

# TECHNICAL AD SPECIFICATIONS

05/2025

## 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**

**Creative 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

# Video Ads

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

## GENERAL CONSIDERATIONS

<b>Delivery</b>	Video Ads can be delivered <b>physically</b> or as <b>3rd party VAST redirect</b> .
<b>Timing</b>	Ensure to send all assets as required <b>to <a href="mailto:ads@smartstream.tv">ads@smartstream.tv</a> at least 3 workdays prior to campaign start.</b>
<b>SSP Compliance</b>	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and non-secure environment.
<b>Mobile Optimization</b>	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
Dimension	818*460px	818*460px	460*818px	818*460px	1920*1080px
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. 50 MB
Video Codec					
Bitrate	Max. 3.500 kbps <i>File will be automatically transcoded into the most suitable resolution for each device type.</i>				Min. 15.000kbps
Framerate	25-30 fps				
Codecs	MPEG-4/H264; FFmeg video				
Audio Codec					
Bitrate	128 bit/s recommended				Min. 192 bit/s
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

<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>File Formats</b>	MP4 & WEBM required (also supported: 3gpp, wmv)			
<b>Audio</b>	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards			
	<i>Low resolution for lower end smartphones</i>	<i>Medium resolution for tablets</i>	<i>High resolution for desktop</i>	<i>Highest resolution for Connected.TV</i>
<b>Video bitrate</b>	Max. 768 kbps	Max. 1500 kbps	Max. 3500 kbps	Min. 15.000kbps
<b>File Size</b>	Max. 5 MB	Max. 10 MB	Max. 15 MB	Max. 50MB

### 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 phones, tablets and desktop.
- Ensure that your VAST redirects for **Connected.TV** include mediafiles of the **highest quality level**.
- 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.

# Technical Ad Specifications

# Video PLUS

Apply only for Video Plus

## GENERAL CONSIDERATIONS

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

<b>Timing</b>	Ensure to send all assets as required <b>to <a href="mailto:ads@smartstream.tv">ads@smartstream.tv</a> at least 5 workdays prior to campaign start.</b>
<b>SSP Compliance</b>	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
<b>Mobile Optimization</b>	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

<b>File Format</b>	MP4, MOV, AVI
<b>File Size</b>	Max. 20 MB
<b>Ratio</b>	16:9 or 4:3
<b>Dimension</b>	Min. 818*460px/Max. 1920*1080px
<b>Spot duration</b>	Max. 20"
<i>Video Codec</i>	
<b>Bitrate</b>	Max. 3.500 kbps <i>File will be automatically transcoded into the most suitable resolution for each device type.</i>
<b>Framerate</b>	25-30 fps
<b>Codecs</b>	MPEG-4/H264; FFmeg video
<i>Audio Codec</i>	
<b>Bitrate</b>	128 bit/s recommended
<b>Codecs</b>	AAC+; AAC; WMA
<b>Format version</b>	Version 1
<b>Format profile</b>	Layer 3
<b>Format settings mode</b>	Stereo (2 canal)
<b>Sampling</b>	44,1 KHz
<b>Volume</b>	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards

## REQUIREMENTS FOR ENGAGEMENT LAYER

**The Engagement 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**



VIDEO PLUS



VIDEO AD



ENGAGEMENT LAYER

# Creative Ad Specifications

## Video PLUS

Apply only for Video Plus

### VIDEO AD



Min. 10"  
Max. 20"



### ENGAGEMENT LAYER



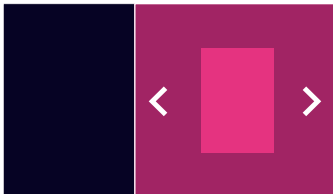
SIDEBAR  
1055x1080px



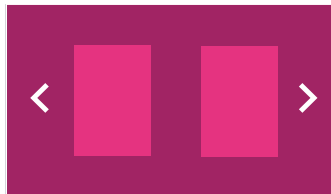
ENDCARD  
1920x1080px

## VARIATIONS

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



SIDEBAR

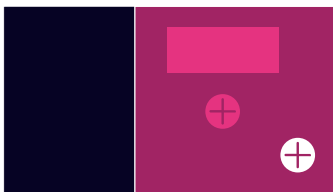


ENDCARD

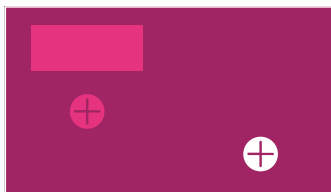
### SLIDER

Card Elements  
Card Size

Min. 3 and Max. 8  
1:1 | 3:4 | Fullscreen



SIDEBAR



ENDCARD

### CATALOG

Clickable Elements

Min. 3 and Max. 10



NO SIDEBAR



ENDCARD

### CONFIGURATOR

Clickable Elements

Min. 3 and Max. 10

## REQUIREMENTS FOR ENGAGEMENT LAYER

- ✓ Logo
- ✓ Fonts
- ✓ Colors
- ✓ Engagement Layer Content (images and texts)
- ✓ Corporate Design Guidelines

# Technical Ad Specifications

## Engagement Ads

Apply for 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](mailto: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	
<b>Flow Ad</b>	2:1	No	
<b>Cube Ad</b>	1:1	Yes (max. 5)	Max. 4 sides to the cube
<b>Parallax Ad</b>	1:2	No	IAB Half Page Ad (300*600px) can be used
<b>Conversational Ad</b>	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)

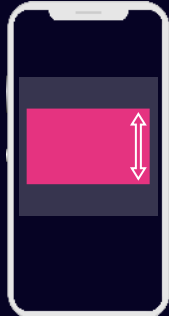
- ✓ Layout of the ad as PSD
- ✓ Slogan, claim, brand message
- ✓ Campaign landing pages
- ✓ Display ads, video spots referring to campaign as required by the **Technical Specifications for physical delivery of video ads**

### PROGRAMATIC BUYING

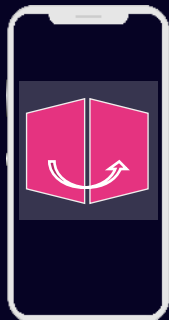
Flow Ad, Cube Ad and Parallax Ad are also available for Programmatic Buying.

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

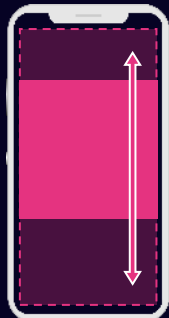
Technical Ad  
Specifications for  
**ENGAGEMENT ADS**  
via RTA



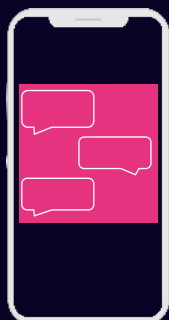
FLOW AD



CUBE AD



PARALLAX AD



CONVERSATIONAL AD

# Technical Ad Specifications

## Spot Optimizer

Apply for Branded Player & 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.**

<b>Timing</b>	Ensure to send all assets as required <b>to <a href="mailto:ads@smartstream.tv">ads@smartstream.tv</a> at least 5 workdays prior to campaign start.</b>
<b>SSP Compliance</b>	Ensure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
<b>Mobile Optimization</b>	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/Min. 818\*460px/Max. 1920\*1080px).

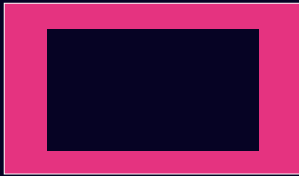
### REQUIRED MATERIALS

#### 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**



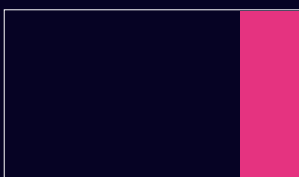
BRANDED PLAYER | Full



BRANDED PLAYER | L-shape



OVERLAY



OVERLAY