

TVN MEDIA | DIGITAL



Technical specification of online advertising formats



WARNER BROS.
DISCOVERY

Last modified - April 2026

TABLE OF CONTENTS

#	BASIC GUIDELINES	#	VIDEO AD FORMAT	#	DISPLAY AD FORMAT	#	DISPLAY AD FORMAT
4	General guidelines 1/2	10	video spot pre-roll, mid-roll, post-roll	17	top premium	26	box halfpage
5	General guidelines 2/2	11	video spot interactive spot 1.0	19	billboard	27	interstitial
6	HTML5 creative technical specification (excluding Eurosport)	12	video spot e-commerce spot	20	double billboard	28	pause ad
7	HTML5 creative technical specification (for Eurosport only)	13	video spot power spot	21	wideboard	29	restboard
8	Technical requirements for video advertising materials	14	video sponsorship billboard	22	panel 1/ 2/ 3/ 4/	30	commercial break
		15	video infront max	23	superpanel - desktop	31	native ad
				24	superpanel - mobile (parallax)	32	overlay
				25	box navibox/ rectangle	33	in article
						34	wide player branding

Basic guidelines

Technical specification of online advertising formats

GENERAL ASSUMPTIONS 1/2

GENERAL GUIDELINES	MATERIAL DELIVERY DEADLINE	<p>All advertising materials must be delivered no later than 3 business days before the start of the scheduled campaign. Rich Media materials must be delivered no later than 5 business days before the start of the campaign. Video files are accepted only via TVN Media Transfer: https://transfer.tvnmedia.pl.</p> <p>Uploading a file to the Transfer application does not mean it can be used in a campaign immediately. The spot must pass content approval, available on business days until 15:30. After approval by the traffic teams, the file may be used for campaign delivery. The client receives a confirmation of acceptance and is required to send the file number for broadcast.</p>
	LEGAL OBLIGATIONS	<p>Using scripts that track user interaction outside the ad area is prohibited. The ad must not modify or read the Publisher's cookies. The advertiser is responsible for providing advertising materials that raise no objections or controversy with regard to their content.</p>
	MATERIAL NAMING	<p>Material files should be named to clearly identify the client or brand and include the creative size, e.g., tvnmedia_750x100. File names must not contain spaces, polish characters or special characters. Compressed materials should be delivered in ZIP format.</p>
	BACKUP MATERIALS	<p>For HTML5 and rich media materials, a static backup version in JPG or PNG format must also be provided.</p>
	AUDIO IN ADS	<p>For Display creatives (e.g., VideoAd in .html5), audio plays only after a user action (click or mouseover). For Video creatives (Pre-Roll/Mid-Roll in Player.pl), the ad is played with audio.</p>
	POLISH LANGUAGE VERSION	<p>If the creative is in a language other than Polish, a Polish translation in the form of subtitles must be added. Subtitles must be an integral part of the creative.</p>
	VIDEO AD CLICKABILITY AVAILABLE FOR DESKTOP, MOBILE AND CTV*	<p>On TVN WBD group websites and partner websites: click-through is implemented via the active area of the video player window; clicking on the video area while the ad is playing redirects to the campaign URL. (*not available for CTV)</p> <p>On the HBO Max streaming service: click-through is implemented via a call-to-action button labeled "learn more" in the top-left of the player, next to the "ad" label and the time/ads counters; clicking "learn more" while the ad is playing redirects to the campaign URL.</p>

GENERAL ASSUMPTIONS 2/2

CODES AND SCRIPTS

File format | Codes must be saved and delivered in an Excel file.
Encryption | Tracking codes must run over encrypted https://. Codes running only over http are not allowed.
Video | Impression-measurement codes must be generated **as an image <img_src>**. These codes must not be generated in JavaScript.
Display | Impression counting uses **<img_src> pixels and JavaScript**. One JavaScript code per creative can be accepted.
Click-counting codes | In both cases they should be in the form of a redirect or a tracker with an embedded landing page.

Allowed external measurement codes in the form of pixels and redirects*

- Gemius, Adform, DCM, IAS, Doubleverify, Flashtalking, Nielsen

To approve ads served via ad tags, the Publisher requires tags compliant with the ad specification:

Display ad tags:

- standard (inpage) creatives should be delivered as an IFrame;
- in the case of serving scripts, creative tags must not generate scripts in languages other than JavaScript;
- all measurement codes must be implemented on the serving provider's side;
- if the advertiser supplies codes other than those above, they must be tested for correctness before launch.

Video ad tags (VAST):

- we accept VAST tags version 2.0 and above;
- VPAID tags are not recommended as we cannot guarantee delivery and counting accuracy

Allowed external video ad tags*

- Gemius, Adform, DCM, IAS, Doubleverify, Flashtalking, Nielsen
 (*for HBO Max, tags must not contain VPAID).

For HBO Max, Viewability measurement for desktop and mobile apps requires implementing Open Measurement technology compliant with IAB guidelines:

<https://iabtechlab.com/standards/open-measurement-sdk/>

Exclusions:

It is prohibited to use scripts that modify the browser window (size, position).
 Creatives and serving codes must not cause errors or warnings during ad serving.

TRANSPARENT CREATIVE LAYER

Only the parts of the creative visible to the user may redirect to the advertiser's website when clicked.
 For creatives with transparent areas, covering them with an invisible button that captures clicks is not allowed.

CREATIVE AND TAG TESTING

Before each campaign launch, the advertiser receives a test link and is required to verify both the creative and the correctness of code counting (if tags were implemented in the ad server).
 Confirmation that the tests are correct is required to start the campaign.

TECHNICAL SPECIFICATION - HTML5 CREATIVE | ONLINE SERVICES (EXCL. EUROSPORT)

<p>HTML CREATIVE</p>	<p>Standard HTML creatives must be prepared according to the Google Ad Manager serving specification and delivered as a standalone HTML file or packaged in .zip format. Guidelines for HTML5 creatives in Ad Manager are available here: https://support.google.com/admanager/answer/7046799?hl=pl</p> <p>It is important to implement clickTag correctly, as described in the Google Ad Manager specification.</p> <p>Insert click tags in the <head> section of the HTML documents. Example:</p> <pre><head> <meta name="ad.size" content="width=300,height=250"> <script type="text/javascript"> var clickTag = "http://www.google.com"; </script> </head></pre> <p>Use the clickTag variable as the creative's destination. Example:</p> <pre> </pre> <p>HTML5 banner build guide: Add an exit: https://support.google.com/richmedia/answer/2672517?sjid=4137577525799403611-EU#zippy=%2Cadd-an-exit-using-google-web-designer When the client provides HTML5 serving code, it must be tested and approved by TVN Media each time.</p>
<p>MAXIMUM CREATIVE WEIGHT</p>	<p>The maximum allowed creative weight (including loaded code) may be up to twice the standard limit (excluding JavaScript libraries). Please prepare a so-called preloader (not applicable to layers): a lightweight graphic shown to users before the main creative loads. Creatives must not use jQuery libraries.</p>
<p>BACKUP / PLACEHOLDER MATERIALS</p>	<p>For HTML5 and rich media materials, a static version in JPG or PNG format must also be provided.</p>
<p>ADDITIONAL NOTES</p>	<p>TVN Media does not provide data related to user interaction within an HTML5 creative. This functionality must be handled within the creative code. For DISPLAY creatives (e.g., VideoAd in .html5), audio plays only after a user action (click or mouseover). For non-standard creatives, expandable formats, or those containing video, TVN Media reserves the right to define additional requirements that must be met before launch.</p>
<p>CREATIVE AND TAG TESTING</p>	<p>Before each campaign launch, the advertiser receives a test link and is required to verify both the creative and the correctness of code counting (if tags were implemented in the ad server). Confirmation that the tests are correct is required to start the campaign.</p>

HTML5 CREATION TECHNICAL SPECIFICATION | EUROSPORT

HTML5 CREATIVE TECHNICAL SPECIFICATION EUROSPORT	HTML CREATIVE	<p>HTML creatives are embedded on the page using an <iframe> tag. In the creative file URL, parameters are passed after the hash (#) in the form PARAM_NAME=VALUE. To read parameters passed to the creative (including click measurement scripts), include the code below at the beginning of <body> in the main HTML file.</p> <pre><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></pre>
	clickTag	<p>In the main HTML file, the creative should expose a variable to which the destination URL can be passed. Assign to that variable the value read from the parameters automatically passed to the creative, available in params.clickTag (after running the parameter-reading code). Below is an example in which the destination URL should be assigned to the global clickTag variable.</p> <pre><script> ... clickTag=params.clickTag; //passes the value read from parameters ... </script></pre>
	CREATIVE COMPONENTS	<p>All elements for an HTML5 creative should be in a single folder, packaged as a .zip. An HTML creative should consist of as few files as possible. The fewer additional files, the faster the creative will load and display for the end user. All references to component files should use relative paths (except for assets hosted on external servers). Stylesheets and JS libraries can be placed directly in the main .html5 file, reducing the number of separate files. Graphic assets can also be embedded in the main file (Base64-encoded), but this can significantly increase file size and creative load time in the user's browser. After delivery, the HTML5 code must be tested and approved by TVN Media each time. The acceptable maximum creative weight (including loaded code) may be up to two times the standard limit (excluding JavaScript libraries).</p>
	CREATIVE AND TAG TESTING	<p>Before each run, the Advertiser receives a test link to the creative and must verify both the creative and correct tracking (if implemented in the ad server). Confirmation that the tests are correct is required to start the campaign delivery.</p>

VIDEO FILES

Technical requirements for VIDEO advertising materials intended for broadcast in media serviced by TVN Media.

Files are accepted exclusively via Transfer TVN Media <https://transfer.tvnmedia.pl> or via external providers' services.

For all video creatives (SPOT VIDEO, SPOT INTERACTIVE 1.0, SPOT E-COMMERCE, POWER SPOT), it is necessary to provide an audio file in one of the formats listed below.

In the case of video creatives without Polish audio/voice-over, it is necessary to include Polish subtitles as an integral part of the creative.

The maximum size of files that will be used in programmatic placements should be no more than 6MB.

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

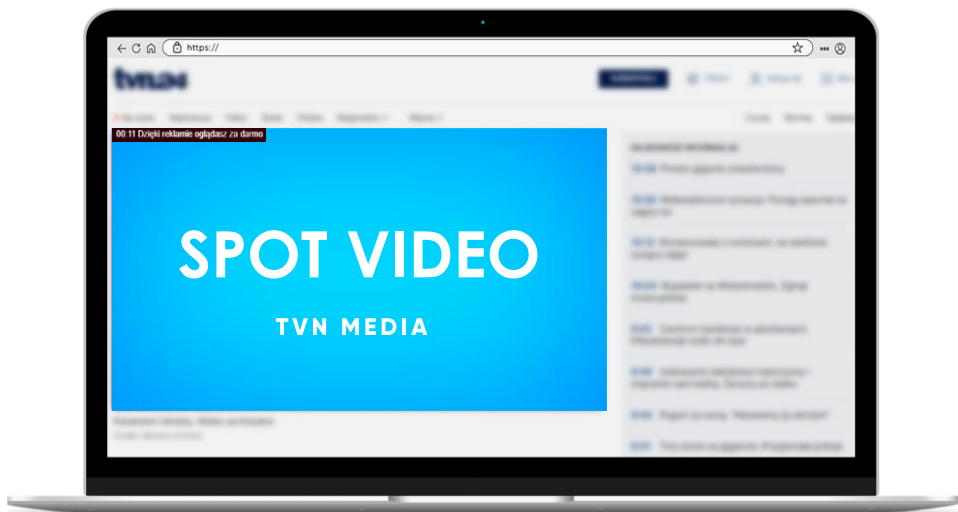
VIDEO FILES

Advertising format VIDEO

Technical specifications for online advertising formats

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

SPOT VIDEO	
SERVICES	TVN WBD websites, partner websites
DEVICE	desktop, mobile, CTV
ALLOWED FORMATS	For all video creatives, provide an audio-enabled file compliant with the technical specification for video advertising materials, in one of the following formats: .mxf, .mov, or .mp4. Aspect ratio 16:9, min. Full HD.
ADDITIONAL REMARKS	Single spot from 8 to 30 seconds shown in an ad break. A surcharge applies for non-standard spot lengths. For spots that are not multiples of 5 seconds, delivery will be limited on DAI inventory.



Broadcast of advertising material during the playback of editorial video content on websites or on streaming services, within a defined advertising break.

Pre-roll: airing an advertising material BEFORE the start of video content playback.

Mid-roll: airing an advertising material DURING video content playback.

Post-roll: airing an advertising material AFTER the end of video content playback.

VIDEO SPOT | INTERACTIVE SPOT 1.0.

INTERACTIVE SPOT 1.0	
SERVICES	TVN WBD websites
DEVICE	desktop web, mobile web (not available in the app)
ALLOWED FORMATS	For all video creatives, provide a sound-on file that complies with the technical specifications for video advertising materials, in one of the following formats: .mxf, .mov lub .mp4. 16:9 aspect ratio, min. Full HD. Accepted icon format: .png with dimensions 70x70px, the icon label text length is max. 30 characters and the maximum weight is: 7KB, transparent background Number of icons: desktop: up to 5 icons of size 70x70px; RWD services (mobile excluding the app): ability to display up to 3 icons.
ADDITIONAL REMARKS	Single spot from 8 to 30 seconds shown in an ad break. A surcharge applies for non-standard spot lengths. 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 to the standard video price.



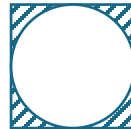
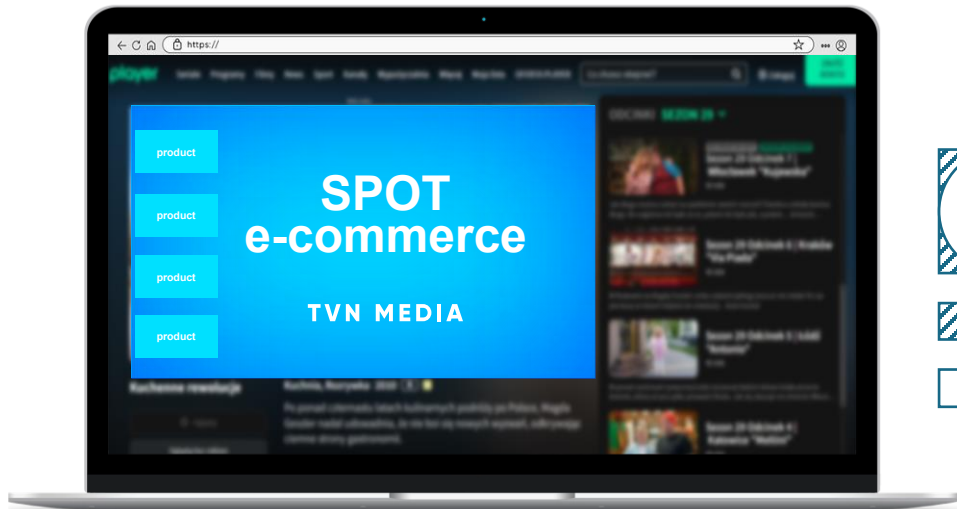
A spot enhanced with interaction capability.

A Rich Media Ad format, displayed (depending on the type of creative - preroll, midroll) before or during the broadcast of the main video material.

Additionally, in the material, on its right-hand side, clickable icons with descriptions appear. Their number depends on the type of player that serves the ad.

SPOT VIDEO | SPOT E-COMMERCE

SPOT E-COMMERCE	
SERVICES	TVN WBD websites
DEVICE	desktop, mobile
ALLOWED FORMATS	For all video creatives, provide a sound-on file that complies with the technical specifications for video advertising materials, in one of the following formats: .mxflub .mov lub .mp4. 16:9 aspect ratio, min. Full HD. Icon: 150x150px; .jpg lub .png; do 100KB; Asset timecode: the moment when a given icon should appear; URL: where the icon should redirect; Product price; Product name: up to 24 characters including spaces; Product ID: the product ID from the Client's store; Click tracking code for the icon.
ADDITIONAL REMARKS	Single spot from 8 to 30 seconds shown in an ad break. A surcharge applies for non-standard spot lengths. 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 to the standard video price.



Invisible area

Visible area

Spot extended with the ability to display offers.

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

The file size is unlimited.

During ad playback, on the left side of the video, a panel appears with elements (icons) of the Client's products, representing the items included in the spot – up to 4.

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

NOTE! The product icon should be square. The content of the icon that should be displayed must be placed within the visible area, centered relative to the icon.

When creating the icon, follow the attached graphic indicating the areas visible and invisible.

SPOT VIDEO | POWER SPOT

POWER SPOT	
SERVICES	Player.pl
DEVICE	desktop, mobile, CTV
ALLOWED FORMATS	For all video creatives, provide an audio-enabled file compliant with the technical specification for video advertising materials, in one of the following formats: .mxf, .mov, or .mp4. Aspect ratio 16:9, min. Full HD.



Single spot from 8 to 30 sec. displayed in the 5th minute of the video content broadcast.

Displayed only with long content > 20 min.

The broadcast is subject to a 50% surcharge on the standard price of the video spot

VIDEO | SPONSORSHIP BILLBOARD

SPONSORSHIP BILLBOARD	
SERVICES	HBO max, Player
DEVICE	desktop, mobile, CTV
ALLOWED FORMATS	For all video creatives, provide a sound-on file that complies with the technical specifications for video advertising materials, in one of the following formats: .mxflub .mov lub .mp4. 16:9 aspect ratio, min. Full HD. In HBO Max, a "Sponsor" label is placed next to the ad counter in the top-left corner of the asset.



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

The sponsor identification may include only the Sponsor's name, company name, trademark or other designation identifying the entrepreneur or its business activity, as well as a reference to its goods, services or their trademark.

Sponsor Billboard:

- may not contain audio or visual fragments from the advertising spot or fragments deceptively similar to them
- must include full sponsor information identifying the sponsoring entity, in two versions: before and after the programme
- subject to technical review (technical acceptance) for TVN Group channels
- subject to full approval after viewing the final visualization with the recorded voice-over text

More details in the SPONSOR'S HANDBOOK document

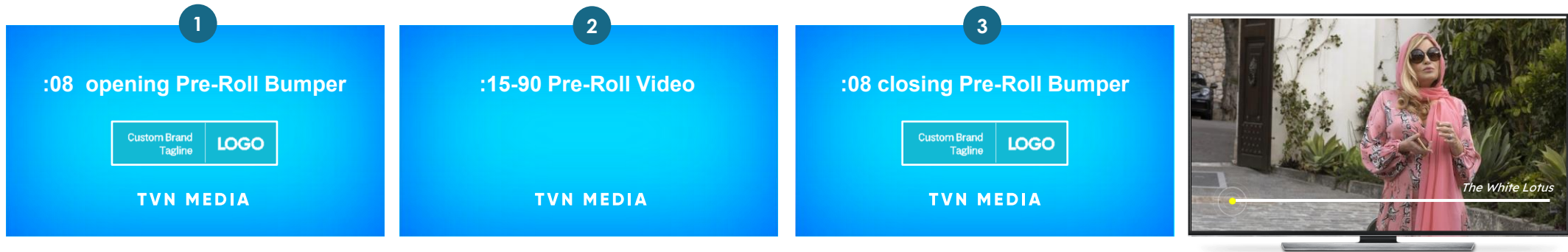
<https://www.tvnmedia.pl/do-pobrania/oferta?tab=3>

VIDEO | INFRONT MAX

INFRONT		
SERVICES	HBO max	
DEVICE	desktop, mobile, CTV	
ALLOWED FORMATS	For all video creatives, provide an audio-enabled file compliant with the technical specification for video advertising materials, in one of the following formats: .mxf, .mov, or .mp4. Aspect ratio 16:9, min. Full HD.	
ADDITIONAL REMARKS	<p>Additional requirements related to the structure of opening and closing bumpers. Assets: product image; video background; still image. Audio: use available audio tracks for Pre-Roll. Advertisers may provide their own audio tracks; brand audio requires WBD approval. Copy/headline selection: opening and closing bumpers include headlines indicating an ad-free break to inform viewers about the ad experience type. Advertisers choose one existing option for each bumper from the list below (in Polish):</p>	
	<table border="1"> <tr> <td> Pre-roll opening bumper Please wait—this stream will be ad-free after this break... Enjoy an ad-free stream after this break. Good news—this stream will be ad-free after this break. Please wait—this stream will be ad-free after this break. There will be no ads after this break. Continue watching online. Please wait—an ad-free stream will start after this break. After the break, the stream will be ad-free. </td> <td> Pre-roll closing bumper Sit back—your ad-free stream is starting now. Sit back. Your ad-free stream is starting now. Get comfortable. Your ad-free stream is starting now. Your ad-free stream is starting now. </td> </tr> </table>	Pre-roll opening bumper Please wait—this stream will be ad-free after this break... Enjoy an ad-free stream after this break. Good news—this stream will be ad-free after this break. Please wait—this stream will be ad-free after this break. There will be no ads after this break. Continue watching online. Please wait—an ad-free stream will start after this break. After the break, the stream will be ad-free.
Pre-roll opening bumper Please wait—this stream will be ad-free after this break... Enjoy an ad-free stream after this break. Good news—this stream will be ad-free after this break. Please wait—this stream will be ad-free after this break. There will be no ads after this break. Continue watching online. Please wait—an ad-free stream will start after this break. After the break, the stream will be ad-free.	Pre-roll closing bumper Sit back—your ad-free stream is starting now. Sit back. Your ad-free stream is starting now. Get comfortable. Your ad-free stream is starting now. Your ad-free stream is starting now.	

Exclusive advertising presence with a selected programme, within the only available ad break pre-roll.

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



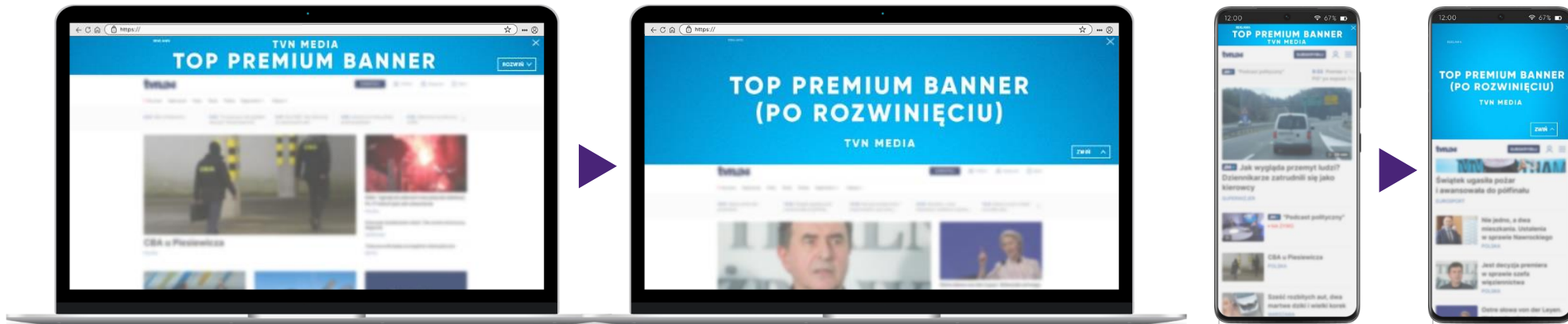
Advertising format DISPLAY

Technical specification of online advertising formats

DISPLAY | TOP PREMIUM 1/2

FORMAT	DISPLAY TOP PREMIUM	
SERVICES	All services (excluding Player.pl, HBO Max, and Eurosport.pl)	
DEVICE	desktop	mobile smartphone, tablet
SIZE	board: 1920x650px (must be a single image file) visible area before expansion: 1920x150px visible area after expansion: 1920x500px post-scroll bar: 1920x75 px (separate image file) collapse/expand button: 150x50px (separate image file)	board: 710x360px (must be a single image file) visible area before expansion: 360x60px visible area after expansion: 360x300px post-scroll bar: 710x60 px (separate image file) collapse/expand button: 80x40px (separate image file)
ALLOWED FORMATS	jpg, .gif, .png	jpg, .png
MAX FILE SIZE	up to 200KB	up to 100KB

**A non-intrusive graphic advertisement displayed at the top of the service, above the navigation bar.
The call2action button "expand" causes the format to expand to a larger size.**



DISPLAY | TOP PREMIUM 2/2

FORMAT	TOP PREMIUM
<p>Additional notes</p>	<p>NOTE! The collapsed and expanded ad are one image file (a single board). The „REKLAMA” („ADVERTISEMENT”) label sized 60x22 px is placed in the top-left corner of the safe area by TVN Media. Clicking Top Premium (both collapsed and expanded) redirects to the creative destination URL.</p> <p>For reach campaigns in Top Premium, you may optionally provide an On Top creative (Billboard/Double Billboard/Triple Billboard/Wideboard/Double Wideboard) to run the campaign on Eurosport.</p>

STICKY BAR AFTER SCROLL 1920x75 px



BOARD 710x60 px



BOARD 1920x650 px

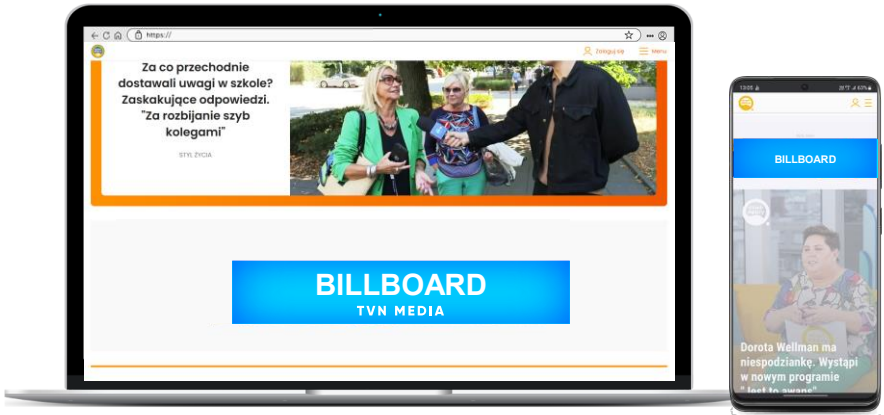


BOARD 710x360 px



DISPLAY | BILLBOARD

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



Inpage ad format, displayed in the upper, middle part of the service.

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

EUROSPORT | dedicated format displayed in the upper, middle part of the service below the driver on the homepage, below the video on articles and other subpages, and above the player in the video section.

DISPLAY | DOUBLE BILLBOARD

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



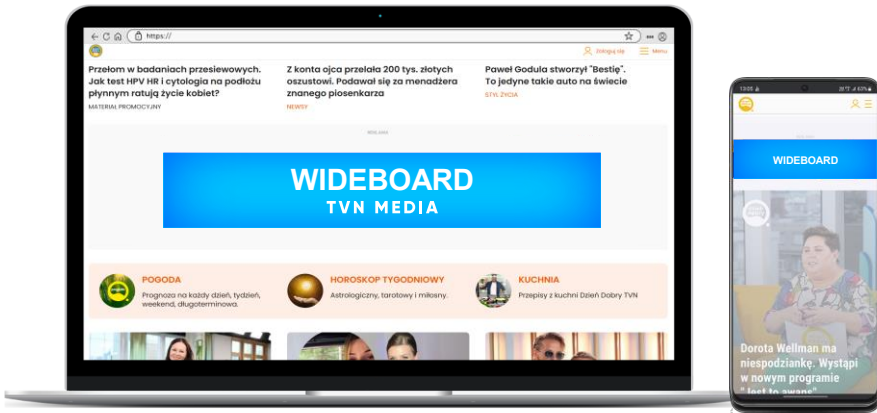
Inpage ad format, displayed in the upper, central part of the service.

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

EUROSPORT | dedicated format displayed in the upper, central part of the service under the driver on the homepage, below the video on articles and other subpages, and above the player in the video section

DISPLAY | WIDEBOARD

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



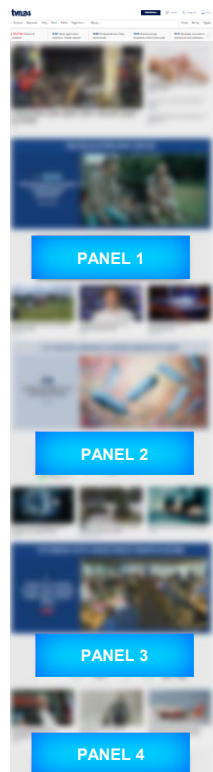
Inpage ad format, displayed in the upper, central part of the service.

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

EUROSPORT | dedicated format displayed in the upper, central part of the service under the driver on the homepage, below the video on articles and other subpages, and above the player in the video section

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

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



The panel is an ad format displayed within the site content between articles.

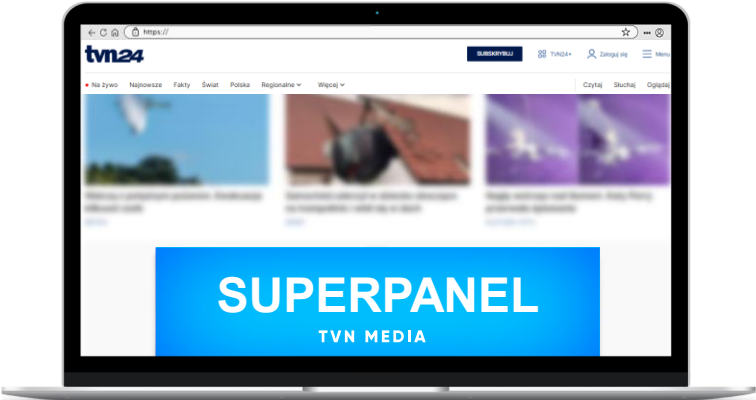
Clicking on the ad redirects to the creative's destination URL.

ALL SERVICES | excluding the Eurosport service - a display ad format served between editorial modules.

EUROSPORT | dedicated format displayed between editorial modules.

DISPLAY | SUPERPANEL – DESKTOP

FORMAT	SUPERPANEL
SERVICES	Homepage TVN24.pl, tvn24.pl BUSINESS, tvn24.pl WEATHER, tvn24.pl WARSAW, tvn24.pl KONKRET24
DEVICE	desktop
SIZE	970x250px
ALLOWED FORMATS	jpg, .gif, .png, .html5
MAX FILE SIZE	100KB for static formats, 200KB for .html5

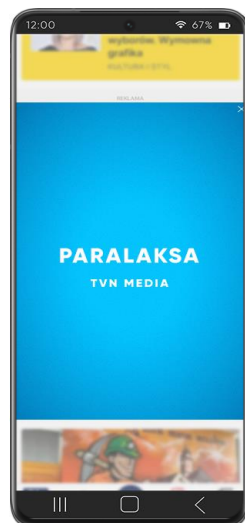


A Superpanel is an ad format displayed on the TVN24.pl homepage and on the BUSINESS | WEATHER | WARSAW | KONKRET section pages

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

DISPLAY | SUPERPANEL – MOBILE (PARALLAX)

FORMAT	PARALAKSA
SERVICES	Homepage TVN24.pl, tvn24.pl BUSINESS, tvn24.pl WEATHER, tvn24.pl WARSAW, tvn24.pl KONKRET24
DEVICE	mobile
SIZE	600x1200px
ALLOWED FORMATS	jpg, .gif, .png
MAX FILE SIZE	70KB for static formats
Additional notes	NOTE: The top part of the creative must have a uniform background (or a gradient that transitions into a solid color). The background color is set to match the top part of the creative to ensure an aesthetic display. Please provide the color value as a HEX code.

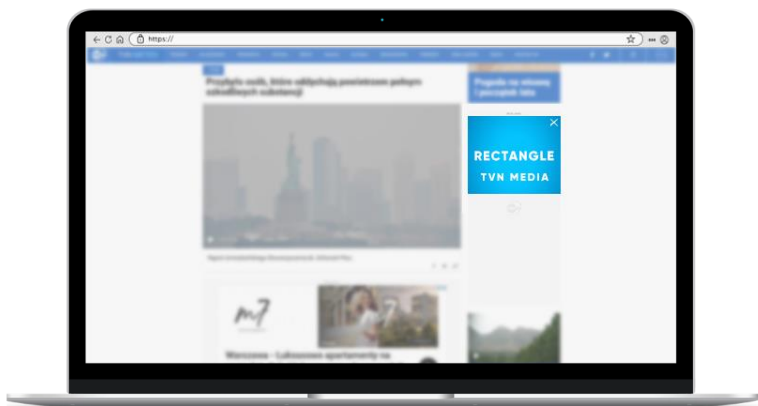


The Superpanel in mobile services takes the form of Parallax and is an advertising format served on the TVN24.pl homepage and the BIZNES | METEO | WARSZAWA | KONKRET section pages.

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

DISPLAY | BOX – NAVIBOX / RECTANGLE

FORMAT	BOX – NAVIBOX/RECTANGLE
SERVICES	ALL SERVICES
DEVICE	desktop
SIZE	300x250px
ALLOWED FORMATS	jpg, .gif, .png, .html5
MAX FILE SIZE	50KB for static formats, 100KB for .html5

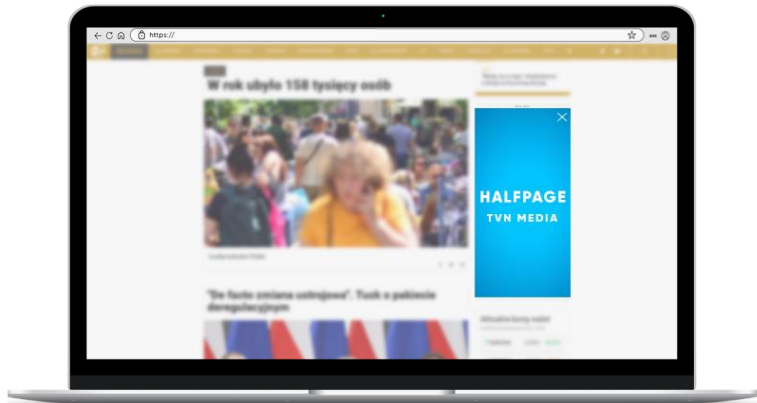


An ad format usually displayed in the right column or left margin of the site

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

DISPLAY | BOX – HALFPAGE

FORMAT	BOX – HALFPAGE
SERVICES	ALL SERVICES
DEVICE	desktop
SIZE	300x600px
ALLOWED FORMATS	jpg, .gif, .png, .html5
MAX FILE SIZE	60KB for static formats, 120KB for .html5

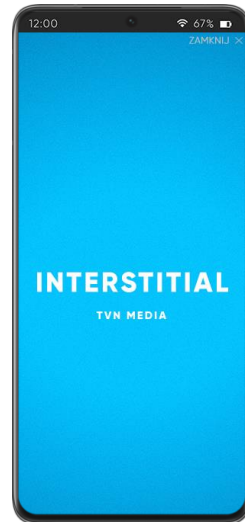


An ad format typically displayed in the right column or left margin of the website

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

DISPLAY | INTERSTITIAL

FORMAT	INTERSTITIAL
SERVICES	ALL SERVICES ad format displayed as an overlay layer
DEVICE	mobile
SIZE	Portrait view: 360x640px
ALLOWED FORMATS	jpg, .gif, .png
MAX FILE SIZE	60KB for static formats, 120KB for .html5
Additional notes	The creative must include a visible and legible „Reklama” („Advertisement,”) label. This is the advertiser’s responsibility. Please also avoid placing any important creative elements (including the "ADVERTISEMENT" label) in the top-right corner. A clear "zamknij,, („close”) label and a closing "X" must be added by the advertiser only for creatives served via ad tags.



Ad format displayed as an overlay (“layer”) on smartphones.

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

To the Advertiser’s creative, TVN Media always adds, in the top-right corner, a clearly visible “close” label and an “X” icon sized 50x20px; clicking it closes the creative.

If the creative is delivered via ad tags, the obligation to place the “close” label and the “X” icon rests with the Advertiser.

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

DISPLAY | PAUSE AD

FORMAT	PAUSE AD
SERVICES	HBO max
DEVICE	desktop, smartphone, tablet, CTV [excluding Set-top Box (STB): Charter, Comcast, CoxHybrid Web App (HWA): LG, Playstation, Samsung, Vizio, Xbox]
SIZE	fullscreen, 1920x1080px, 150dpi
ALLOWED FORMATS	jpg, .png
MAX FILE SIZE	up to 300KB
Additional notes	NOTE! The creative must include an "Advertisement" label. The format template in an .ai file, including the label, can be downloaded and edited here. Pause Ad is part of the reach package on streaming platforms and is served only on HBO Max. To include delivery on the Player platform, you must also prepare and provide the Restboard ad format.



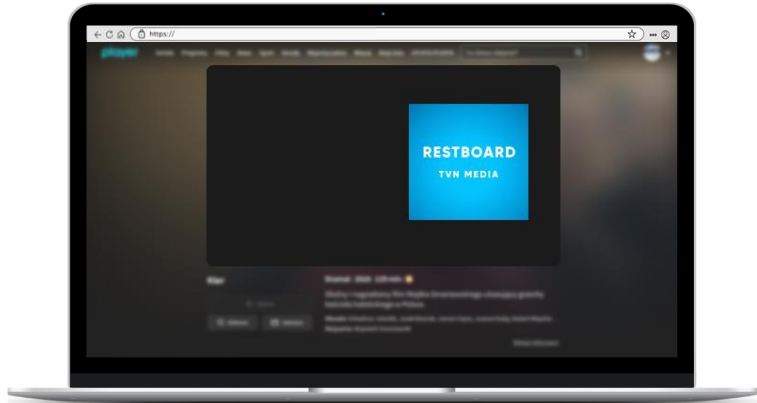
Pause Ad is an ad format served on the HBO max platform; it appears in the 3rd second after the user initiates pause at any time content video.

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

Template format in the .ai, along with the label, is available for download and further editing - [HERE](#)

DISPLAY | RESTBOARD

FORMAT	RESTBOARD
SERVICES	Player
DEVICE	desktop
SIZE	400x425px
ALLOWED FORMATS	jpg, .png
MAX FILE SIZE	120KB
Additional notes	NOTE! The 5px border around the creative should not contain any important creative content. Restboard is part of the reach package on streaming platforms and is served only on Player. To include delivery on the HBO Max platform, you must also prepare and provide the Pause Ad format.



Advertising format displayed on the Player.pl platform during a pause in content video.

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

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

DISPLAY | COMMERCIAL BREAK

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



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

The advertisement appears on the layer between articles.

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

DISPLAY | NATIVE AD

FORMAT	NATIVE AD	
SERVICES	TVN24.pl, TVN.pl, SG DDTVN.pl	
DEVICE	desktop + tablet	mobile smartfon
SIZE	fluid (image: min. 960x540 px) Title: max. 90 characters	fluid (image: min. 780x540px) Title: max. 30 characters
ALLOWED FORMATS	jpg, .png	jpg, .png
MAX FILE SIZE	image: max 70KB	
Additional notes	NOTE! DIRECT AD LABELING: If the creative links to the client's landing page, when setting the creative in the BODY section enter "REKLAMA,, ("ADVERTISEMENT,,). If the creative links to an internal campaign within TVN group services, when setting the creative in the BODY section enter "MATERIAŁ PROMOCYJNY,, ("PROMOTIONAL MATERIAL,,)	



Advertising format displayed on tvn24.pl, tvn24.pl/warszawa and the homepage of dziendobry.tvn.pl.

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

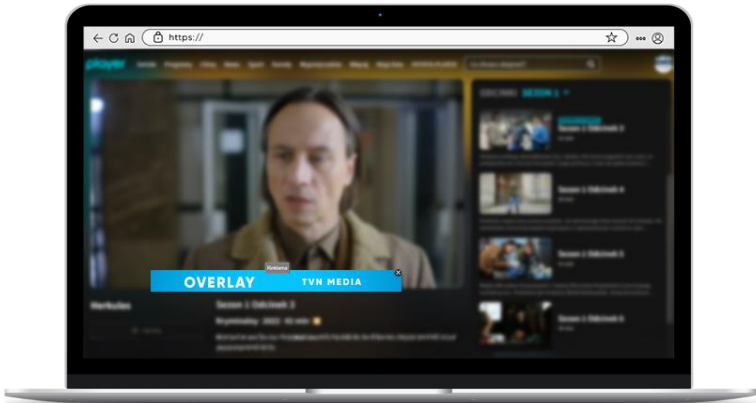
Native ads are attractive to users because they are consistent with the content being viewed and do not distract attention.

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

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

DISPLAY | OVERLAY

FORMAT	OVERLAY
SERVICES	Player
DEVICE	desktop
SIZE	960x60px
ALLOWED FORMATS	jpg, .png
MAX FILE SIZE	50KB



Graphic ad format, served during playback of content video in the lower area of the material.

The overlay disappears after 15 seconds

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

DISPLAY | IN ARTICLE

FORMAT	IN ARTICLE	
SERVICES	ALL SERVICES display ad format delivered within article content	
DEVICE	desktop	mobile
SIZE	750x200px	336x280px or 300x250px
ALLOWED FORMATS	jpg, .gif, .png, .html5	jpg, .png
MAX FILE SIZE	70KB for static formats, 140KB for .html5	

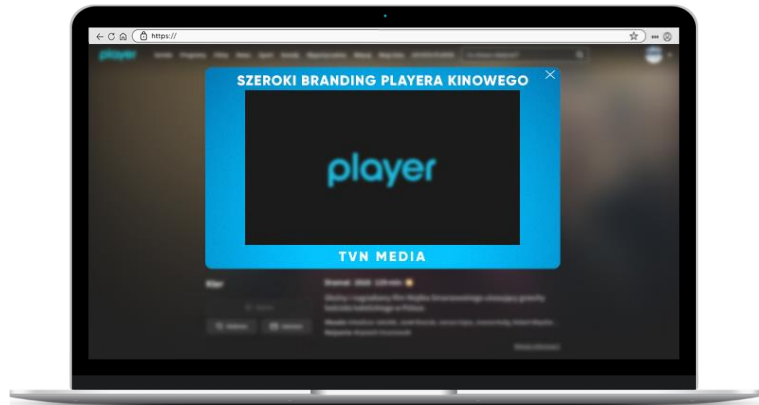


In Article is an ad format displayed within article content on websites.

Clicking on in article takes the user to the creative's destination URL.

DISPLAY | WIDE PLAYER BRANDING

FORMAT	WIDE PLAYER BRANDING
SERVICES	Player
DEVICE	desktop
SIZE	full-frame border 1364x664px
ALLOWED FORMATS	jpg, .gif, .png
MAX FILE SIZE	150KB



Wide Branding of the Player is an advertising format displayed around content video, wider than it by 64px (including 2px safety margin) in the upper and lower direction and 204px (including 2px safety margin) in the left and right direction.

Video content is placed above the central part of the layer with Branding – the video player dimensions are 960x540px.

The delivered material should be provided as a full image (without cutting out space for the player in the center of the creative), the center of which will be covered by the actual player - however, please remember not to exceed the maximum creative file 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 upon the Client's request



WARNER BROS.
DISCOVERY

Technical specification of online advertising formats

TVN MEDIA | DIGITAL

