TVN MEDIA | DIGITAL

Technical specification of online advertising formats

WARNER BROS. DISCOVERY

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TVN MEDIA

Technical specification of online advertising formats

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Basic guidelines

Technical specification of online advertising formats

GENERAL ASSUMPTIONS 1/2

GENERAL ASSUMPTIONS	
MATERIAL DELIVERY DEADLINE	All finished advertising materials must be delivered no later than **3 working days before the start of airing of the scheduled campaign**. Rich Media – materials must be delivered no later than **5 working days before the start of airing.** Video files are accepted exclusively via **TVN Media Transfer https://transfer.tvnmedia.pl.** Uploading a file to the transfer application does not mean that the file can be used immediately for airing in a campaign. The spot must pass a content check (acceptance), which is possible on working days until 3:30 pm. Once the traffic teams have approved it, the file can be used for airing in the campaign. The client receives confirmation that the spot has been accepted and is obliged to send the tape number for airing.
LEGAL OBLIGATIONS	It is prohibited to use scripts that track user interactions outside the ad area. The ad must not modify or read the Publisher's cookies. The Advertiser is obliged to prepare advertising materials that raise no objections or controversy regarding their content.
MATERIAL NAMING	Files with materials should be named in a way that easily identifies the client or the brand and include the creative size, e.g. **tvnmedia_750x100.** **The file name must not contain spaces, Polish characters or special characters.** Compressed materials **should be delivered in ZIP format.**
FALLBACK MATERIALS	For html5 and rich media materials, static versions in jpg or png format must also be delivered.
SOUND IN ADS	For Display creatives, e.g. VideoAd in .html5 format, sound is played after a user action (click or mouse hover). For Video creatives, Pre-Roll/Mid-Roll on Player.pl, the ad is played with sound.
POLISH LANGUAGE OF CREATIVES	For creatives in a language other than Polish, **Polish translation in the form of subtitles must be added**. The subtitles must be an integral part of the creative.
VIDEO AD CLICKABILITY AVAILABLE FOR DESKTOP, MOBILE AND CTV*	**On TVN WBD websites and partner websites:** - clickability is provided through the active surface of the video window in the player - clicking the video area while the ad is playing redirects to the URL defined in the campaign. (*not available for CTV) **On the HBO Max streaming service:** - clickability is provided via a call to action button labeled "learn more" in the upper left part of the player, next to the ad label, the timer and the number of ads in the ad break - clicking the "learn more" button while the ad is playing redirects to the URL defined in the campaign
HBO MAX SAFE ZONE FOR THE "AD" LABEL (AD BADGE)	To ensure correct communication in campaigns using spots, do not place logos, texts, CTA buttons or other important creative elements **in the upper left corner of the screen.** This area is reserved for the system-displayed "Ad" label (Ad Badge) and the ad counter. All key elements of the creative should be located outside this zone.

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GENERAL ASSUMPTIONS 2/2

GENERAL ASSUMPTIONS	CODES AND SCRIPTS	**File format |** Codes must be saved and delivered in Excel. **Encryption |** Counting codes must work under the encrypted https:// protocol. A version of codes working only under the http protocol is not acceptable. **Video |** Impression measurement codes must be generated **as an <img_src> image**. These codes must not be generated in JavaScript. **Display |** To count impressions, **<img_src> and Java Scrip**t codes are used. It is possible to accept one Java Script code per creative. **Click counting codes |** In both cases they should take the form of a redirect or tracker with the destination page embedded. **Permitted external measurement codes in the form of pixels and redirect*** - Gemius, Adform, DCM, IAS, Doubleverify, Flashtalking, Nielsen **The condition for accepting an ad served from serving codes is delivery of a code compliant with the requirements of the Publisher's advertising specification:** **Display serving codes:** - serving codes for standard creatives (inpage type) should be delivered as an IFrame. - for serving scripts, the creative codes must not generate scripts in a language other than JavaScript. - all measuring codes should be implemented on the side of the serving code Provider. - if the Advertiser delivers codes other than those listed above, they will need to be tested for correctness before airing. **Video serving codes (VAST tag):** - we accept VAST codes from version 2.0 upwards - VPAID serving codes are not recommended, as we do not guarantee correct serving and counting **Permitted external serving codes*** - Gemius, Adform, DCM, IAS, Doubleverify, Flashtalking, Nielsen (*for the HBO Max platform, codes must not contain VPAID). **For the HBO Max platform, measuring Viewability for desktop and mobile app devices requires implementing Open Measurement technology compliant with IAB guidelines** https://iabtechlab.com/standards/open-measurement-sdk/ **Exclusions:** - it is prohibited to use scripts that change the browser window (size, position). - creatives and serving codes must not cause errors or warnings while the ad is being served.
	TRANSPARENT CREATIVE LAYER	Only the parts of the creative visible to the user may redirect to the Advertiser's website after a click. For creatives containing transparent areas, covering them with an invisible button that captures clicks is not allowed.
	CREATIVE AND CODE TESTS	Before each airing, the Advertiser receives a test link to the creative and is obliged to check both the creative and the correctness of code counting (if they have been connected to the adserver). Confirmation that the tests were successful is the basis for starting the campaign.
	CREATIVE LIMIT PER CAMPAIGN	A maximum of 10 advertising creatives in rotation can be used within one ordered advertising campaign. This limit is intended to ensure efficient configuration, handling and delivery of the campaign.

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HTML5 CREATIVES | ONLINE SERVICES (EXCL. EUROSPORT)

HTML CREATIVE	Standard HTML creatives must be prepared in accordance with the Google Ad Manager serving specification and **submitted as a standalone HTML file or packaged in .zip format** Guidelines for HTML5 creatives in Ad Manager are available at - https://support.google.com/admanager/answer/7046799?hl=pl It is important to implement clickTag correctly, as described in the Google Ad Manager specification. **Insert click tags in the <head> section of HTML documents. Example:** <head> <meta name="ad.size" content="width=300,height=250"> <script type="text/javascript"> **var clickTag = "http://www.google.com";** </script> </head> **Use the clickTag variable as the creative's destination. Example:** <img src="images/dclk.png" border=0> **HTML5 banner build guide:** Adding an exit - https://support.google.com/richmedia/answer/2672517?sjid=4137577525799403611-EU#zippy=%2Cadd-an-exit-using-google-web-designer When the Client delivers HTML5 serving code, it must always be tested and approved by TVN Media.
PERMITTED CREATIVE WEIGHT	The maximum permitted creative weight (including loaded code) may be twice the standard weight (excluding JavaScript libraries). A so-called preloader (does not apply to layers) must be prepared, i.e. lightweight graphics displayed to users before the actual creative is downloaded. Creatives must not use jQuery libraries.
FALLBACK MATERIALS (PLACEHOLDERS)	For html5 and rich media materials, static versions in jpg or png format must also be delivered.
ADDITIONAL NOTES	TVN Media does not provide data related to user interaction within HTML5 creatives. Such functionality must be provided on the creative code side. For DISPLAY creatives | e.g. VideoAd in .html5 format, sound is played after a user action (click or mouse hover). For non-standard, expandable or video-containing creatives, TVN Media reserves the right to specify additional requirements, which must be met before airing.
CREATIVE AND CODE TESTS	Before each airing, the Advertiser receives a test link to the creative and is obliged to check both the creative and the correctness of code counting (if they have been connected to the adserver). Confirmation that the tests were successful is the basis for starting the campaign.

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HTML5 CREATIVES | EUROSPORT

HTML CREATIVE	HTML creatives are embedded on the page using the <iframe> tag.
	Parameters are passed in the creative file address after the hash sign (#) in the form PARAMETER_NAME=VALUE.
	To read the parameters passed to the creative (including click measurement scripts), add the code below to the creative code at the beginning of <body> in the main html file.
	
	<script type="text/javascript">
	var parsed = (document.location.href.split('#')[1]||'').split('&');
	var params = parsed.reduce(function (params, param) {
	var param = param.split('=');
	params[param[0]] = decodeURIComponent(param.slice(1).join('='));
	return params;
	}, {});
	</script>

clickTag	The creative, in the main HTML file, should expose a variable to which the creative's destination URL can be passed.
	The value read from the parameters automatically passed to the creative, located in the params.clickTag variable, must be assigned to this variable (after executing the code that reads the parameters).
	Below is an example in which the destination URL should be assigned to the global variable clickTag.
	
	<script>
	...
	clickTag=params.clickTag; //passes the value read from the parameters
	...
	</script>

ELEMENTS OF THE CREATIVE	All elements of an HTML5 creative should be located in one directory, packaged in zip format. An HTML creative should consist of as few elements as possible. The fewer additional elements, the faster the creative will be loaded and displayed to the end user. All references to component elements should use relative addresses (except for elements hosted on external servers). Style sheets and JS libraries can be placed directly in the body of the main .html5 file, which will reduce the number of component elements. Graphic elements can also be placed in the main file (by Base64 encoding), but this may significantly increase the file size and the loading time of the creative in the user's browser. Once delivered, HTML5 code must always be tested and approved by TVN Media. The maximum permitted creative weight (including loaded code) may be twice the standard weight (excluding JavaScript libraries).
CREATIVE AND CODE TESTS	Before each airing, the Advertiser receives a test link to the creative and is obliged to check both the creative and the correctness of code counting (if they have been connected to the adserver). Confirmation that the tests were successful is the basis for starting the campaign.

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VIDEO FILES

Technical requirements for VIDEO advertising materials intended for airing in media operated by TVN Media.

Files are accepted exclusively via Transfer TVN Media https://transfer.tvnmedia.pl or via external provider services.

A sound-enabled file in one of the formats listed below must be delivered for all video creatives (VIDEO SPOT, INTERACTIVE SPOT 1.0, E-COMMERCE SPOT, POWER SPOT).
For video creatives without Polish audio/voice-over, Polish subtitles that are an integral part of the creative must be included.
The maximum weight of files used in programmatic inventory should not exceed 6MB.

VIDEO FILES

	LINEAR TELEVISION Type A (Addressable TV/HBB TV)	ONLINE Type I (Internet+DAI OTT)	
VIDEO			
CONTAINER	MXF OP-1a or MOV (Quicktime)	MXF OP-1a or MOV (Quicktime)	MP4
CODEC	XDCAM HD422	XDCAM HD422	mp4, H.264 / AVC
BITRATE	50 Mb/s (CBR)	50 Mb/s (CBR)	=> 10 mbit/s
FRAME RATE	25 frames/s (fps)	25 frames/s (fps)	25 frames/s (fps)
CHROMA SUBSAMPLING	4:2:2	4:2:2	-
IMAGE RESOLUTION (PIXELS)	1920x1080	1920x1080	1920x1080
ASPECT RATIO	16:9	16:9	16:9
SCAN TYPE	interlaced / top field first	interlaced / top field first	progressive or interlaced / top field first
COLOR SPACE	EBU R103	EBU R103	EBU R103
AUDIO			
TRACK LAYOUT	2 (stereo) EBU R48: 2a	2 (stereo) EBU R48: 2a	2 (stereo) EBU R48: 2a
LOUDNESS	- 23LUFS (EBU R128 and ITU BS.1770-2)	- 23LUFS (EBU R128 and ITU BS.1770-2)	-23LUFS (EBU R128/ITU BS.1770-2)
FORMAT	PCM	PCM	AAC
SAMPLING FREQUENCY	48 kHz	48 kHz	48 kHz
SAMPLING RESOLUTION	16 or 24 bit	16 or 24 bit	-
AUDIO BITRATE	-	-	at least 160 kbit/s
Profile	-	-	High/Main
REQUIRED 5-SECOND INTERVALS	YES	NO NOTE: a spot that is not a multiple of 5 sec. cannot be used in a DAI OTT campaign	
VIDEO AND AUDIO IN A SINGLE FILE	YES	YES	YES
FULL-FRAME SPOTS REQUIRED	YES	YES	YES

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VIDEO advertising format

Technical specification of online advertising formats

VIDEO SPOT | PRE-ROLL, MID-ROLL, POST-ROLL

SPOT VIDEO	
SERVICES	**TVN WBD websites, partner websites**
DEVICE	desktop, mobile, CTV
PERMITTED FORMATS	All video creatives must be delivered as a sound-enabled file, compliant with the requirements of the technical specification of video advertising materials, in one of the following formats: MXF, .mov or .mp4. File with 16:9 aspect ratio, min. Full HD
ADDITIONAL NOTES	A single spot of 8 to 30 sec. displayed in an ad break. A surcharge applies to copies with non-standard spot length. For spots that are not a multiple of 5 seconds, airing restrictions will apply on DAI inventory.



Airing of advertising material while editorial video content is being played on websites or streaming services, within a defined ad break.

Pre-roll: airing of advertising material BEFORE the video content starts.

Mid-roll: airing of advertising material DURING the video content.

Post-roll: airing of advertising material AFTER the video content ends.

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SPOT VIDEO | INTERACTIVE SPOT 1.0.

INTERACTIVE SPOT 1.0	
SERVICES	**TVN WBD websites**
DEVICE	desktop web, mobile web (not available in the app)
PERMITTED FORMATS	All video creatives must be delivered as a sound-enabled file, compliant with the requirements of the technical specification of video advertising materials, in one of the following formats: MXF, .mov or .mp4. File with 16:9 aspect ratio, min. Full HD. Permitted icon format: .png, dimensions 70x70px, text next to the icon max. 30 characters, maximum weight: 7KB, transparent background Number of icons: desktop: maximum 5 icons of 70x70px; RWD sites (mobile except apps): a maximum of 3 icons can be displayed.
ADDITIONAL NOTES	A single spot of 8 to 30 sec. displayed in an ad break. A surcharge applies to copies with non-standard spot length. Up to 5 interactive icons displayed during the spot (up to 3 on mobile devices). Up to 6 redirect links (up to 4 on mobile devices). Positioning as in a standard video spot. 5% surcharge on the standard video price.



A spot extended with interactivity.

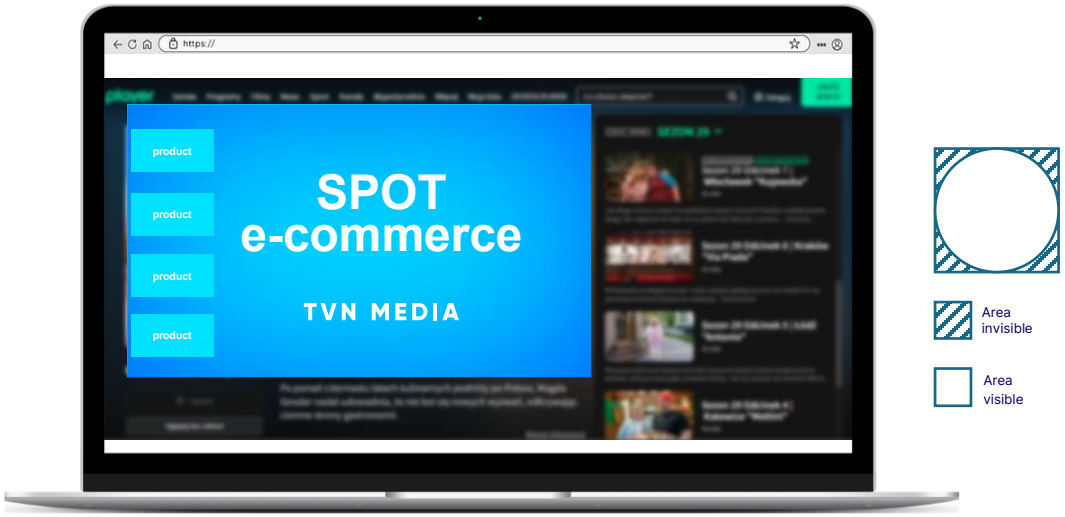
Rich Media ad format, displayed (depending on the creative type – preroll, midroll) before or during the main video content.

Additionally, clickable icons with descriptions appear on the right side of the material. Their number depends on the type of player serving the ad.

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SPOT VIDEO | E-COMMERCE SPOT

E-COMMERCE SPOT	
SERVICES	**TVN WBD websites**
DEVICE	desktop, mobile
PERMITTED FORMATS	All video creatives must be delivered as a sound-enabled file, compliant with the requirements of the technical specification of video advertising materials, in one of the following formats: MXF, .mov or .mp4. File with 16:9 aspect ratio, min. Full HD Icon: 150x150px; .jpg or .png; up to 100KB; Material timecode: the moment at which a given icon is to appear; URL: where the icon should redirect; Product price; Product name: maximum 24 characters including spaces; Product ID: product ID from the Client's shop; Click tracking code for the icon.
ADDITIONAL NOTES	A single spot of 8 to 30 sec. displayed in an ad break. A surcharge applies to copies with non-standard spot length. Up to 6 interactive icons displayed during the spot (up to 3 on mobile devices). Up to 7 redirect links (up to 4 on mobile devices) Positioning as in a standard video spot. 30% surcharge on the standard video price



A spot extended with the ability to display offers.

Rich Media video ad appears (depending on the creative type – preroll, midroll) before or during the main video content.

The weight of the material is unlimited.

During airing, a panel with elements (icons) of the Client's products shown in the spot appears on the left side of the advertising material – maximum 4.

Icons are added to the panel at the moment they appear in the video material (the Client defines the time of their appearance, the so-called "timecodes").

NOTE! The product icon should be square. The content of the icon that is to be displayed must be located in the visible area, centered relative to the icon.
When creating the icon, follow the attached graphic indicating the visible and invisible areas.

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SPOT VIDEO | POWER SPOT

POWER SPOT	
SERVICES	**Player.pl**
DEVICE	desktop, mobile, CTV
PERMITTED FORMATS	All video creatives must be delivered as a sound-enabled file, compliant with the requirements of the technical specification of video advertising materials, in one of the following formats: MXF, .mov or .mp4. File with 16:9 aspect ratio, min. Full HD



A single spot of 8 to 30 sec. displayed at the 5th minute of the video material.

Displayed only with long content > 20 min.

Airing involves a 50% surcharge on the standard video spot price

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VIDEO | SPONSOR BILLBOARD

SPONSOR BILLBOARD	
SERVICES	**HBO max, Player**
DEVICE	desktop, mobile, CTV
PERMITTED FORMATS	All video creatives must be delivered as a sound-enabled file, compliant with the requirements of the technical specification of video advertising materials, in one of the following formats: MXF, .mov or .mp4. File with 16:9 aspect ratio, min. Full HD On HBO Max, a “Sponsor” label is placed on the material next to the ad counter in the upper left corner



8-second video ad that appears after the preroll break (x3) and after the first midroll break (x3)

A sponsorship credit may contain only the Sponsor’s name, company, trademark or other designation that individualizes the business or its activity, or a reference to its goods, services or their trademark.

Sponsor Billboard:
- must not contain audio or visual fragments from the advertising spot or fragments deceptively similar to them
- must contain full sponsorship information indicating the sponsoring entity, in two versions: before and after the program
- is subject to acceptance for TVN Group channels
- is subject to full approval after viewing the finished visualization with the recorded voice-over text

More details in the SPONSOR’S HANDBOOK document
https://www.tvnmedia.pl/do-pobrania/oferta?tab=3

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VIDEO | INFRONT MAX

INFRONT		
SERVICES	**HBO max**	
DEVICE	desktop, mobile, CTV	
PERMITTED FORMATS	All video creatives must be delivered as a sound-enabled file, compliant with the requirements of the technical specification of video advertising materials, in one of the following formats: MXF, .mov or .mp4. File with 16:9 aspect ratio, min. Full HD	
ADDITIONAL NOTES	Additional requirements related to the construction of opening and closing bumpers. Asset: product image; video background; still image Audio: use of available audio tracks for Pre-Roll; Advertisers may provide their own audio tracks; brand audio requires approval by WBD. Copy/headline selection: the opening and closing bumpers contain headlines informing about the absence of ads, to inform viewers about the type of ad experience. **Advertisers choose one of the existing options for each bumper listed below:**	
	Opening Pre-Roll Bumper • Stay tuned for ad-free streaming after this break.. • Enjoy ad-free streaming after this break. • We have good news. This stream will be ad-free after this break. • Stay tuned for ad-free streaming after this break. • There will be no ads after this break. Carry on and watch online. • Wait – ad-free streaming will start after this break. • After the break, the stream will be ad-free.	**Closing Pre-Roll Bumper** • Sit back – ad-free streaming is just beginning • Sit back. Ad-free streaming is just beginning. • Make yourself comfortable. Ad-free streaming is just beginning. • Ad-free streaming is just beginning.

Exclusive advertising presence alongside a selected program, in the only available pre-roll ad break.

includes 3 ad formats aired before the video content: 1x Opening Pre-Roll Bumper (8 sec.) > 1x Pre-Roll Video (90 sec. maximum) > 1x Closing Pre-Roll Bumper (8 sec.)

1

:08 opening Pre-Roll Bumper



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2

:15-90 Pre-Roll Video

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3

:08 closing Pre-Roll Bumper



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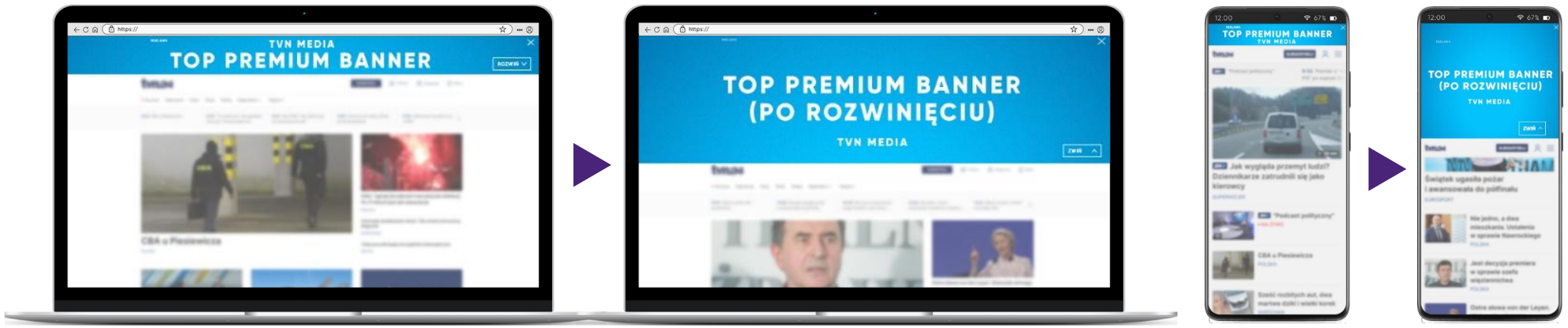
DISPLAY advertising format

Technical specification of online advertising formats

DISPLAY | TOP PREMIUM 1/2

FORMAT	DISPLAY | TOP PREMIUM	
SERVICES	**All websites (except Player.pl, HBO Max and Eurosport.pl)**	
DEVICE	desktop	mobile | smartphone, tablet
SIZE	**board:** 1920x650px (must be in a single graphic file) visible area of the creative before expansion: 1920x150px visible area of the creative after expansion: 1920x500px **bar after scroll:** 1920x75 px (separate graphic file) **collapse/expand button:** 150x50px (separate graphic file)	**board:** 710x360px (must be in a single graphic file) visible area of the creative before expansion: 360x60px visible area of the creative after expansion: 360x300px **bar after scroll:** 710x60 px (separate graphic file) **collapse/expand button:** 80x40px (separate graphic file)
PERMITTED FORMATS	jpg, .gif, .png	jpg, .png
PERMITTED WEIGHT	up to 200KB	up to 100KB

Non-intrusive graphic ad displayed in the upper part of the site, above the navigation bar.
The call2action "expand" button expands the format to a larger size.



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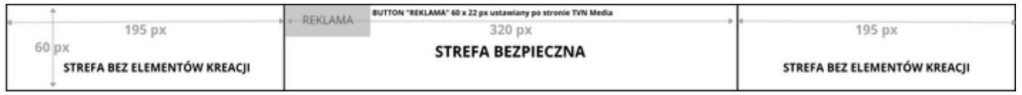
DISPLAY | TOP PREMIUM 2/2

FORMAT	TOP PREMIUM
Additional notes	NOTE! The collapsed and expanded ad form one graphic file – the board. The “REKLAMA” (Ad) label, 60x22 px, is placed in the upper left corner of the safe zone by TVN Media. Clicking Top Premium in both the collapsed and expanded version redirects to the creative’s destination URL. **For Top Premium reach campaigns, a creative of the On Top type can optionally be delivered** **- Billboard/Double Billboard/Triple Billboard/Wideboard/Double Wideboard - in order to run the campaign on the Eurosport site**

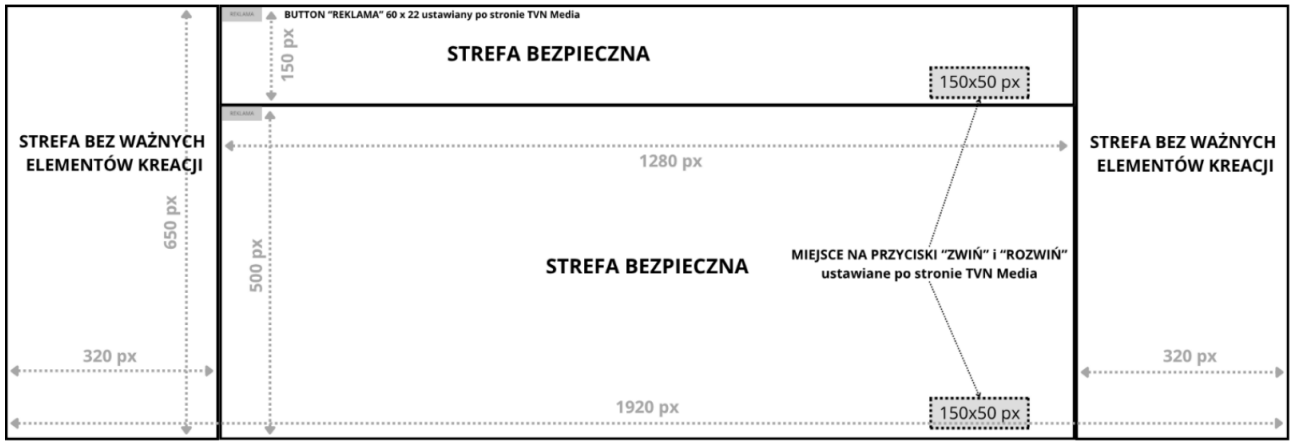
BAR AFTER SCROLL 1920x75 px



BOARD 710x60 px



BOARD 1920x650 px



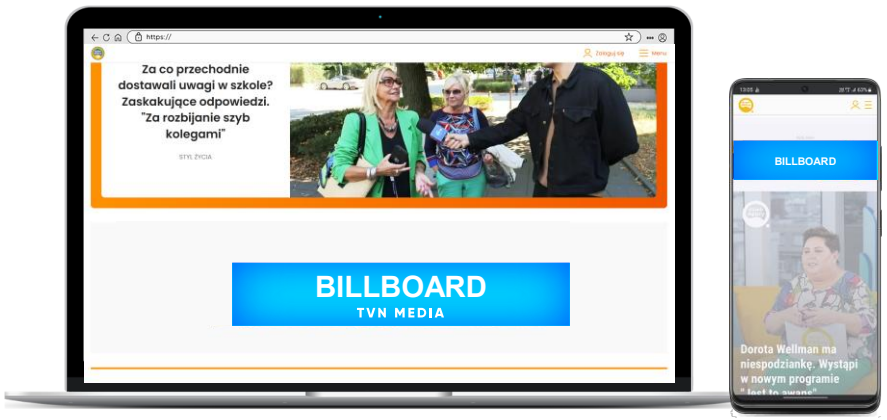
BOARD 710x360 px



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DISPLAY | BILLBOARD

FORMAT	BILLBOARD	
SERVICES	EUROSPORT	
DEVICE	desktop	mobile
SIZE	**750x100px**	**320x50px**
PERMITTED FORMATS	jpg, .gif, .png, .html5	jpg, .png, .html5
PERMITTED WEIGHT	60KB for static formats, 120KB for .html5	



Inpage ad format, displayed in the upper, central part of the site.

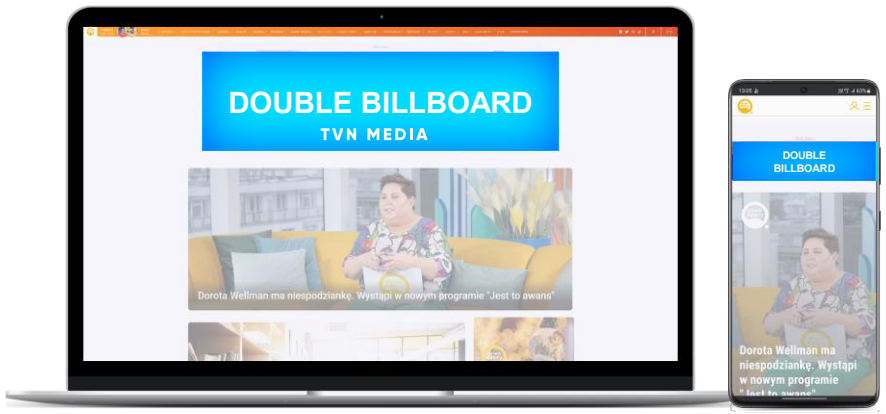
Clicking the ad redirects to the creative's destination URL.

EUROSPORT | dedicated format displayed in the upper, central part of the site under the driver on the home page, under the video on articles and other subpages, and above the player in the video section

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DISPLAY | DOUBLE BILLBOARD

FORMAT	DOUBLE BILLBOARD	
SERVICES	EUROSPORT	
DEVICE	desktop	mobile
SIZE	**750x200px**	**320x50px**
PERMITTED FORMATS	jpg, .gif, .png, .html5	jpg, .png, .html5
PERMITTED WEIGHT	70KB for static formats, 140KB for .html5	



Inpage ad format, displayed in the upper, central part of the site.

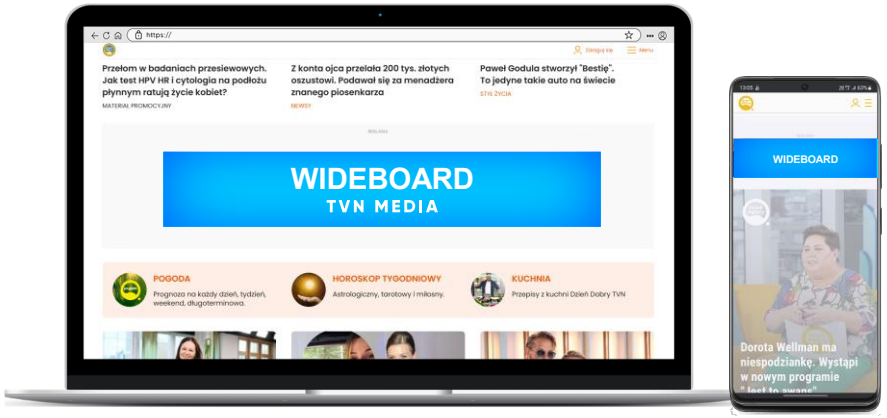
Clicking the ad redirects to the creative's destination URL.

EUROSPORT | dedicated format displayed in the upper, central part of the site under the driver on the home page, under the video on articles and other subpages, and above the player in the video section

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DISPLAY | WIDEBOARD

FORMAT	WIDEBOARD	
SERVICES	EUROSPORT	
DEVICE	desktop	mobile
SIZE	**970x250px**	**320x50px**
PERMITTED FORMATS	jpg, .gif, .png, .html5	jpg, .png
WEIGHT	70KB for static formats, 140KB for .html5	



Inpage ad format, displayed in the upper, central part of the site.

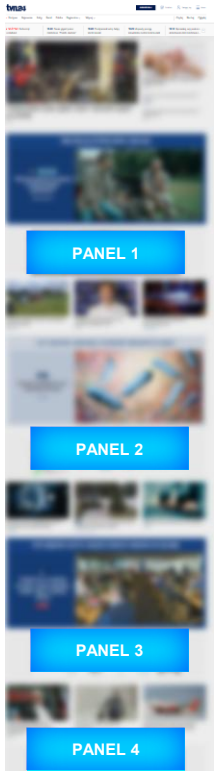
Clicking the ad redirects to the creative's destination URL.

EUROSPORT | dedicated format displayed in the upper, central part of the site under the driver on the home page, under the video on articles and other subpages, and above the player in the video section

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DISPLAY | PANEL 1 / PANEL 2 / PANEL 3 / PANEL 4

FORMAT	PANEL 1 / PANEL 2 / PANEL 3 / PANEL 4			
SERVICES	ALL WEBSITES | excluding Eurosport		EUROSPORT	
DEVICE	desktop	mobile | smartphone, tablet	desktop	mobile | smartphone, tablet
SIZE	**970x250px**	**336x280px or 300x250px**	**970x250px**	**300x250px**
PERMITTED FORMATS	jpg, .gif, .png, .html5	jpg, .png	jpg, .gif, .png, .html5	jpg, .png
PERMITTED WEIGHT	60KB for static formats, 120KB for .html5		60KB for static formats, 120KB for .html5	





Panel is an ad format displayed within the site content, between articles.

Clicking the ad redirects to the creative's destination URL.

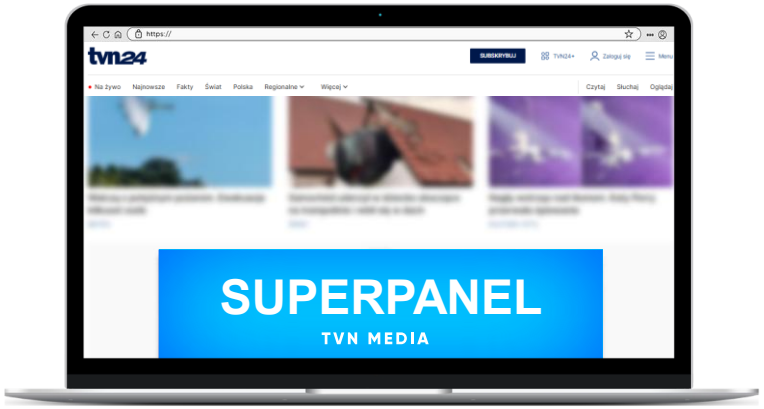
ALL WEBSITES | excluding Eurosport – display ad format served between editorial modules.

EUROSPORT | dedicated format displayed between editorial modules.

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DISPLAY | SUPERPANEL – DESKTOP

FORMAT	SUPERPANEL
SERVICES	**Home Page** | TVN24.pl, tvn24.pl|BIZNES, tvn24.pl|METEO, tvn24.pl|WARSZAWA, tvn24.pl|KONKRET24
DEVICE	desktop
SIZE	**970x250px**
PERMITTED FORMATS	jpg, .gif, .png, .html5
PERMITTED WEIGHT	100KB for static formats, 200KB for .html5



Superpanel is an ad format displayed on the TVN24.pl home page and on the BIZNES | METEO | WARSZAWA | KONKRET sections

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | SUPERPANEL – MOBILE (PARALLAX)

FORMAT	PARALLAX
SERVICES	**Home Page** | TVN24.pl, tvn24.pl|BIZNES, tvn24.pl|METEO, tvn24.pl|WARSZAWA, tvn24.pl|KONKRET24
DEVICE	mobile
SIZE	**600x1200px**
PERMITTED FORMATS	jpg, .gif, .png
PERMITTED WEIGHT	70KB for static formats
Additional notes	NOTE: A solid background (or one gradually blending into a solid color) is required in the upper part of the creative. The background color matching the color of the upper part of the creative is set in the background, which ensures an attractive display. The color number must be delivered in HEX code format





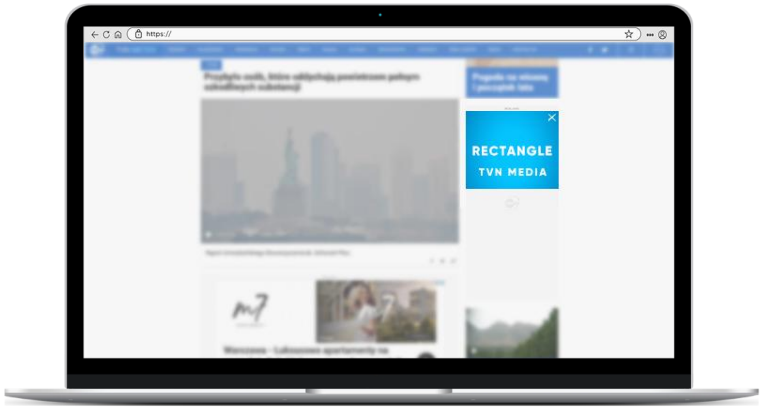
On mobile sites, Superpanel takes the form of Parallax and is an ad format served on the TVN24.pl home page and on the BIZNES | METEO | WARSZAWA | KONKRET sections

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | BOX – NAVIBOX / RECTANGLE

FORMAT	BOX – NAVIBOX/RECTANGLE
SERVICES	**ALL WEBSITES**
DEVICE	desktop
SIZE	**300x250px**
PERMITTED FORMATS	jpg, .gif, .png, .html5
PERMITTED WEIGHT	50KB for static formats, 100KB for .html5



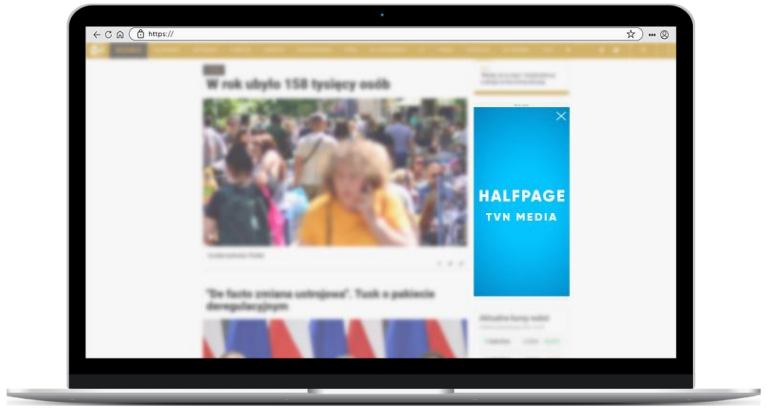
Ad format usually displayed in the right column or left margin of the site

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | BOX – HALFPAGE

FORMAT	BOX – HALFPAGE
SERVICES	**ALL WEBSITES**
DEVICE	desktop
SIZE	**300x600px**
PERMITTED FORMATS	jpg, .gif, .png, .html5
PERMITTED WEIGHT	60KB for static formats, 120KB for .html5



Ad format usually displayed in the right column or left margin of the site

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | INTERSTITIAL

FORMAT	INTERSTITIAL
SERVICES	**ALL WEBSITES** | ad format displayed on a layer
DEVICE	mobile
SIZE	**Portrait view: 360x640px**
PERMITTED FORMATS	jpg, .gif, .png
PERMITTED WEIGHT	60KB for static formats, 120KB for .html5
Additional notes	The creative should contain a visible and legible “Reklama” (Ad) label. This responsibility lies with the Advertiser. We also ask that no important elements of the creative (including the REKLAMA label) be placed in the upper right corner of the creative. A clear “zamknij” (close) label and a “cross” closing the ad should always be added by the Advertiser, only in creatives served from serving codes.



Ad format displayed on a layer (“layer”) on smartphones.

The creative is displayed on the full phone screen and closes automatically after 15 seconds.

TVN Media always adds a clear “zamknij” (close) label to the Advertiser’s creative in the upper right corner, and a “cross” of 50x20px, the click on which closes the creative.

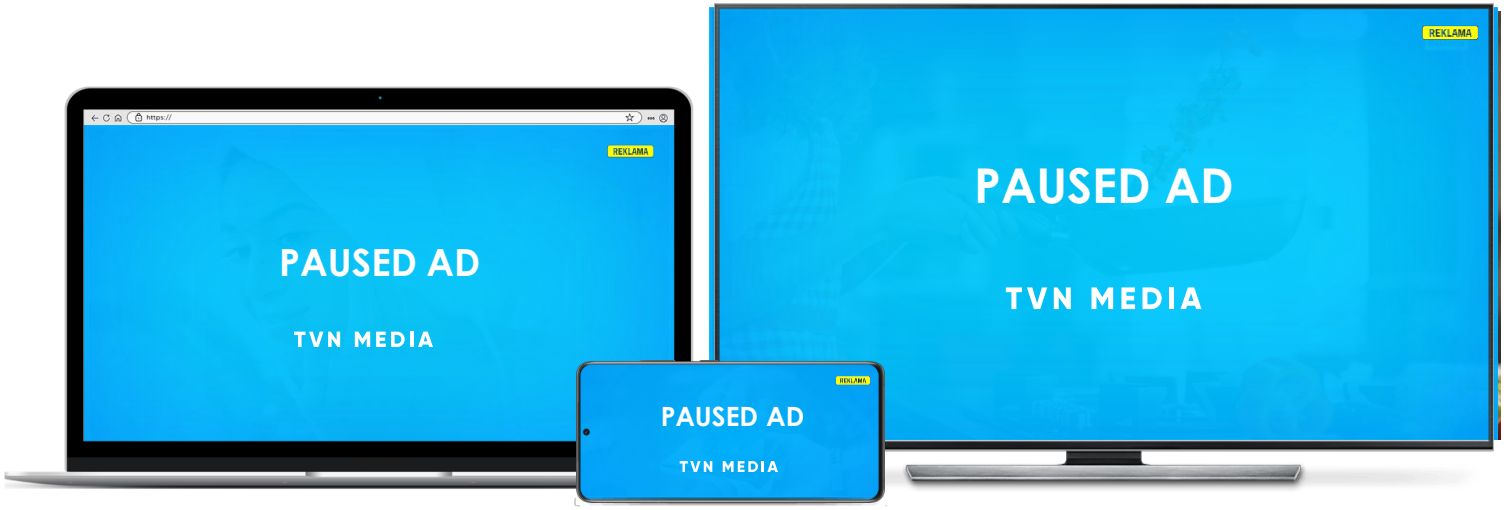
If the creative is delivered from serving codes, the obligation to include the “zamknij” (close) label and the “cross” lies with the Advertiser.

Clicking the ad redirects to the creative’s destination URL.

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DISPLAY | PAUSE AD

FORMAT	PAUSE AD
SERVICES	**HBO max**
DEVICE	desktop, smartphone, tablet, CTV [excluding Set-top Box (STB): Charter, Comcast, Cox; Hybrid Web App (HWA): LG, Playstation, Samsung, Vizio, Xbox]
SIZE	fullscreen, 1920x1080px, 150dpi
PERMITTED FORMATS	jpg, .png
PERMITTED WEIGHT	maximum 300KB
Additional notes	NOTE! The creative must contain the “Reklama” (Ad) label. The format template in .ai file, together with the label, can be downloaded and further edited here. Pause Ad is part of the reach package on streaming platforms and is aired only on HBO Max. To include airing on the Player platform, the Restboard ad format must also be prepared and delivered.



Pause Ad is an ad format served on the HBO Max platform, appears 3 seconds after the user initiates a pause at any moment of the video content.

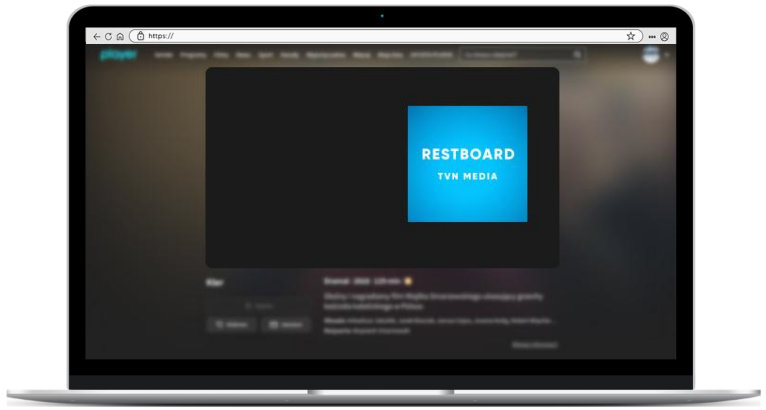
This format is not clickable. It is possible to plan user interaction using a QR code included in the creative.

The format template in .ai file, together with the label, can be downloaded and further edited - HERE

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DISPLAY | RESTBOARD

FORMAT	RESTBOARD
SERVICES	**Player**
DEVICE	desktop
SIZE	400x425px
PERMITTED FORMATS	jpg, .png
PERMITTED WEIGHT	120KB
Additional notes	NOTE! The 5px-wide edge of the creative should not contain content that is important for the creative. Restboard is part of the reach package on streaming platforms and is aired only on Player. To include airing on the HBO Max platform, the Pause Ad ad format must also be prepared and delivered.



Ad format displayed on the Player.pl platform while video content is paused.

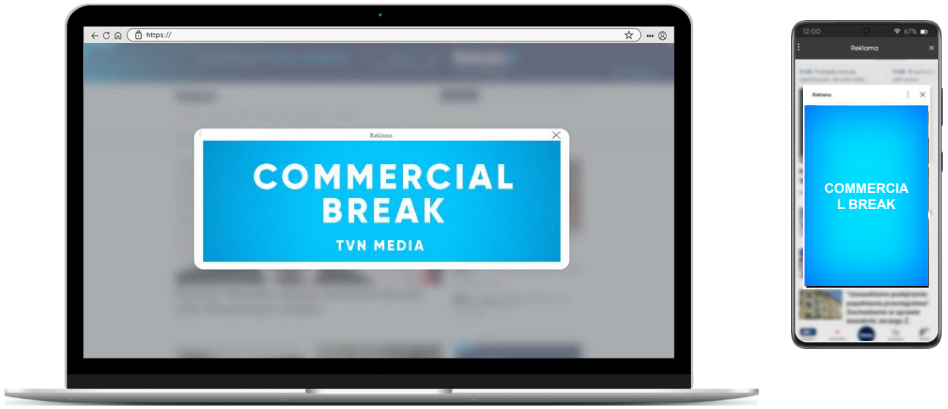
Depending on the device orientation (portrait/landscape), the ad automatically adjusts to the width of the site.

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | COMMERCIAL BREAK

FORMAT	COMMERCIAL BREAK
SERVICES	**all N&B websites excluding EUROSPORT, TVN.pl**
DEVICE	desktop and mobile
SIZE	Display format sizes: 300x250, 336x280, 320x480 (recommended)
PERMITTED FORMATS	Banner: .jpg, .png, .gif; wallpaper: .jpg
PERMITTED WEIGHT	Banner weight: max 70 KB



Commercial Break is a scalable format and automatically adapts to the screen resolution and the size of the user's browser window.

The ad appears on a layer between articles.

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | NATIVE AD

FORMAT	NATIVE AD	
SERVICES	**TVN24.pl, TVN.pl, SG DDTVN.pl**	
DEVICE	desktop + tablet	mobile | smartphone
SIZE	fluid (image: min. 960x540 px) Title: max. 90 characters	fluid (image: min. 780x540px) Title: max. 30 characters
PERMITTED FORMATS	jpg, .png	jpg, .png
PERMITTED WEIGHT	image: max 70KB	
Additional notes	**NOTE**! DIRECT AD LABELING: If the creative links to the Client's Landing Page - when setting up the creative in the BODY section, enter "REKLAMA" If the creative links to a campaign within TVN Group sites - when setting up the creative in the BODY section, enter "MATERIAŁ PROMOCYJNY"	



Ad format displayed on the tvn24.pl and tvn24.pl/warszawa sites and on the dziendobry.tvn.pl home page.

Native ads match both the style and the function of the materials displayed to the user among which they are placed.

Native ads are attractive to users because they are consistent with the content being browsed and do not distract.

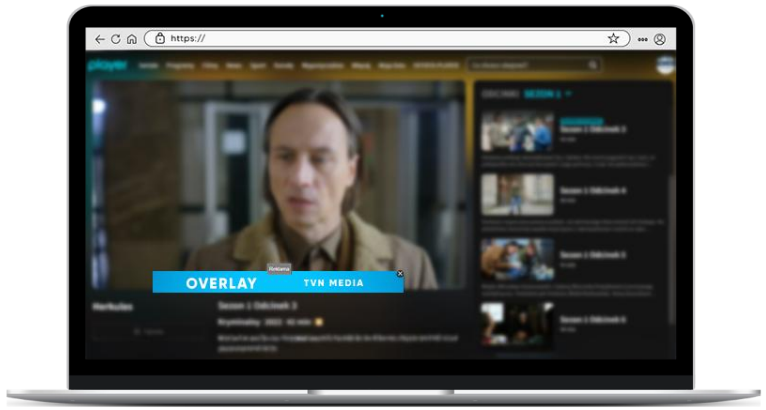
The size depends on the size of the editorial module displayed on different devices – fluid.

Clicking the ad redirects to the creative's destination URL.

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DISPLAY | OVERLAY

FORMAT	OVERLAY
SERVICES	**Player**
DEVICE	desktop
SIZE	960x60px
PERMITTED FORMATS	jpg, .png
PERMITTED WEIGHT	50KB



Graphic ad format, displayed while video content is playing, in the lower area of the material.

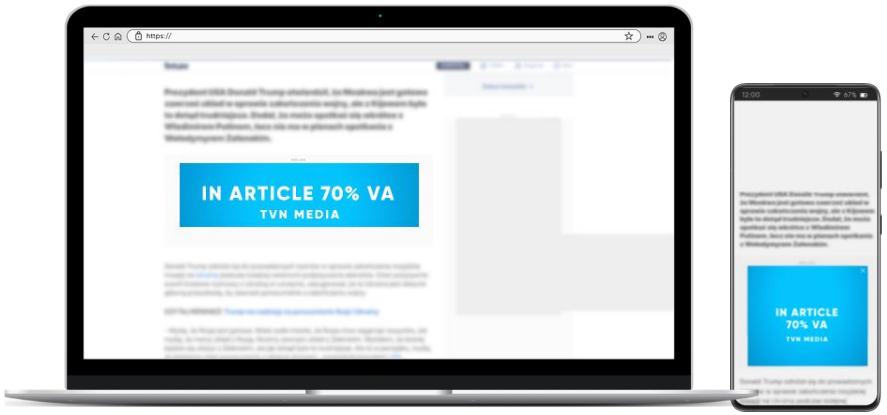
Overlay disappears after 15 seconds

Clicking the Overlay redirects to the creative's destination URL.

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DISPLAY | IN ARTICLE

FORMAT	IN ARTICLE	
SERVICES	**ALL WEBSITES** | display ad format served within the article content	
DEVICE	desktop	mobile
SIZE	750x200px	336x280px or 300x250px
PERMITTED FORMATS	jpg, .gif, .png, .html5	jpg, .png
PERMITTED WEIGHT	70KB for static formats, 140KB for .html5	



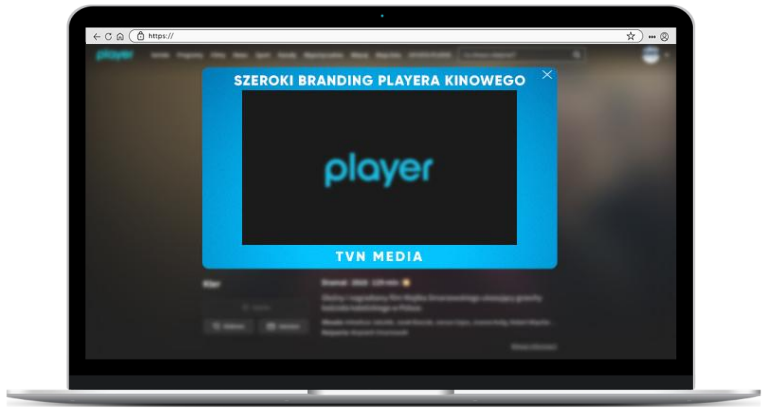
In Article is an ad format displayed within the article content on the sites.

Clicking In Article redirects to the creative's destination URL.

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DISPLAY | WIDE CINEMA PLAYER BRANDING

FORMAT	WIDE CINEMA PLAYER BRANDING
SERVICES	**Player**
DEVICE	desktop
SIZE	full-format frame 1364x664px
PERMITTED FORMATS	jpg, .gif, .png
PERMITTED WEIGHT	150KB



Wide Cinema Player Branding is an ad format displayed around the video content, wider than it by 64px (including 2px safety) in the top and bottom direction and 204px (including 2px safety) in the left and right direction.

The video content is positioned above the central part of the Branding layer – the video player dimensions are 960x540px.

The delivered material should be a full image (without cutting out space for the player in the center of the creative), whose center will be covered by the actual player – however, remember not to exceed the maximum creative weight.

The center covered by the player should be consistent in color and gradient with the rest of the creative.

A detailed visualization of the Branding can be sent at the Client's request

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Technical specification of online advertising formats

TVN MEDIA | DIGITAL