

Technical requirements



I GENERAL REQUIREMENTS

1. All materials must be delivered at least **3 business days before** the start of the campaign. Rich Media materials must be delivered at least **5 business days before** the start of the campaign.
2. Audio can be initiated only by a user click. Exceptions are Pre-roll/Mid-roll in player.pl.
3. **The landing page URL cannot be longer than 2000 characters.**
4. It is not allowed to cover creatives containing transparent areas with invisible clickable buttons – only visible parts of the creative may redirect to the advertiser’s website (landing page) upon clicking.
5. It is forbidden to use scripting changing aspects of a browser (dimensions, position).
6. In case of video forms, codes for measuring number of views must be generated as an image <img_src>. These codes cannot be generated in JavaScript. In case of display forms, codes in Java Script are used. Codes for counting clicks in both cases should take the form of Redirect or should contain the URL.
7. Tracking codes must use secure protocol **https://**.
8. 3rd party tags cannot generate scripts in language other than JavaScript (in particular – VBScript nor iFrame HTML tag). 3rd party tags must use secure protocol **https://**.
9. Ad creatives or 3rd party tags causing errors or warnings during an advertisement’s delivery will not be accepted.
10. If a creative uses **‘multi-click’** function (more than one clickTag), those clickTags should follow the following naming: clickTag1 for landing URL 1, clickTag2 for landing URL 2, etc. **Please pay special attention to the character’s case.**

II .HTML5 CREATIVE

HTML creatives are embedded on the website via <iframe> tag. Parameters are passed in creative file address after hash character (#) as PARAMETER_NAME=VALUE.

To read parameters inside the creative (i.a. click tracking scripts), the following code should be pasted at the beginning of <body> section:

```
<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>
```

clickTags

Creative, in its main HTML file, should share a variable in which landing page URL can be put. This variable should get value from a parameter read automatically from creative URL, placed in params.clickTag (after executing the code mentioned above).

In the following example a landing page URL should be passed to a global variable named clickTag:

```
<script>
...
clickTag=params.clickTag; //transfers the value decoded from the parameters
...
</script>
```

Interactions

Creatives like Toplayer require an interaction with the code's template, which is responsible for hiding the creative or changing creative dimensions.

Through the

additional parameters, just like in case of clickTags, names of functions which should be

executed on appropriate event occur are passed to HTML. In case of Toplayer creative it is the **onCrossClick** parameter.

A command responsible for performing those functions is the following:

```
„window.parent.postMessage(params.PARAMETER_NAME, '*');
```

Below, an exemplary extract of the Toplayer creative code is presented, where upon clicking on the element with the id equaling closeButton the creative should be closed down.

```
<script type="text/javascript">
...
//execute close function after click
//on element with id ="closeButton"
document.getElementById('closeButton').
addEventListener('click', function() {
window.parent.postMessage(params.onCrossClick, '*');
});
...
</script>
```

! All the function above are responsible for navigation of the parent container, where the creative is embedded on the website. Additional actions related to the size modification (eg.: modification of the layout) should be done inside the creative.

Elements of the creative

An HTML creative should consist of as few elements as possible. The fewer elements, the faster a creative would be loaded and displayed to the end user.

All elements should be found in one catalogue. All references to those element should be performed using the relative path (except files hosted on external servers).

CSS and JS files can be embedded inside the main HTML file.

Images also can be embedded inside the main HTML file (with Base64 encoding), but it may possibly increase time of creative loading in end user's browser.

The weight of .HTML5 creative should be compatible with its equivalent in SWF/.JPG creative. Each .HTML5 code would be tested and inspected on the basis of content by TVNMedia. All advertising materials must be delivered at least 3 working days before broadcast. None of the elements of the creative can interfere with the publisher's websites nor with other creatives.

IV VIDEO FILES

In case of video advertisements a video file with audio in one of the following formats is required:

<p>Video format: Quicktime .mov file with audio Aspect ratio: 16:9 FHA (Full-Height Anamorphic) Codec: XDCAM HD422 Resolution: 1920(H) x 1080(W)px Frame rate: 25 FPS Color sampling: 4:2:2 Video signal tolerance: EBU R103</p> <p>Audio format: 2 channels (stereo) EBU R48: 2a Audio level: -23LUFS (EBU R128/ITU BS.1770-2) Format: LPCM Audio sample size: 48 kHz Audio bitrate: 16 lub 24 bitów</p>	<p>Video format: .mp4 file with audio Aspect ratio: 16:9 FHA (Full-Height Anamorphic) Codec: H264 Resolution: 1920(H) x 1080(W)px Frame rate: 25 FPS Color sampling: 4:2:2 Video signal tolerance: EBU R103</p> <p>Audio format: 2 channels (stereo) EBU R48: 2a Audio level: -23LUFS (EBU R128/ITU BS.1770-2) Format: LPCM Audio sample size: 48 kHz Audio bitrate: 16 lub 24 bitów</p>
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V DETAILED SPECIFICATION OF AD FORMS

1. Toplayer

Toplayer is an advertisement form displayed on a layer over the webpage content. The broadcast time is 15 seconds. Toplayer needs to have a well-defined close button: caption “zamknij” (“zamknij” means “close”) with cross symbol of a size that is not smaller than 14x14 px with a function call attached to it named onCrossClick. The button enables closing of the creative upon users interaction. Clicking the toplayer redirects the user to creative’s landing page.

After a specified time, the creation should execute the same getURL function as in the closing button.

```
on (release) {  
  getURL(_root.adclose || 'javascript:onFinishedPlaying()');  
}
```

The creative can have transparent areas. They have to be non clickable.

Size: any

Weight: 60KB

Accepted formats: .jpg, .gif, png, .html5

2. XHTML

XHTML is a form of advertisement displayed in the main site, over the webpage content. The creative may imitate the webpage but must be clearly presented as commercial content, distinct from editorial content. XHTML allows to apply number of transformations (webpage being smashed, torn, exploded, etc.) after performing a specific action by a user or after a specified period of time.

In its second phase (after the transformation of a webpage), the creative must include a visible closing button with caption “ZAMKNIJ” (meaning “close”) and a cross sign “X” not smaller than 14x14px positioned in the right upper corner.

Clicking the minimized version of XHTML redirects the user to creative’s landing page.

Size: negotiable

Weight: negotiable

Accepted formats: .html5

3. Fly footer

Fly footer is a form of advertisement displayed on a layer over the webpage content, in the lower part of the webpage.

The complete set of materials:

- : height: 300px/ width: not wider than 980px; weight 60KB
- two .jpg buttons: height: 300px/width 40px. First button with caption “ZWIŃ” (“zwiń” means “fold”), second one with caption “ROZWIŃ” (“rozwiń” means unfold”); weight 40KB

In the first stage the creative is displayed in its expanded form. It folds after clicking the folding button. In its minimized form the creative is placed on the right margin of the page. Clicking the minimized form – unfolding button – expands the creative to its previous form. Clicking the expanded form redirects the user to creative’s landing page.

4. Billboard

Billboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 750x100px

Weight: 60KB

Accepted formats: .jpg, .gif, png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 750x500px size

5. Double billboard

Double billboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 750x200px

Weight: 60KB

Accepted formats: .jpg, .gif, png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 750x200px size

6. Triple billboard

Triple billboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 750x300px

Weight: 60KB

Accepted formats: .jpg, .gif, png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 750x300px size

7. Wideboard

Wideboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 980x150px

Weight: 60KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 980x150px size

8. Double wideboard

Double wideboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 950x300px

Weight: 60KB

Accepted formats: .jpg, .gif, .png, .html5

9. Screening

Screening integrates two forms of advertisements: wallpaper underneath the page content and double billboard. There can be two different forms of screening:

1. Clickable double billboard with a non clickable wallpaper
2. Clickable double billboard with a clickable wallpaper

Double billboard and the wallpaper need to be delivered separately (two different files). The wallpaper has to be designed in such a way that it matches the content of a page, that is the dimension of the main column which is different on different websites. Clicking the creative redirects the user to its landing page.

Wallpaper's size: adjusted to the site

Maximum weight: 1mb

Format: .jpg

10. Bar under the navigation

Bar under the navigation is a form of advertisement displayed in the upper part of the page, right under the site's navigation menu. Clicking the creative redirects the user to its landing page.

Size: 970x20px

Weight: 60KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 970x20px size or 750x20px size

There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 300x60px size

11. Top Bar

Top bar is a form of advertisement displayed in the upper part of the webpage, under the menu. Clicking the creative redirects the user to its landing page.

Size: 980x100px

Weight: 60KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 980x100px size and 640x60px size

There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 300x60px size

12. Bottom Bar

Bottom bar is a form of advertisement, displayed in the lower part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 980x50px

Weight: 60KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 980x50px and 640x60px size

There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 300x60px size

13. Bar under the driver/player

Bar under the driver/player is a form of advertising displayed in the upper part of the page, under the driver/player. Clicking the creative redirect's the user to its landing page.

Size: 660x60px

Weight: 60KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 660x60px size

14. Bar under the first/third/fifth/seventh news

Bar is a form of advertisement, usually displayed in the content of the website, between the news. Clicking the creative redirect's the user to its landing page.

Size: bar under the first news 640x100px or 640x200px (depending on the website design); bar under the third and fifth 640x340px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

15. Bar under the first/third/fifth/seventh news in TVN24 Magazine bookmark

Bar is a form of advertisement, usually displayed in the content of TVN24 Magazine bookmark (part of TVN24) between the news. Clicking the creative redirect's the user to its landing page.

Size: 910x390px (CinemaScope ratio 21:9)

Weight: 100kb

Accepted formats: .jpg, .gif, .png, .html5

16. Premium On Top

Premium On Top is an advertising form displayed at the top of the website, attached to the top of the browser. The advertising form is broadcast on TVN24. Premium On Top is an expanding form with 3 "states": folded, unfolded and minimized. The transition between the folded / unfolded states occurs when a user clicks the "zwiń"/"rozwiń" buttons (meaning: "zwiń" – fold/ "rozwiń" – unfold) . The minimized form is shown while scrolling the page down. With further scrolling, the creative disappears. Clicking the Premium On Top redirects the user to creative's landing page.

To be delivered separately:

- a) a folded/unfolded state - in the form of one combined graphic
- b) a minimized state graphic,
- c) a "zwiń" button
- d) a "rozwiń" button

a) **Folded/unfolded state:**

Dimensions: 1920x420px

area dimensions:

folded area height: 120px

unfloded area height: 300px

The width of the area containing relevant advertising content: 840px

Background filling from the left: 470px

Background filling from the right: 610px

Weight: 150KB

Acceptable formats: .jpg, .gif, .png

WARNING! In each of the areas **visible captions “reklama” (“reklama” meaning “advertisement”)** should be located in the middle of the creative or no more than 420px from the center of the creative.

b) **Minimized state:**

Dimensions: 1920x60px

area dimensions:

The width of the area containing relevant advertising content: 840px

Background filling from the left: 470px

Background filling from the right: 610px

Weight: 50KB

Acceptable formats: .jpg, .gif, .png

WARNING! The creative should include a **visible caption “reklama” (“reklama” meaning “advertisement”)** located in the middle of the creative or no more than 420px from the center of the creative.

c) “zwiń” button:

Dimensions: 120x40px

Weight: 10KB

Acceptable formats: .jpg, .gif, .png

d) “Rozwiń” expand:

Dimensions: 120x40px

Weight: 10KB

Acceptable formats: .jpg, .gif, .png

17. Superbar on TVN24

Superbar is a form of advertisement displayed on the main site of TVN24. Clicking the creative redirect's the user to its landing page.

Size: 970x425px

Weight: 100kb

Accepted formats: .jpg, .gif, .png, .html5

18. Rectangle

Rectangle is a form of advertisement displayed on the right side of the page. Clicking the creative redirects the user to its landing page.

Size: 300x250px

Weight: 50KB

Accepted formats: .jpg, .gif, .png

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 300x250px size

There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 300x250px size

19. Box 1

Box 1 is a form of advertisement displayed on the right side of the page, instead of rectangle. Clicking the creative redirects the user to its landing page.

Size: 300x60px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 300x60px size

There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 300x60px size

20. Box 2

Box 2 is a form of advertisement displayed in the right side of the page, under the rectangle or box1. Clicking the creative redirects the user to its landing page.

Size: 300x60px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

a) static replacement in .jpg/.png format of 300x60px size

There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 300x60px size

21. Box 3

Box 3 is a form of advertisement displayed in the right side of the page, under the rectangle or box2. Clicking the creative redirects the user to its landing page.

Size: 300x60px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

- a) static replacement in .jpg/.png format of 300x60px size

22. Double box

Double box is a form of advertisement displayed in the right side of the page. Clicking the creative redirects the user to its landing page.

Size: 300x120px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

23. Halfpage

Halfpage is a form of advertising displayed on the right side of the page. Clicking the creative redirects the user to its landing page.

Size: 300x600px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

24. Left/right skyscraper

Skyscraper is a form of advertisement displayed in the right or left margin of the page. Clicking the creative redirects the user to its landing page.

Size: 120x600px

Weight: 50KB

Accepted formats: .jpg, .gif, .png, .html5

25. Interstitial

Interstitial is a pop-up form of advertisement designed for mobile devices. The creative occupies entire mobile's screen. Depending on the orientation of a device (vertical/horizontal), a proper version of a creative has to be displayed, hence it is obligatory to prepare two versions of a creative – one for vertical and second for horizontal orientation. There are three possibilities of scaling the creative: diminution, coverage and adjustment. A button with a caption "zamknij" ("close") is added automatically to all interstitials.

Diminution – scaling of a creative in such a way that the whole creative is visible with aspect ratio preservation. There is a possibility of adding a background, in such cases a color for the background has to be defined in a HEX system.

Coverage – adjusting a creative to the entire size of a screen with aspect ratio preservation. If a creative is too big and it cannot be entirely displayed on a device's screen, then, only a part of a creative is displayed.

Adjustment – adjustment of a creative to the width and height of a screen. If a device's screen has different aspect ratio then a creative would be extended horizontally or vertically.

Vertical orientation:

Size: 360x640px

Weight: 60KB

Accepted formats: .jpg, .gif, .png

Horizontal orientation:

Size: 640x360px

Weight: 60KB

Accepted formats: .jpg, .gif, .png

! The creative should include a visible caption “reklama” (meaning “advertisement”).

26. Restboard

Restboard is a graphic form of advertisement, displayed during the pause of the VOD material on the right side of the player’s window or in the middle (depending on the fact whether there are other VOD materials being advertised during the pause).

! 5px margin of the creative cannot include any important information (text/key graphics).

Clicking the creative redirects the user to its landing page.

Size: 400x425px

Weight: 120KB

Accepted formats: .jpg, .png

27. Overlay

Overlay is a graphical form of advertisement displayed in the lower area of a VOD player during the broadcast of the video material. It disappears after 10 seconds. Clicking the creative redirects the user to its landing page.

Size:

Flash player: 640x60px;

Cinema player: 960x60px

Weight: 50KB

Accepted formats:

Flash player: .jpg, .gif, .png

Cinema player: .jpg, .png, mp4

There is a possibility of displaying the creative on tablets. In this case the client needs to deliver:

- a) static replacement in .jpg format of 640x60px size

28. Branding Playera TVN24 oraz Biś

TVN24 player branding is a form of advertisement displayed under the video content, wider in each direction than video content. Video content is positioned above the central part of the layer with branding. Therefore branding should include graphics only in a frame surrounding the video material with a particular thickness, because the rest of creative will be covered. Clicking the creative redirects the user to the landing page.

Size:

player's size 880x495px. Branding is 202px wider than a player in left and right direction and 64px wider upwards and downwards, therefore the delivered branding should be the size of 1364x664px with the transparent place for the player: 960x540px

Weight: 150KB

Accepted formats: .png

29. Wide Theatrical Player Branding

Wide Theatrical Player's Branding is a form of advertisement displayed under the video content, 64 px wider upwards and downwards and 204 px wider in left and right direction than the video content. Video content is positioned above the central part of the layer with branding. The video player's size is 960x540 px and it is surrounded by the frame 64px wider hence depending on a creation, the layout has to be taken into consideration. In case of transparent creation (.png) wide branding should contain transparent graphics outside the black frame surrounding video player of 64px width. In case of other kinds of creations there is no such requirement, because graphics will cover the frame surrounding the video player's. Branding can take the shape of many forms, such as a bar on top of video, a bar below the video, a bar in the left or right side or a full-size video frame. In all cases, client should provide a complete form – a frame with a background for the unused space left behind. Clicking the creative redirects the user to its landing page.

Size: full frame: 1364x664px

Weight: 150KB

Accepted formats: .jpg, .gif, .png, .html5

30. Text link

Text link is a text form of advertisement displayed in the upper part of the page. Clicking the creative redirects the user to its landing page.

Size: max 30 characters

Weight: n/a

Accepted formats: txt

31. Video advertisement

Video advertisement is a video film which appears accordingly before, during or after the actual video content. The weight is unlimited as long as the video meets our technical specification.

! In case of video advertisements all tracking codes have to be generated as <img_src>, not in JavaScript. They also have to meet the requirements described in point IX.

We divide video advertisements into 3 categories:

- preroll – appears before the actual video content
- midroll – appears during the actual video content
- postroll – appears after the actual video content

Clicking the creative redirects the user to its landing page.

32. Interactive video advertisement

It is a movie appearing accordingly before, in the middle, or after the content material. The weight of the video material is unlimited. Additionally on the right side of the spot one can see interactive, expanding icons with or without a text next to each of them (moving a mouse over an icon shows a text, clicking the icon redirects the user to a landing page – each icon may have its landing page) . Their number is dependent on the type of a player (see info below).

Clicking the creative redirects the user to its landing page.

INTERACTIVE ICON

Accepted formats: .png

Size:

- **theatrical player:** 70x70px, max 5 icons

- **flash player:** 40x40px, max 3 icons

Text length: max 30 characters

Max weight: 7KB

Background: transparent

! In case of video advertisements all tracking codes have to be generated as <img_src>, not in JavaScript. They also have to meet the requirements described in point IX.

33. Interactive video advertisement 2.0 for Player.pl

Interactive video advertisement 2.0 is a video commercial appearing before, in the middle or after the VOD material. The weight of the video material is unlimited. Additionally on the right side of the spot there may appear 1-5 interactive, clickable icons which expand into a card. There are 6 different types to choose from. Expanding of the card results in the video commercial being stopped.

! In case of video advertisements all tracking codes have to be generated as <img_src>, not in JavaScript. They also have to meet the requirements described in point IX.

Technical specification of each type of card:

1. Welcome screen:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Image/Packshot – 840x390px; .jpg, .png; up to 60KB
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address

2. Map:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Information about the place on the BING map, which should be displayed
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
3. Poll:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Question – maximum three lines of text, up to 30 signs each
 - Answer 1 – maximum one line of text, up to 30 signs
 - Answer 2 – maximum one line of text, up to 30 signs
 - Answer 3 – maximum one line of text, up to 30 signs
 - “Vote” button – 300x60px; up to 50KB
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
4. Expanding List:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Headline – maximum one line of text, up to 30 signs
 - Question 1 – maximum one line of text, up to 30 signs
 - Possible answer 1 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Question 2 – maximum one line of text, up to 30 signs
 - Possible answer 2 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Question 3 – maximum one line of text, up to 30 signs
 - Possible answer 3 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Image/Packshot – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
5. Picture gallery:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Image/Packshot – maximum 10 pictures; .jpg, .png; up to 60KB each

- Call to action button – 300x30px; up to 50KB
 - Landing page address
6. Free type card:
- Icon – 60x60px; .jpg, .png; up to 10KB
 - Picture – up to 840x390px, up to 120KB
 - Any number of buttons, which are to be placed in the picture, plus optionally so called “hoover” buttons which are displayed after moving mouse on the icon – .jpg, .png; up to 50KB each
 - Optionally landing pages addresses for each button
 - Optionally landing page address for the card with picture

34. Interactive video advertisement 2.0 for news and business websites and entertainment TVN’s websites

Interactive video advertisement 2.0 for news and business websites and entertainment TVN’s websites is a video commercial appearing before the VOD material. The weight of the video material is unlimited. Additionally on the right side of the spot there may appear clickable icons which expand into a cards (5 icons for the theatrical player or 3 for flash player). There are 6 different types to choose from. Expanding of the card results in the video commercial being stopped.

Each type of the card may be used once or repeatedly. There is a possibility to define the colour of the icon as well as their position relative to the axis Y, their timecode or pulsation.

! In case of video advertisements all tracking codes have to be generated as <img_src>, not in JavaScript. They also have to meet the requirements described in point IX.

Technical specification of each type of card for the theatrical player:

1. Welcome screen:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Image/Packshot – .jpg, .png; up to 60KB
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
2. Map:
 - Icon – 60x60px; .jpg, .png; up to 10KB

- Information about the place on the BING map, which should be displayed
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
3. Poll:
- Icon – 60x60px; .jpg, .png; up to 10KB
 - Question – maximum three lines of text, up to 30 signs each
 - Answer 1 – maximum one line of text, up to 30 signs
 - Answer 2 – maximum one line of text, up to 30 signs
 - Answer 3 – maximum one line of text, up to 30 signs
 - “Vote” button – 300x60px; up to 50KB
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
4. Expanding List:
- Icon – 60x60px; .jpg, .png; up to 10KB
 - Headline – maximum one line of text, up to 30 signs
 - Question 1 – maximum one line of text, up to 30 signs
 - Possible answer 1 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Question 2 – maximum one line of text, up to 30 signs
 - Possible answer 2 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Question 3 – maximum one line of text, up to 30 signs
 - Possible answer 3 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Image/Packshot – .jpg, .png; up to 60KB
 - Call to action button – 300x30px; up to 50KB
 - Landing page address
5. Picture gallery:
- Icon – 60x60px; .jpg, .png; up to 10KB
 - Image/Packshot – maximum 10 pictures; .jpg, .png; up to 60KB each
 - Call to action button – 300x30px; up to 50KB
 - Landing page address

6. Free type card:

- Icon – 60x60px; .jpg, .png; up to 10KB
- Card – up to 840x390px, with background graphic up to 120KB
- Any number of buttons, which are to be placed in the picture, plus optionally so called “hover” buttons which are displayed after moving mouse on the icon – .jpg, .png; up to 50KB each
- Optionally landing pages addresses for each button
- Optionally landing page address for the card with picture

Technical specification of each type of card for the flash player:

1. Welcome screen:

- Icon – 40x40px; .jpg, .png; up to 10KB
- Image/Packshot – 264x247px; .jpg, .png; up to 60KB
- Text – maximum three lines of text, up to 30 signs each
- Logo – 246x138px; .jpg, .png; up to 60KB
- Call to action button – 200x20px; up to 50KB
- Landing page address

2. Map:

- Icon – 40x40px; .jpg, .png; up to 10KB
- Information about the place on the BING map, which should be displayed
- Text – maximum three lines of text, up to 25 signs each
- Logo – 195x155px; .jpg, .png; up to 60KB
- Call to action button – 200x20px; up to 50KB
- Landing page address

3. Poll:

- Icon – 40x40px; .jpg, .png; up to 10KB
- Question – maximum three lines of text, up to 25 signs each
- Answer 1 – maximum one line of text, up to 25 signs
- Answer 2 – maximum one line of text, up to 25 signs
- Answer 3 – maximum one line of text, up to 25 signs
- “Vote” button – 200x20px; up to 50KB
- Text – maximum three lines of text, up to 30 signs each
- Logo – 202x47px; .jpg, .png; up to 60KB
- Call to action button – 200x20px; up to 50KB

- Landing page address
4. Expanding List:
- Icon – 40x40px; .jpg, .png; up to 10KB
 - Headline – maximum one line of text, up to 50 signs
 - Question 1 – maximum one line of text, up to 30 signs
 - Possible answer 1 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Question 2 – maximum one line of text, up to 30 signs
 - Possible answer 2 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Question 3 – maximum one line of text, up to 30 signs
 - Possible answer 3 – maximum 3 answers, maximum one line of text, up to 30 signs each
 - Image/Packshot – 267x250px; .jpg, .png; up to 60KB
 - Call to action button – 200x20px; up to 50KB
 - Landing page address
5. Picture gallery:
- Icon – 40x40px; .jpg, .png; up to 10KB
 - Image/Packshot – maximum 10 pictures; 541x189px; .jpg, .png; up to 60KB each
 - Call to action button – 200x20px; up to 50KB
 - Landing page address
6. Free type card:
- Icon – 40x40px; .jpg, .png; up to 10KB
 - Picture – up to 560x260px, with background graphic up to 80KB
 - Any number of buttons, which are to be placed in the picture, plus optionally so called “hover” buttons which are displayed after moving mouse on the icon – .jpg, .png; up to 50KB each
 - Optionally landing pages addresses for each button
 - Optionally landing page address for the background graphic

35. Interactive video advertisement 2.0 for Samsung Smart TV

Interactive video advertisement 2.0 for the Player’s application for Samsung Smart TV is a video commercial appearing before the VOD material. The weight of the video material is unlimited. Additionally on the right side of the spot there appear icons which expand into a cards (4 types of cards). The colours of icons and cards match the colours of the buttons of remote control. Expanding of the card results in the video commercial being stopped. Each type of the card may be used once or repeatedly.

! In case of video advertisements all tracking codes have to be generated as <img_src>, not in JavaScript. They also have to meet the requirements described in point IX.

Technical specification of each type of card

7. Poll:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Question – maximum three lines of text, up to 25 signs each
 - Answer 1 – maximum one line of text, up to 25 signs
 - Answer 2 – maximum one line of text, up to 25 signs
 - Answer 3 – maximum one line of text, up to 25 signs
 - Text – maximum three lines of text, up to 30 signs each
 - Logo – .jpg, .png; up to 60KB
8. Picture gallery:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Card – 840x590px with the background graphic up to 120KB
9. Free type card:
 - Icon – 60x60px; .jpg, .png; up to 10KB
 - Card – 840x590px with the background graphic up to 120KB

36. Choose and Play

Choose and Play is a set of video commercials which are displayed (depending on the type of creative – preroll, midroll, postroll) before, in the middle or after the VOD material.

Maximum total length of video materials is 45 seconds (initial video commercial + longer second video commercial; maximum length of all videos withing choose and play is 120sec). Weight of video materials is unlimited.

Video materials are displayed depending on the user's choice. At the beginning the initial video commercial is displayed, and afterwards a board with buttons is shown. Each button redirects to different "second" video commercial (it is possible not to use the initial video commercial, and instead use just the board with buttons in the beginning). If the user does not take any action, the first of the secondary set of video commercials would be displayed. After the first of secondary videos, the board with buttons is displayed again (it can be the same board that was displayed after the initial video, or it can be another one), enabling the user watching the same secondary video again, or watching the rest secondary videos form the set. If the user does not decide to watch another video the sequence is finished. The user has a possibility to return to the board with secondary commercials at any moment. The user may also click the "skip" button which stops Choose and Play and redirects the user to another video commercial in the commercial break.

! In case of video advertisements all tracking codes have to be generated as <img_src>, not in JavaScript. They also have to meet the requirements described in point IX.

Technical requirements:

To be delivered:

- initial video commercial - optional
- minimum 2 secondary video commercials
- one main board or such number of boards as of secondary videos
 - size 960x540; format: .jpg lub .png; weight: maximum 200kb
 - all boards must have the same resolution
- such number of buttons as of secondary videos with so called “hover” buttons which are displayed after moving mouse on the button
 - resolution must be adjusted in such a way that all buttons can be placed on the board. Format: .jpg lub .png; weight: maximum 30kb
 - to each button the coordinates have to be given measuring from the upper left corner of the board to the upper left corner of a button.
- detailed description of the sequence
- landing page addresses for each of the commercial

37. Rich Media Mobile

Rich Media Mobile is a set of creatives designed for tablets and smartphones.

Rich Media Mobile can take on two different forms:

- video material + interactive card
- interactive card without video material – video material is omitted and only the interactive card is shown (client delivers only material for an interactive card)

Apart from a video material (which is not obligatory), a client has to prepare a creative (a board), which will encourage a user to perform a specific action. On the board, a specific graphic or variety of graphics will be displayed in a way designed by a client (specific timecode and place on the board).

A card can contain one form of interactions presented below:

Wipe:

Possibility to define several areas, which are to be wiped off and each of these areas may perform different actions (according to the description below).

Tap action:

Possibility to define several areas, which perform different actions after being touched (according to the description).

Touching the specific button results in a button being changed into hover, proper execution of an action gives a possibility to change buttons into type “selected”.

Additionally there may be defined:

Time of a pause – time of a pause between performed actions (possibility to define a board encouraging to continue the action)

Time of an inaction (longer than the time of a pause) – when a user does not perform any action. After this time has passed a user may be able to perform that action or he or she would be redirected to another action (eg. Previous action or initial action). Possibility to indicate each of these options in each partial action.

Time of a pause and time of an inaction is measured only after a user performs any action.

Shape:

Possibility to join several point with different colours.

Possibility to define different types of connections, where each of the connections may prompt a specific action (according to a description above).

Possibility to define colours of wrong connections.

Possibility to define a sequence of connecting of points within the defined connections.

Initiation of an action changes the button into its hover, while the proper execution of an action gives a possibility to change buttons into type “selected”.

Move:

Possibility to define several objects to which defined elements (points) can be moved.

Possibility to assign any number of elements to each object.

Each connection of an element with an object may result in different actions (according to a description).

Multitouch:

Possibility to create different combinations of touching several points at the same time. After a proper combinations is executed, defined actions are prompted (according to a description).

Touching the specific button results in a button being changed into hover, proper execution of an action gives a possibility to change buttons into type “selected”.

Hold:

Possibility to define several “held” areas displaying different defined actions (according to a description).

Touching the specific button results in a button being changed into hover, proper execution of an action gives a possibility to change buttons into type “selected”.

Blow:

Possibility to blow particular elements appearing on a screen (this form is based on an access to a device’s microphone).

An action performed by a user may prompt a specific final action (according to a description).

Blow may take the form:

Quantitative – possibility to define the number of blows

Timeframed – possibility to define the time of a blow (eg. 1 sec)

Within each of the above forms there is a possibility to define:

Number of actions (number of blows leading to complete the final action)

Replacement of a board or/and playing a sound – after each action is performed

Additionally there is a possibility to define:

Time of a pause – time of a pause between performed actions (possibility to define a board encouraging to continue the action)

Time of an inaction (longer than the time of a pause) – when a user does not perform any action. After this time has passed a user may be able to perform that action or he or she would be redirected to another action (eg. Previous action or initial action). Possibility to indicate each of these options in each partial action.

Time of a pause and time of an inaction is measured only after a user performs any action.

Shake:

Possibility to perform an action by shaking the device in one surface (2 times minimum, it does not work when the orientation of the device is changed).

An action performed by a user may prompt a specific final action (according to a description).

Shake may take the form:

Quantitative – possibility to define the number of shakes

Timeframed – possibility to define the time of a shake (eg. 1 sec)

Within each of the above forms there is a possibility to define:

Number of actions (number of shakes leading to complete the final action)

Replacement of a board or/and playing a sound – after each action is performed

Additionally there is a possibility to define:

Time of a pause – time of a pause between performed actions (possibility to define a board encouraging to continue the action)

Time of an inaction (longer than the time of a pause) – when a user does not perform any action. After this time has passed a user may be able to perform that action or he or she would be redirected to another action (eg. Previous action or initial action). Possibility to indicate each of these options in each partial action.

Time of a pause and time of an inaction is measured only after a user performs any action. After an interaction is performed a user is being redirected to a landing page.

Slide Picture:

Possibility to reveal consecutive boards by sliding a vertical line visible on a screen. Initially a user sees two boards divided by a line in a middle, then, he or she can reveal a covered part of a board by sliding this line. After one board is revealed, another board is loaded in a background which can be also revealed.

Within Slide Picture form there is a possibility to:

- Define graphic boards and the vertical line (width and colour of a line or us a specific graphic prepared by a client)
- Define sound, which would be played after a specific board is revealed

- Define separate sets of boards, which would be displayed depending on a direction of a slide
- Define landing page to which a user would be redirected after a specific board is revealed or touched (possibility to define a percent degree to which a board is revealed)
- Define landing page to which a user would be redirected after a specified number of sets is revealed

Draw:

Possibility to draw on a card. The *draw panel* allows the user to choose a colour and a thickness of a line, as well as to erase the drawn elements (*eraser function*).

Within **Draw** interaction it is possible to:

- Define background, on which a user can draw
- Define colour and line thicknesses available to choose from (up to 3 colours and up to 2 brushes)
- Define whether the *draw panel* is displayed on the right or left side of the screen
- Define a button enabling to share on Facebook the finished drawing (*share function*)
- Define an additional, optional board informing how much time is left to the end of a commercial

Press:

Possibility to perform particular actions in different rate depending on the strength of a pressure on a screen. (Based on force touch technology (available on iPhone 6S and higher))

Within Press form there is a possibility to:

- Define several buttons (elements which can be held by a user with e specified strength), each of them prompting different action (replacement of a board, sound being played, redirection to a landing page)
- Define the rate of performing particular actions (replacement of a board, redirection to a landing page, sound being played)

All Rich Media Mobile forms (wipe, tap action, move, shape, multitouch, hold, blow, shake, slide picture and press) except draw, have a possibility to define:

Partial action – action prompted after one action is performed by a user, specific for each of Rich Media Mobile form e.g.: a part of an area is wiped (in wipe), one touch of a button (tap action), moving of an element into an object (in move), joining specified objects (in shape), holding specified buttons (in multitouch), holding/pressing several buttons for a specified time, one after another (in hold and press), complete revelation of a set of boards (in slide picture).

Final action – action prompted after all partial actions are performed; specific for each of Rich Media Mobile form e.g.: a part of an area is wiped (in wipe), one touch of a button (tap action), moving of an element into an object (in move), joining specified objects (in shape), holding specified buttons (in multitouch), holding/pressing several buttons for a specified time, one after another (in hold and press), complete revelation of a set of boards (in slide picture).

Partial and final actions may result in:

- Redirection to a landing page
- Replacement of a board

- Sound being played

All of the options above may be used together or separately within one form.

- Prompting of another Rich Media mobile form

Additional **Share** function:

1. Possibility to share on Facebook a screenshot with a currently displayed commercial. A user is redirected to Facebook application, where a window enabling to adjust and to confirm a shared element is displayed (smartphones with IOS there is a possibility to log in to Facebook without the necessity of installing the application. In such case a user adjusts and confirms a shared element in a system window). Upon sharing, a user is redirected to the commercial.
2. Share function is available as an element of Rich Media Mobile commercials and takes a form of:
 - Action prompted automatically after a specific action is performed by a user
 - An additional button displayed in a commercial
3. Within share function it is possible to:
 - Choose a method of sharing (action or button)
 - Define where and when the share button is displayed and how it looks like
 - Define a maximum number of taps, after which a button becomes inactive
 - Define a fragment of a commercial for sharing
 - Define elements of a commercial (boards, buttons), which would be invisible on a shared card

Detailed specification for **Rich Media Mobile**:

BOARD – required materials:

- - Size of a board: 720x404px
- - Weight of a board: 60 Kb
- - Accepted formats: .jpg, .png

POINTS – required materials:

- Required number of points (the basic versions and hoovers), weight of a point: 10 Kb
- Accepted formats: .jpg, .png
- Timecodes, describing when each of the point should be displayed and for how long (seconds) it should be displayed
- Visualization of the card with points

- Landing page address
- For MOVE: information about specific place where the points are to be moved
- For WIPE: information about the position where the areas to be wiped off and the percentage of the screen which has to be wiped off in order to prompt and action.
- For TAP ACTION: information about a number of taps necessary for redirection and whether there would be a specific point to be tapped or just a screen

A video material has to be prepared in a standard specification presented in point IX of this document.