

TECHNICAL AD SPECIFICATIONS

09/2025

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

| | |
|----------------------------|---|
| 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 |
| 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

| | | | | |
|----------------------|--|---|---------------------------------------|--|
| 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 <i>for lower end smartphones</i> | Medium resolution <i>for tablets</i> | High resolution <i>for desktop</i> | Highest resolution <i>for Connected .TV</i> |
| Video bitrate | Max. 768 kbps | Max. 1500 kbps | Max. 3500 kbps | Min. 15.000kbps |
| File Size | 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.

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 | Min. 818*460px/Max. 1920*1080px |
| Spot duration | Max. 20" |

Video Codec

| | |
|------------------|---|
| Bitrate | Max. 3.500 kbps <i>File will be automatically transcoded into the most suitable resolution for each device type.</i> |
| 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

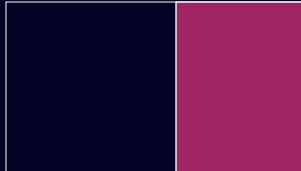
The Engagement Layer consists of an interactive sidebar and endcard. Both elements contain the same content.

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

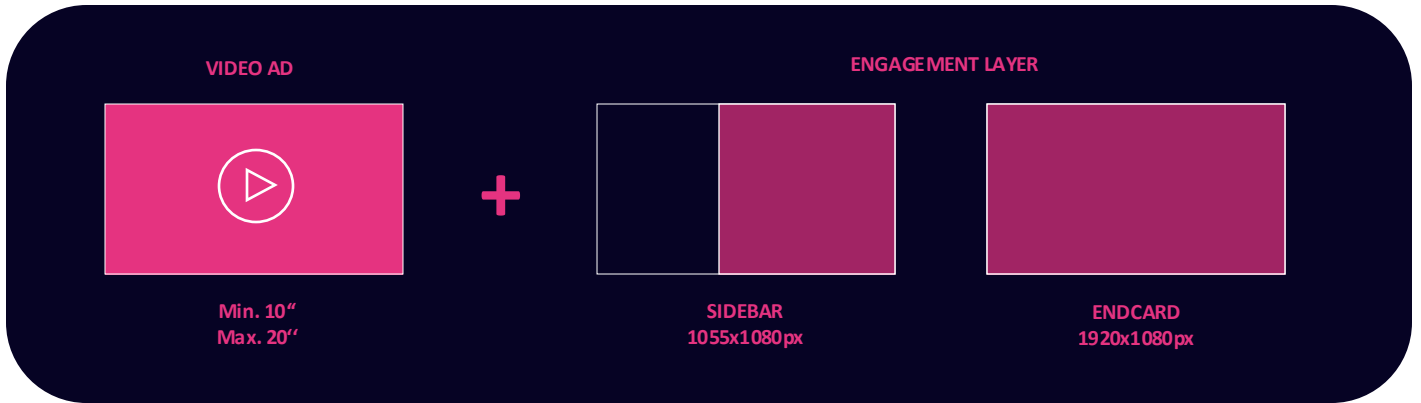


ENGAGEMENT LAYER

Creative Ad Specifications

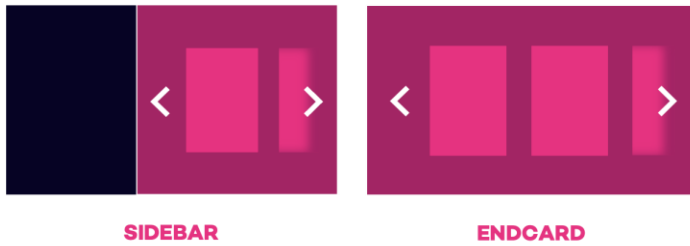
Video PLUS

Apply only for Video Plus



VARIATIONS

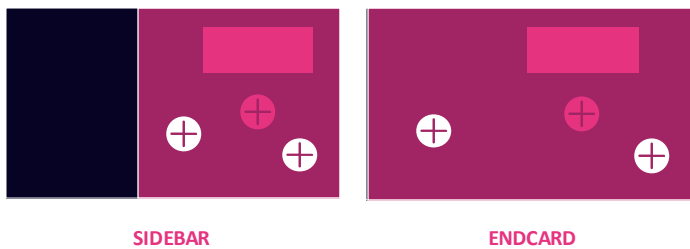
The Engagement Layer consists of an interactive sidebar and endcard. Both elements contain the same content.



SLIDER

Card Elements
Card Size

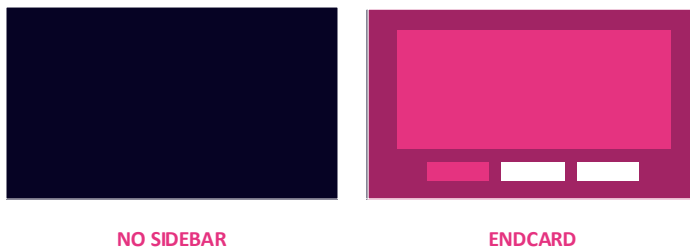
Min. 3 and Max. 8
1:1 | 3:4 | Fullscreen



CATALOG

Clickable Elements

Min. 3 and Max. 10



CONFIGURATOR

Clickable Elements

Min. 3 and Max. 10

REQUIREMENTS FOR ENGAGEMENT LAYER

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

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 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)

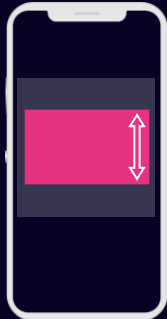
- ✓ Layout of the ad as PSD
- ✓ Slogan, claim, brand message
- ✓ Campaign landing pages
- ✓ Display ads, video spots referring to campaign as required by the [Technical Specifications for physical delivery of video ads](#)

PROGRAMATIC BUYING

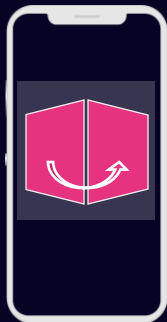
Flow Ad, Cube Ad and Parallax Ad are also available for Programmatic Buying.

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

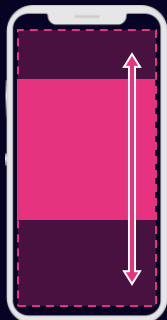
Technical Ad Specifications for
ENGAGEMENT Ads
via RTA



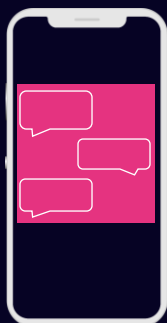
FLOW AD



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.

| | |
|---------------------|--|
| 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/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