SMARTSTREAM

TECHNICAL AD SPECIFICATIONS

03/2024

Video Ads

Technical Ad Specifications | Video Ads

Programmatic Buying | Video Ads

Apply for

Video Ad
Bumper Ad
Vertical Ad
Fullview Ad
Connected.TV

Video PLUS

Technical Ad Specifications | Video Plus

Apply for

Video Plus

Engagement Ads

Technical Ad Specifications | Engagement Ads

Programmatic Buying | Engagement Ads

Apply for

Flow Ad
Cube Ad
Parallax Ad
Conversational Ad

Spot Optimizer

Technical Ad Specifications | Spot Optimizer

Apply for

Branded Player
Overlay

Technical Ad Specifications
Video Ads

Apply for: Video Ad, Bumper Ad, Vertical Ad, Connected.TV & Fullview Ad

GENERAL CONSIDERATIONS

Delivery	Video Ads can be delivered **physically** or as **3rd party VAST redirect**.
Timing	Ensure to send all assets as required **to ads@smartstream.tv at least 3 workdays prior to campaign start.**
SSP Compliance	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and non-secure environment.
Mobile Optimization	Ensure that all destination-URLs & landing pages are optimized for mobile devices.

SPECIFICATIONS FOR PHYSICAL DELIVERY

File Format	MP4, MOV, AVI				
	Video Ad	**Bumper Ad**	**Vertical Ad**	**Fullview Ad**	**Connected.TV**
Ratio	16:9 or 4:3	16:9 or 4:3	9:16	16:9 or 4:3	16:9 or 4:3
Dimension	818*460px	818*460px	460*818px	818*460px	1280*720px
Spot duration	Max. 30"	Max. 6-10"	Max. 30"	Max. 20"	Max. 30"
File size	Max. 20 MB	Max. 10 MB	Max. 20 MB	Max. 20 MB	Max. 30 MB
Video Codec					
Bitrate	Max. 3.500 kbps *File will be automatically transcoded into the most suitable resolution for each device type.*				
Framerate	25-30 fps				
Codecs	MPEG-4/H264; FFmeg video				
Audio Codec					
Bitrate	128 bit/s recommended				
Codecs	AAC+; AAC; WMA				
Format version	Version 1				
Format profile	Layer 3				
Format settings mode	Stereo (2 canal)				
Sampling	44,1 KHz				
Volume	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards				

SPECIFICATIONS FOR 3RD PARTY DELIVERY

Hosting	On client's Demand Side Platform (DSP), agency ad server / hosting service (e.g. DCM, Sizmek, Flashtalking).
VAST Version	2.0 & 3.0
File Formats	MP4 & WEBM required (also supported: 3gpp, wmv)
Audio	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards

	Low resolution *for lower end smartphones*	Medium resolution *for tablets*	High resolution *for desktop*
Video bitrate	Max. 768 kpbs	Max. 1500 kpbs	Max. 3500 kpbs
File Size	Max. 5 MB	Max. 10 MB	Max. 15 MB

PLEASE NOTE

- Smartstream follows the IAB recommendation on **Digital Video In-Stream Ad Format Guidelines.**
- Ensure that valid VAST redirects include a min. of 6 mediafiles: **at least 2 formats** (mp4 and webm) and **3 quality levels** each to ensure a delivery on all available devices.
- Ensure to provide mediafiles with bitrates lower than specified above, as we work with **hard limits.**

ADDITIONAL SPECIFICATIONS FOR PROGRAMMATIC BUYING

In addition to those listed for 3rd party delivery the following requirements apply for Video Ads via RTB

- Ensure that **no VPAID** mediafiles (HTML5/JS or SWF) are included in the VAST XML.
- Ensure that bitrate, width & height **parameters** within mediafile-nodes **match the actual properties** of the mediafile (i.e. width/height may not be declared as "0").
- Ensure that the **spot duration** doesn't exceed a total of 30", otherwise bids might be blocked.

Video PLUS

VIDEO PLUS

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VIDEO AD

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ENGAGEMENT LAYER

GENERAL CONSIDERATIONS

Video Plus must be created and hosted by Smartstream, therefore all materials must be delivered physically.

Timing	Ensure to send all assets as required **to ads@smartstream.tv at least 5 workdays prior to campaign start.**
SSP Compliance	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
Mobile Optimization	Ensure that all destination-URLs and landing pages are optimized for mobile devices.

PLEASE NOTE
- Video Plus is based on **SIMID,** therefore **Multiple Clickouts** are supported (max. 10).
- Video Plus consists of a **Video Ad** and an **Engagement Layer,** containing an **interactive sidebar and endcard**. Both parts are subject to their own specifications.

SPECIFICATIONS FOR VIDEO AD

File Format	MP4, MOV, AVI
File Size	Max. 20 MB
Ratio	16:9 or 4:3
Dimension	818*460px
Spot duration	Max. 20"
Video Codec	
Bitrate	Max. 3.500 kbps *File will be automatically transcoded into the most suitable resolution for each device type.*
Framerate	25-30 fps
Codecs	MPEG-4/H264; FFmeg video
Audio Codec	
Bitrate	128 bit/s recommended
Codecs	AAC+; AAC; WMA
Format version	Version 1
Format profile	Layer 3
Format settings mode	Stereo (2 canal)
Sampling	44,1 KHz
Volume	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards

## REQUIREMENTS FOR ENGAGEMENT LAYER

The Enagagement Layer consists of an interactive sidebar and endcard. Both elements contain the same content.

Mandatory
- ✓ High-resolution images / product shots
- ✓ Logo(s) as PNG, JPG, vector or open PSD
- ✓ Fonts (ttf/otf format)
- ✓ Corporate Design Guidelines
- ✓ Short description of behaviour / animation (imagery, logos)

Optional (recommended)
- ✓ Layout of the ad as PSD
- ✓ Slogan, claim, brand message
- ✓ Campaign landing pages
- ✓ Existing display ads, video spots referring to campaign as required by the **Technical Specifications for physical delivery of video ads**
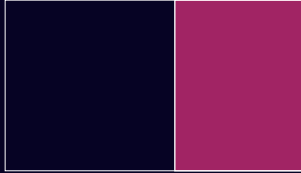
Engagement Ads

Apply for Flow Ad, Cube Ad, Parallax Ad, Conversational Ad

FLOW AD

CUBE AD

PARALLAX AD

CONVERSATIONAL AD

GENERAL CONSIDERATIONS

Engagement Ads must be created and hosted by Smartstream, therefore all materials must be delivered physically.

Timing	Ensure to send all materials **to ads@smartstream.tv at least 5 workdays prior to campaign start.**
SSP Compliance	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
Mobile Optimization	Ensure that all destination-URLs and landing pages are optimized for mobile devices.

PLEASE NOTE	Ratio	Multiple Clickouts	
Flow Ad	2:1	No	
Cube Ad	1:1	Yes (max. 5)	Max. 4 sides to the cube
Parallax Ad	1:2	No	IAB Half Page Ad (300*600px) can be used
Conversational Ad	1:1	Yes	Max. 3 Q&A recommended

REQUIRED MATERIALS

Mandatory
- ✓ High-resolution images / product shots (as PNG, JPG, EPS, SVG, MP4, GIF, PSD)
- ✓ Logo(s) as PNG, JPG, SVG or open PSD
- ✓ Fonts (ttf/otf format)
- ✓ Corporate Design Guidelines
- ✓ Short description of behaviour / animation (imagery, logos)
- ✓ In case of Conversational Ad: Suggestions for Q&A

Optional (recommended)
- ✓ Layout of the ad as PSD
- ✓ Slogan, claim, brand message
- ✓ Campaign landing pages
- ✓ Display ads, video spots referring to campaign as required by the **Technical Specifications for physical delivery of video ads**

PROGRAMATIC BUYING

Flow Ad, Cube Ad and Parallax Ad are also available for Programmatic Buying.

Please take note of the applying technical ad specifications on our website.

Technical Ad Specifications for **ENGAGEMENT ADs via RTA**
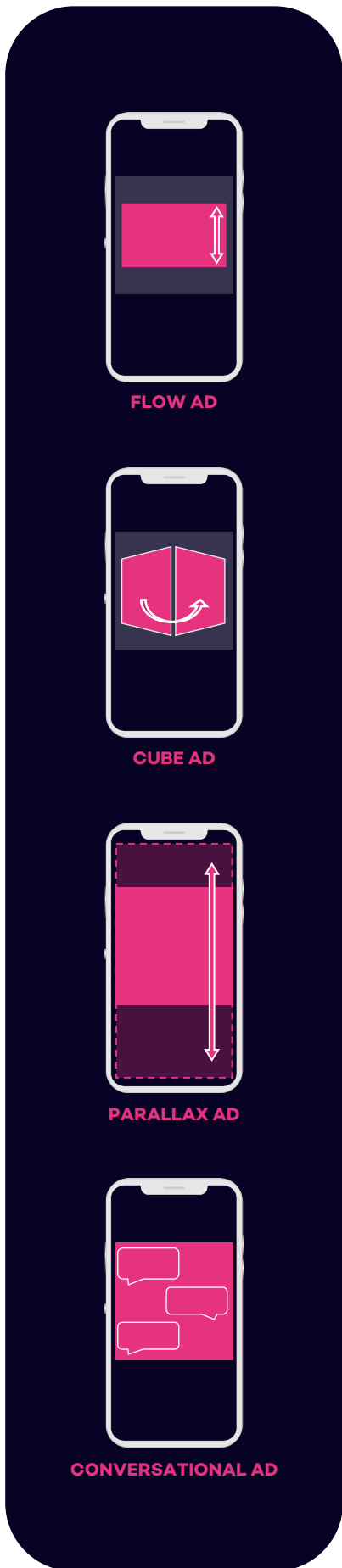
Spot Optimizer

BRANDED PLAYER | Full

BRANDED PLAYER | L-shape

OVERLAY

OVERLAY

GENERAL CONSIDERATIONS

Branded Player and Endcard can be delivered by the client or produced by Smartstream . In this case please note the following specifications.

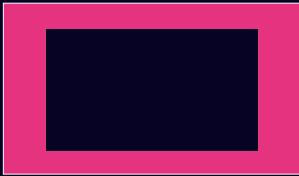|	
Timing	Ensure to send all assets as required **to ads@smartstream.tv at least 5 workdays prior to campaign start.**
SSP Compliance	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
Mobile Optimization	Ensure that all destination-URLs and landing pages are optimized for mobile devices.
PLEASE NOTE	• Branded Player and Overlay are based on **VAST** and therefore **don't support multiple clickouts.** • In case you provide the **frame** for the Branded Player ensure it contains a **placeholder** the size of the actual video (16:9/ 818*460px).

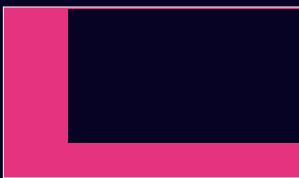## REQUIRED MATERIALS

Mandatory
- ✓ High-resolution images / product shots
- ✓ Logo(s) as PNG, JPG, vector or open PSD
- ✓ Fonts (ttf/otf format)
- ✓ Corporate Design Guidelines
- ✓ Short description of behaviour / animation (imagery, logos)
- ✓ Ideas for Q&A (Conversational Ad)

Optional (recommended)
- ✓ Layout of the ad as PSD
- ✓ Slogan, claim, brand message
- ✓ Campaign landing pages
- ✓ Existing display ads, video spots referring to campaign as required by the **Technical Ad Specifications for physical delivery of video ads**