screen displayed at the end of the video ad for 3-5”.
- OVERLAY:** Layer that covers (a part) of the video ad for a certain amount of time while the spot is playing showing additional information or call-to-action.
- SWITCH IN XXL:** „L“-shaped banner surrounding linear TV content.

### GENERAL CONSIDERATIONS

- Delivery:** Branded Player, Endcard or Overlay and Switch In XXL can be produced inhouse or delivered by the client. In case you deliver the material please note our [General Video Ad Specifications for Physical Delivery](#).
- Timing:** Creative material must be delivered **at least 1 week prior to campaign start** to [ads@smartstream.tv](mailto:ads@smartstream.tv).
- SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
- Mobile Optimization:** All destination-URLs or landing pages should be **optimized for mobile devices** as well.

**PLEASE NOTE** that Branded Player, Endcard and Overlay are based on [VAST](#) and don't support [multiple clickouts](#).

### REQUIRED MATERIAL FOR CREATION

#### MANDATORY

- Mediafile(s) according to our [General Video Ad Specifications for Physical Delivery](#)
- Mockup and short description of behaviour and layout of Branded Player, Endcard or Overlay (imagery, logos etc.)
- Slogan

#### OPTIONAL

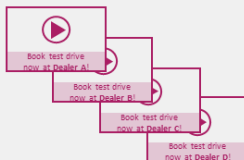
- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- Existing Display Ads and Landing Pages
- In case the client provides the frame for the Branded Player make sure it contains a placeholder in the size of the actual video ad (818\*460 px (16:9)).

### PROCEDURE

As soon as we get the required materials we assemble the video ad with the creative material and produce the Branded Player, Endcard or Overlay according to your briefing. The result will be sent to you for approval. Changes will be possible. We won't start delivering the campaign until the client's approval of the ad.

## 3.2 Spot Optimizer – Dynamic Solutions

### FOR INDIVIDUAL TARGETING

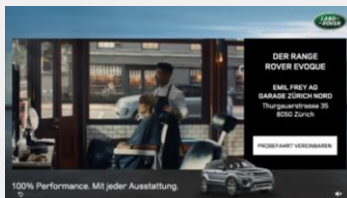


#### DYNAMIC SOLUTIONS

Data-based creative individualisations  
e.g. location-based dealer marketing



#### CLICK & WATCH



#### DEALER INTEGRATION

Dynamic Overlay with dealer-specific Call to Action

#### YOUR OPTIONS:

##### DEALER INTEGRATION:

Dealer-specific call-to-action based on a user's geo-location integrated into the video ad as Branded Player, Endcard or Overlay.

##### SHOWTIME ROLL:

Movie theater-specific call-to-action / additional information based on the user's geo-location integrated into the video ad as Endcard.

#### GENERAL CONSIDERATIONS

- Delivery:** Advertising material must be delivered physically. Please note our [General Video Ad Specifications for Physical Delivery](#).
- Timing:** Advertising material must be delivered **at least 2 week prior to campaign start** to [ads@smartstream.tv](mailto:ads@smartstream.tv).
- SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
- Mobile Optimization:** All destination-URLs or landing pages should be **optimized for mobile devices** as well.

**PLEASE NOTE** that Dealer Integrations and Showtime Rolls are based on VAST and don't support multiple clickouts.

#### REQUIRED MATERIAL FOR CREATION

##### MANDATORY

- Mediafile(s) according to our [General Video Ad Specifications for Physical Delivery](#)
- Mockup and short description of behaviour and layout of the Branded Player, Endcard, Overlay (imagery, logos etc.)
- Slogan
- Excel or CSV file containing delivery distribution and criteria (zip, city, region, address, store name, media volume, tracking pixel, click-through-URL etc.)

##### OPTIONAL


- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- Existing Display Ads and Landing Pages

#### PROCEDURE

As soon as we get the required materials we assemble the video ad with the creative material and produce the Branded Player, Endcard or Overlay according to your briefing. The result will be sent to you for approval. Changes will be possible. We won't start delivering the campaign until the client's approval of the ad.

## 3.3 Spot Optimizer – Vertical Solutions

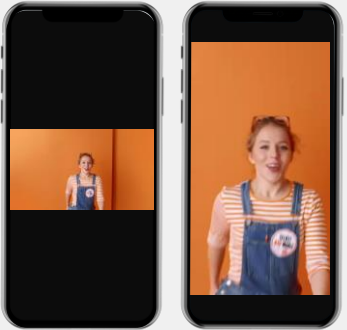
FOR  
**VERTICAL  
MOBILE USAGE**



VERTICAL SOLUTIONS

9:16 spot

CLICK & WATCH



**VERTICAL VIDEO**  
Transforming 16:9 into 9:16

### GENERAL CONSIDERATIONS

- Delivery:** Advertising material must be delivered physically. Please note our [General Video Ad Specifications for Physical Delivery](#).
- Timing:** Advertising material must be delivered at **least 2 week prior to campaign start** to [ads@smartstream.tv](mailto:ads@smartstream.tv).
- SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
- Mobile Optimization:** All destination-URLs or landing pages should be **optimized for mobile devices** as well.

### REQUIRED MATERIAL FOR CREATION

#### MANDATORY

- Existing 16:9 spot according to our General Video Ad Specifications for Physical Delivery.

#### OPTIONAL

- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- Existing Display Ads and Landing Pages

### PROCEDURE


We check out your original 16:9 spot to decide whether a 9:16 adaption is possible (depending on dimension, elements and general story of the spot, and possibility to maintain the sense, message, legibility).

Smartstream.tv reserves the right to reject your spot for adaption. If your spot is suitable for adaption we produce a vertical video. The result will be sent to you for approval. Changes will be possible.

We won't start delivering the campaign until the client's approval of the ad.

## 3.4.1 Spot Optimizer – Interactive Solutions – Flow Ad


FOR MORE  
**USER  
INTERACTION**



**INTERACTIVE SOLUTIONS**

Spot with  
activating elements

SCAN & WATCH



**FLOW AD**  
Live Demo for Smartphone

### GENERAL CONSIDERATIONS

**Delivery:** Flow Ads will be produced by Smartstream.tv.

**Timing:** Creative material / briefing must be delivered **at least 1 week prior to campaign start** to [ads@smartstream.tv](mailto:ads@smartstream.tv).

**SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.

**Mobile Optimization:** All destination-URLs or landing pages should be optimized for mobile devices as well.

### REQUIRED MATERIAL FOR CREATION

#### MANDATORY

- Mediafile(s) according to our [General Video Ad Specifications for Physical Delivery](#)
- Mockup and short description of behaviour and layout of the ad (imagery, logos etc.)
- Slogan

#### OPTIONAL

- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- Existing Display Ads and Landing Pages

### PROCEDURE

As soon as we get the required materials we assemble the video ad with the creative material and produce the Branded Player, Endcard or Overlay according to your briefing. The result will be sent to you for approval. Changes will be possible. We won't start delivering the campaign until the client's approval of the ad.

## 3.4.2 Spot Optimizer – Interactive Solutions - VPAID

FOR MORE  
**USER  
INTERACTION**



**INTERACTIVE SOLUTIONS**

Spot with  
activating elements



**CLICK & WATCH**



**INTERACTIVE AD**

Overlay with multiple clickouts

Smartstream.tv supports Interactive Video Ads based on the **VPAID** Standard.

Advertising material for these ads must be developed according to our [General Video Ad Specifications](#) and according to the **IAB VPAID 2.0 standard**.

For further information please visit [https://www.iab.com/wp-content/uploads/2015/06/VPAID\\_2\\_0\\_Final\\_04-10-2012.pdf](https://www.iab.com/wp-content/uploads/2015/06/VPAID_2_0_Final_04-10-2012.pdf). You will find detailed information regarding the HTML5 JavaScript implementation on page 44.

### **RECOMMENDATION**

The lower 40px should not contain either relevant advertising messages or clickable elements.

### **NOTICE**

Interactive VPAID Ads need to be tested and approved by the Smartstream.tv team.

In the unfortunate case that problems arise after the start of the campaign, Smartstream.tv reserves the right to reject the ad.