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 clisk
//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.

III VIDEO FILES

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

Video format: XDCAM HD422 in .mov container or .mxf (OP1a) **Aspect ratio:** 16:9 **Video Bitrate:** constant 50Mbps **Resolution:** 1920(H) x 1080(W)px **Frame rate:** 25 FPS **GOP:** preferred M=3 N=12 **Scan:** interlaced (upper field first) **Color sampling:** 4:2:2 **Video signal tolerance:** EBU R103 **Audio format:** preferred 1 track, 2 channels (stereo) EBU R48: 2a or 2 tracks with 1 channel **Audio level:** -23LUFS (EBU R128/ITU BS.1770-2) **Format:** LPCM **Audio sample size:** 48 kHz **Audio bitrate:** 16 or 24 bits **Video and audio in a single file.**	**Video format:** . H264/AVC in .mp4 container **Aspect ratio:** 16:9 **Profile**: High **Video Bitrate:** >=15Mbps **Resolution:** 1920(H) x 1080(W) px **Frame rate:** 25 FPS **Scan:** interlaced (upper field first) or progressive **Audio format:** 1 track, 2 channels (stereo) EBU R48: 2a **Kodek**: AAC **Bitrate**: min. 160kbps **Audio level**: -23LUFS (EBU R128/ITU BS.1770-2) **Audio sample size:** 48 kHz **Video and audio in a single file.**

IV 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 creative 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 for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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
Devices: desktop, tablet, smartphone

3. Sticky Ad

Sticky Ad is a form of advertisement displayed on the layer above the website content, as an element attached to its bottom part. The form is displayed after scrolling the page, it follows the user maintaining a fixed position. Advertisement placed on a bar with white background. The form can be closed by clicking on the downward pointing arrow, placed above the top right side of the bar.

Size: 320x100px
Weight: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, .png, .html5
Devices: smartphone

4. 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 consist of .html5, or .jpg of maximum width of 980px and 300px height and two buttons 40x300px with captions "ZWIŃ" ("zwiń" means "fold") and "ROZWIŃ" ("rozwiń" means unfold"). 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.

Creative:
Size: width max 980px; height 300px
Weight: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, .html5
Devices: desktop

Button "ZWIŃ":
Size: 40x300px
Weight: 40KB
Accepted formats: .jpg, .png

<u>Button “ROZWIŃ”:</u>
Size: 40x300px
Weight: 40KB
Accepted formats: .jpg, .png

5. **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 for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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

- .jpg/.png form of 600x150px
  or
- .jpg, .png, .html5 of 300x60px

6. **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: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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

- .jpg/.png form of 600x150px

or

- .jpg, .png, .html5 of 300x60px or 300x120px

7. **Triple Billboard**

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

Size: 750x300px
Weight: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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

- .jpg/.png form of 600x150px or .jpg, .png, .html5 of 300x60px or 300x120px

8. **Triple Billboard with a gallery**

Triple Billboard is a form of advertisement displayed in the upper centered part of the webpage. The creative consists of up to 5 graphics in carousel. Clicking one of the graphics redirects a user to the its landing page. Landing pages may be different for each of the graphic.

Size: up to 5 graphics 525x280px each
Weight: 50KB
Accepted formats: .jpg, .gif, .png
Devices: desktop, tablet

9. 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: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

10. 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: 80KB for static forms, 160KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

11. Double Wideboard with a gallery

Double Wideboard with a gallery is a form of advertisement displayed in the upper centered part of the webpage. The creative consists of up to 5 graphics in carousel. Clicking one of the graphics redirects a user to the its landing page. Landing pages may be different for each of the graphic.

Size: up to 5 graphics 686x280px each
Weight: 50KB
Accepted formats: .jpg, .gif, .png
Device: desktop

12. Screening

Screening integrates two forms of advertisements: wallpaper underneath the page content and an On Top advertisement (Billboard/Double Billboard/Triple Billboard/Wideboard/Double Wideboard depending on the webpage).
On Top and a wallpaper are an integral creative. Clicking the creative redirects a user to the landing page. A wallpaper must be adjusted to the webpage.

Possible On Top forms:

- News and Business websites: wallpaper and Billboard or Double Billboard or Triple Billboard or Wideboard or Double Wideboard
- Entertainment: Billboard or Double Billboard

Size:

- wallpaper's size adjusted to the chosen website (dimensions of the main columns are different on different websites)
- chosen On Top form

Weight: 1mb
Accepted formats:

- wallpaper in .jpg
- On Top in .jpg, .gif, .png, .html5

Devices: desktop

13. 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 for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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

- replacement 750x20px size

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

- replacement 300x60px size

14. 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 for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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

- replacement 750x100px size

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

- replacement 300x60px size

15. 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 for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

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

- replacement 750x50px size

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

- replacement 300x60px size

16. 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 for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet

17. 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
- bar under the third and fifth and seventh news 640x340px

Weight: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, gif, png, html5
Devices: desktop, tablet, smartphone

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

- replacement 300x60px size (bar under first news)
- replacement 300x120px (bar under third, fifth, seventh news)

18. Bar under the first/third/fifth/seventh news with a gallery

Bar is a form of advertisement, usually displayed in the content of the website, between the news. The creative consists of up to 5 graphics in the carousel. Clicking one of the graphics redirects a user to the its landing page. Landing pages may be different for each of the graphic.

Size: up to 5 graphics:

- 448x80px or 448x180px for the bar under the first news
  Or
- 448X320px for the panel under the third/fifth/seventh news

Weight: 50KB
Accepted formats: .jpg, .gif, .png
Devices: desktop, tablet, smartphone
There is a possibility of displaying the creative on smartphones. In this case the client needs to deliver:

- replacement 210x40px size (bar under first news)
- replacement 210x80px (bar under third, fifth, seventh news)

19. 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 for static forms, 200KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

20. 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 folded/unfolded state - in the form of one combined graphic
- a minimized state graphic,
- a “zwiń” button
- a “rozwiń” button

Folded/unfolded state:

Dimensions: 1920x420px

Area dimensions:

- folded area height: 120px
- unfolded 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

Devices: desktop

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.

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.
"zwiń" button:
Dimensions: 120x40px
Weight: 10KB
Acceptable formats: jpg, gif, png

"rozwiń" button:
Dimensions: 120x40px
Weight: 10KB
Acceptable formats: jpg, gif, png

21. 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 for static forms, 200KB for .html5
Accepted formats: jpg, gif, png, html5
Devices: desktop, tablet, smartphone

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

- a static replacement in .jpg or .png 970x425px

22. Superbar in TVN24 with a gallery

Superbar with a gallery is a form of advertisement displayed on the main site of TVN24. The creative consists of up to 5 graphics or videos in a carousel. Clicking one of the graphic/video redirects a user to the its landing page. Landing pages may be different for each of the graphic.

Size: 970x425px
Weight: 100kb
Accepted formats: .jpg, .gif, .png, video compliant with video technical requirements (point III)
Devices: desktop

23. 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 for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone (tablet and smartphone without News&Business websites)

24. 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 for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone (tablet and smartphone without News&Business websites)

25. Box 2

Box 2 is a form of advertisement displayed in the right side of the page, under the rectangle or Box 1. Clicking the creative redirects the user to its landing page.

Size: 300x60px
Weight: 50KB for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone (tablet and smartphone without News&Business websites)

26. Box 3

Box 3 is a form of advertisement displayed in the right side of the page, under the rectangle or Box 2. Clicking the creative redirects the user to its landing page.

Size: 300x60px
Weight: 50KB for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone (tablet and smartphone without News&Business websites)

27. 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 for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

28. 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: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

29. 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 for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

30. 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. A button with a caption "zamknij" ("close") 50x20px is added automatically to all interstitials.

Vertical orientation:
Size: 360x640px
Weight: 60KB
Accepted formats: .jpg, .gif, .png
Horizontal orientation:
Size: 640x360px
Weight: 60KB

Accepted formats: .jpg, .gif, .png
Devices: smartphone

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

31. RMB (Responsive Mobile Banner)

RMB is a form of advertisement displayed in the upper part of a website. It is a form of advertisement for smartphones only. Depending on the position of a mobile device (vertical/horizontal) the creative is automatically adjusted to the width of a website. Clicking the creative redirects the user to its landing page.

Size: 600x150px
Weight: 50KB
Accepted formats: .jpg, .png
Devices: smartphone

32. Parallax in bar under the first/third/fifth/seventh news

Parallax is a rich media form of advertisement displayed in bars between the news. The creative consists of two layers:

- outer being a frame of the same size as bars displayed between the news, which is used for displaying a creative
- inner, where a proper creative is placed, and is higher than the height of the bar

Page scrolling causes the scrolling of a creative in the inner layer. Clicking the creative redirects the user to its landing page.

Accepted sizes for desktop and tablets:

- bar under the first news: 640x100px or 640x200px
- bar under the third/fifth/seventh news: 640x340px

Accepted sizes for smartphones:

- bar under the first news: 300x60px or 300x120px
- bar under the third/fifth/seventh news 300x120px

Size for creative in inner layer:

- width: same as width of a corresponding bar 640 or 300px
- height: minimum two times the height of a corresponding bar; maximum three times the height of a corresponding bar

Weight: 60KB
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, smartphone, tablet

33. Parallax in a Superbar on TVN24

Parallax is a rich media form of advertisement displayed on the main site of TVN24 for desktop and tablet. The creative consists of two layers:

- outer being a frame of the same size as bars displayed between the news, which is used for displaying a creative
- inner, where a proper creative is placed, and is higher than the height of the bar

Page scrolling causes the scrolling of a creative in the inner layer. Clicking the creative redirects the user to its landing page.

Size for desktop and tablet: 970x425px
Size for creative in inner layer:

- width: same as width of a corresponding bar 970px
- height: two times the height of a corresponding bar 850px

Weight: 100KB
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet

34. 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). Clicking the creative redirects the user to its landing page.

! 5px frame should not include any important information (text/key graphics).

Size: 400x425px
Weight: 120KB
Accepted formats: .jpg, .png
Devices: desktop

35. 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: 960x60px
Weight: 50KB
Accepted formats: .jpg, .png
Devices: desktop

36. TVN24 and BIŚ Player Branding

TVN24 and BIŚ 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
Devices: desktop

37. TVN24 and Eurosport Player Branding

TVN24 and Eurosport Player Branding is a form of advertisement displayed under the video player, adequately wider in each direction. Video player is placed in the middle. Branding should then consist a graphic in a frame that would be visible, because the middle part is covered by a Player. The middle part of the branding should be transparent.

Size:

- Medium player branding: player's size: 580x326px; Player branding is 30px wider in each direction, hence the creative should be 640x386px with a transparent area 580x326px left for the player

- Big player branding: player's size: 880x495px; Player branding is 45px wider in each direction, hence the creative should be 970x585px with a transparent area 880x495px left for the player

Weight: 60KB
Accepted formats: .png
Devices: desktop

! The creative should include a visible caption "reklama" (meaning "advertisement) in the upper left corner.

38. Wide Theatrical Player's Branding

Wide Theatrical Player's Branding is a form of advertisement displayed under the video content, 64 px wider upwards and downwards (2px safety margin) and 204 px wider in left and right direction (2px safety margin) than the video content. Video content is positioned above the central part of the layer with branding. The video player's size is 960x540px. In all cases, client should provide a complete form – a full graphic 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
Devices: desktop

39. Cinema Player Wide Branding 2.0

The Cinema Player Wide Branding 2.0 is an interactive form of advertising displayed around the video content, wider by 64px (including 2px safety measure) in the upper and lower direction and 204px (including 2px safety measure) in the left and right direction. The video content is located above the middle part of the Branding layer - the dimensions of the video player are 960x540px. You can go to the destination address by clicking on the button and/or the wallpaper.

The interactivity of the form is based on the possibility of changing the wallpapers by the user, using the buttons with the functions: next, previous and redirection to a specific wallpaper. There are 3 ways of displaying subsequent wallpapers (one wallpaper to choose from within a given creative), by:

- clicking on the button
- moving the cursor over a button will replace the wallpaper with the next one
- moving the cursor over a given button causes the wallpaper to be replaced as long as the cursor is held on the button

Wallpapers:
As part of a given creative, it is possible to display a maximum of 5 wallpapers alternately. The material provided should be in the form of a full image, the center of which is covered by the player, should be consistent in color and gradient with the rest of the creative (the central space of the wallpaper cannot be cut out).

Size: full frame 1364x664px
Weight: maximum weight of a single wallpaper 150KB
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop

Buttons:
Within a given creative, it is possible to display a maximum of 5 buttons (they will be present on each emerging wallpaper). They can be located anywhere on the wallpaper around the player's window.

Size: the maximum size of the buttons is limited by the available branding area around the player
Weight: maximum weight of a single button 80KB
Acceptable formats: .jpg, .gif, .png, .html5

40. Text link

Text link is a text form of advertisement displayed in the right column of the page. Clicking on the text link redirects to the creative's destination address.

Size: maximum of 35 characters
Weight: n/a
Acceptable formats: txt
Devices: desktop

41. Video Advertisement

An advertising spot is an advertising form displayed (depending on the type of creative - preroll, midroll) before or during the broadcast of the actual video material. The weight of the material is unlimited.

WARNING! In the case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

Clicking on the advertising form redirects to the creative's destination address.

42. Interactive Video Advertisement 1.0

Interactive Video Advertisement 1.0 is a form of Rich Media advertisement displayed (depending on the type of creative - preroll, midroll) before or during the broadcast of the actual video material. The weight of the material is unlimited. In addition, in the material in its right part, there are clickable icons with a description. Their number depends on the type of player that serves the advertisement.

WARNING! In the case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

Clicking on the Interactive Video Advertisement 1.0 form redirects to the creative's destination address.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

Acceptable formats: .png
Dimensions: icon size 70x70px

- **desktop:** up to 5 icons of size 70x70px
- **RWD services (mobile except for the application):** possibility to display up to 3 icons

The length of the text at the icon: maximum 30 characters
Maximum weight: 7KB
Background: transparent
Devices: desktop, smartphone (except applications), tablet (except applications)

43. Interactive Video Advertisement 2.0 for Player.pl

Interactive Video Advertisement 2.0 is a form of advertising displayed (depending on the type of creative - preroll, midroll) before or during the broadcast of the appropriate video material only on desktop devices. The weight of the material is unlimited. In addition, in the advertising material during the broadcast, in its right part, there are clickable icons, developing five types of cards (to choose from 6 possible). Expanding the card stops the video material.

WARNING! In the case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

Cards available in Interactive Video Advertisement 2.0 can be used by choosing each type once or by multiplying cards of the selected type. The number of cards may not exceed five.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

The cards must be delivered with:
Video type:
Icon: 60x60px; .jpg or .png; up to 10KB
Card dimensions: unrestricted up to maximum 840x390px
Video material: in accordance with point III on page 4 of this technical specification, maximum 15 seconds
URL: address to which should be a redirection from an advertisement on the card when it is clicked

Welcome screen type:
Icon: 60x60px; .jpg or .png; up to 10KB
Picture/packshot: .jpg or .png; up to 60KB
Text: up to three lines of 30 characters each
Logotype: .jpg or .png; up to 60KB
Button with "call to action": 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Poll type:
Icon: 60x60px; .jpg or .png; up to 10KB
Poll question: maximum three lines of 30 characters each
Answer 1: maximum of one line up to 30 characters
Answer 2: maximum of one line up to 30 characters
Answer 3: a maximum of one line up to 30 characters
Button with the word “vote”: 300x30px; up to 50KB
Text: up to three lines of 30 characters each
Logotype: .jpg or .png; up to 60KB
Button with "call to action": 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Dropdown list type:
Icon: 60x60px; .jpg or .png; up to 10KB
Header: maximum one line up to 30 characters
Check box 1 description: maximum one line up to 30 characters
Checkbox 1: up to three answers, each one line up to 30 characters
Check box 2 description: maximum one line up to 30 characters
Check box 2: up to three answers, each one line up to 30 characters
Check box 3 description: maximum of one line up to 30 characters
Check box 3: up to three answers, each one line up to 30 characters long
Picture/packshot: .jpg or .png; up to 60KB
"Call to action" button: 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Gallery type:
Icon: 60x60px; .jpg or .png; up to 10KB
Picture/packshot: maximum 10 photos; .jpg or .png; each up to 60KB
"Call to action" button: 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Any type:
Icon: 60x60px; .jpg or .png; up to 10KB
Card dimensions: unrestricted up to maximum 840x390px
Buttons:

- any number of buttons that will fit the card
- optional, versions of the buttons on hovering the mouse over, "hoover"; .jpg or .png up to 50KB per button

URL: to individual buttons; optional without url
Background graphics: .jpg or .png; up to 120KB
Background URL: for background graphics, optional without URL

44. Interactive Video Advertisement 2.0 for TVN's News & Business and Entertainment websites

Interactive Video Advertisement 2.0 for TVN's News & Business and Entertainment websites is a form of advertising displayed before broadcasting the actual video material only on desktop devices. The weight of the video material is unlimited. During the broadcast of the advertisement, icons appear on the right side of it, developing specific types of cards (five for the large 970px player or three for the regular 640px player), which can be selected from 6 available. Expanding the tab stops the video advertisement.

There is a possibility to define the color of the icons, their shift in relation to the Y axis, and set the time of their appearance and pulsation. Additionally, it is also possible to set the color of the card.

WARNING! In the case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

Cards available in Interactive Spot 2.0 can be used by using each type once or by multiplying cards of the selected type.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

The cards must be delivered with:

Video type:
Icon: 60x60px; .jpg or .png; up to 10KB
Card dimensions: unrestricted up to maximum 840x390px
Video material: in accordance with point III on page 4 of this technical specification, maximum 15 seconds
URL: address to which should be a redirection from an advertisement on the card when it is clicked

Welcome screen type:
Icon: 60x60px; .jpg or .png; up to 10KB
Picture/packshot: .jpg or .png; up to 60KB
Text: up to three lines of 30 characters each
Logotype: .jpg or .png; up to 60KB
Button with "call to action": 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Poll type:
Icon: 60x60px; .jpg or .png; up to 10KB
Poll question: maximum three lines of 30 characters each
Answer 1: maximum of one line up to 30 characters
Answer 2: maximum of one line up to 30 characters
Answer 3: a maximum of one line up to 30 characters
Button with the word “vote”: 300x30px; up to 50KB
Text: up to three lines of 30 characters each
Logotype: .jpg or .png; up to 60KB
Button with "call to action": 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Dropdown list type:
Icon: 60x60px; .jpg or .png; up to 10KB

Header: maximum one line up to 30 characters
Check box 1 description: maximum one line up to 30 characters
Checkbox 1: up to three answers, each one line up to 30 characters
Check box 2 description: maximum one line up to 30 characters
Check box 2: up to three answers, each one line up to 30 characters
Check box 3 description: maximum of one line up to 30 characters
Check box 3: up to three answers, each one line up to 30 characters long
Picture/packshot: .jpg or .png; up to 60KB
"Call to action" button: 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Gallery type:
Icon: 60x60px; .jpg or .png; up to 10KB
Picture/packshot: maximum 10 photos; .jpg or .png; each up to 60KB
"Call to action" button: 300x30px; up to 50KB
URL: address to which the "call to action" button should redirect after clicking it

Any type:
Icon: 60x60px; .jpg or .png; up to 10KB
Card dimensions: unrestricted up to maximum 840x390px
Buttons:

- any number of buttons that will fit the card
- optional, versions of the buttons on hovering the mouse over, "hoover"; .jpg or .png up to 50KB per button

URL: to individual buttons; optional without url
Background graphics: .jpg or .png; up to 120KB
Background URL: for background graphics, optional without URL

45. Interactive video advertisement 2.0 for Samsung Smart TV

Interactive video advertisement 2.0 for the Player.pl application on Samsung Smart TV is a form of advertising displayed (depending on the type of creative - preroll, midroll) before and during the broadcast of the actual video material. The weight of the video material is unlimited. During advertising broadcast, icons appear on the right side of the advertisement, expanding up to 4 specific types of cards. The icons and cards have their backgrounds corresponding to

the colored buttons on the TV remote control. Expanding the card stops the video spot. Cards available in Interactive Spot 2.0 can be used by using each type once or by multiplying cards of the selected type.

WARNING! In the case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

The cards must be delivered with:
Poll type:
Icon: 60x60px; .jpg or .png; up to 10KB
Poll question: maximum three lines of 25 characters each
Answer 1: maximum of one line up to 25 characters
Answer 2: maximum of one line up to 25 characters
Answer 3: a maximum of one line up to 25 characters
Text: up to two lines of 30 characters each
Logotype: .jpg or .png; up to 60KB

Gallery type:
Icon: 60x60px; .jpg or .png; up to 10KB
Picture/packshot: maximum 10 photos; .jpg or .png; each up to 60KB, maximum dimensions 840x390px

Any type:
Icon: 60x60px; .jpg or .png; up to 10KB
Background graphics: .jpg or .png; up to 120KB; dimensions 840x390px

46. Choose and Play

Choose and Play is a set of video advertisement displayed (depending on the type of creative - preroll, midroll) before or during the broadcast of the appropriate video material only on desktop devices.

Video advertisements are displayed depending on the user's choice. First, the initial advertisement appears and after it is broadcast a board with buttons appears. Each button directs to a different secondary advertisement (it can be also chosen not to use the first advertisement - then the board with buttons will appear to the user immediately). If the user does not make any choice, the first secondary advertisement will be broadcast. After viewing the selected secondary advertisement, another board will appear (after each secondary advertisement there may be a different one or it may be the main board that appeared after the introductory advertisement) with the same buttons. This allows to re-watch the selected advertisement or other advertisements from the sequence. If, after seeing any secondary advertisement, the user does not make any choice, Choose and Play will end after a few seconds.

From the level of secondary advertising, the user can return to the selection board screen at any time. Being on the selection board, the user can at any time select the "skip" option, which will redirect immediately to the next advertisement in the break and end the interaction with the Choose and Play advertisement.

The maximum combined length of the initial advertisement and the longest secondary advertisement is 45 seconds. The maximum total length of all video materials within the sequential advertisement is 120 seconds. The weight of video materials is unlimited.

WARNING! In the case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

To be delivered:

- initial advertisement (or information about the lack of use of initial advertisement)
- minimum 2 secondary advertisements (there is no maximum number of these advertisements)
- one main board or as many boards as advertisements:
  - size 960x540, .jpg or.png; up to 200KB
  - all boards must have the same resolution
- buttons: as many as the number of secondary advertisements. Buttons should be prepared in two types (before and after hovering the mouse cursor - the so-called "hoover")
  - all the buttons must fit on the board without overlapping; .jpg or .png; up to 30KB
  - each button should be given its position on the board, counting from the upper left corner of the board; the position is fixed at the top left corner of the button
- a precisely described sequence of boards and advertisements
- URL address to which should be a redirection from an advertisement when it is clicked

47. Rich Media Mobile

Rich Media Mobile are advertising forms intended for:

- the **Player.pl** application for mobile devices (tablets and smartphones) with the following system:
  - Android: Wipe, Tap Action, Shape, Move, Multi-touch, Hold, Blow, Shake, Slide Picture, Draw
  - iOS: Wipe, Tap Action, Shape, Move, Multi-touch, Hold, Shake, Slide picture, Draw, Press
- for the **TVN24.pl** application on Android mobile devices: Wipe, Tap Action, Shape, Move, Multi-touch, Hold, Shake, Slide Picture

In case of forms intended for the TVN24 application, the broadcast of the advertisement together with the board or the interactive board itself should last no longer than 20 seconds.

In case of forms intended for the Player.pl application, the broadcast of the advertisement together with the board or the interactive board itself should last no longer than 45 seconds.
Rich Media Mobile can be in two forms:

- video advertisement with an interactive board
- interactive board without video advertisement (it is possible to omit the initial advertisement and release the board with the selected interaction)

Apart from the advertising video, which is not mandatory, a dedicated creative (board) should be provided, which encourages a specific, selected interaction. Additionally, the board will also contain the provided graphics of the point(s), which are displayed at the given time and place on the board.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

Rich Media Mobile
Board:

- board with dimensions: 720x404px
- maximum board weight: 60KB
- acceptable formats: .jpg, .png

Points:

- required number of points (basic points and additionally "hoover", "selected"), maximum weight: 10KB each
- acceptable formats: .jpg, .png
- timecode, in which points appear (for each point separately) and information about how many seconds each of them should be displayed

- visualization of where points should appear relative to the board
- URL to which the user will be redirected after the interaction
- for Move interactions, information about where on the board the objects can be moved
- for Tap Action type interactions, information about how many touches the redirect should mean and whether there should be touches to a specific point or the entire screen
- for Wipe interactions, information for where the wiped off areas are marked and after how many percent of the wiped off area the action should be executed

A card can contain one form of interactions mentioned below:

Wipe:

- possibility to define several areas, which are to be wiped off and each of these areas may perform different actions

Tap action:

- possibility to define several areas, which perform different actions after being touched
- touching the specific button results in a button being changed into “hoover”, proper execution of an action gives a possibility to change buttons into type “selected” (button type after correctly performed action)
- 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 inactivity (longer than the time of a pause): when the user does not perform any action; after this time has passed the user may remain in that action or would be redirected to another action (e.g. previous action or initial action); possibility to indicate each of these options in each partial action

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

Shape:

- possibility to connect several points with different colors
- possibility to define different types of connections, where each of the connections may execute a specific action
- possibility to define colors of “wrong connections”
- possibility to define an order of connecting of points within the defined connections
- initiation of an action changes the button into “hoover”, while the proper execution of an action gives a possibility to change buttons into type “selected” (button type after correctly performed action)

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

Multitouch:

- possibility of creating various combinations of holding several points simultaneously; after executing a given combination, the indicated actions are executed
- touching the appropriate button (point) changes the button into "hoover" (button type after being touched by the user), and performing a correct action enables the buttons to be changed into the "selected" state (button type after correctly performed action)

Hold:

- possibility to define several different "holdable" areas to display suitably different defined actions
- touching the specific button changes the button into "hoover" (button type after being touched by the user), and performing the correct action enables the buttons to be changed into the "selected" state (the type of the button after a correctly performed action)

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 the user may prompt a specific final action (according to a description)
- Blow may take the form:
  - quantitative: possibility to define the number of blows
  - time framed: possibility to define the time of a blow (e.g. 1 sec)

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

- number of actions, i.e. the number of blows that the user has to perform in order for the action to be completed
- changing the board and/or playing a sound: after each performed action

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 inactivity (longer than the time of a pause): when the user does not perform any action; after this time has passed the user may remain in that action or would be redirected to another action (e.g. previous action or initial action); possibility to indicate each of these options in each partial action

Pause time and inactivity time are measured after any action by the user. After completing the interaction, the user is taken to the Client's landing page.

Shake:

- the possibility to perform an action by shaking the phone in one surface (at least 2 times, it does not work when the orientation of the phone is being changed
- an action performed by the user may prompt a specific final action

Shake may take the form:

- quantitative: possibility to define the number of shakes
- time framed: possibility to define the time of a shake (e.g. 1 sec)

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

- number of actions, i.e. the number of shakes that the user has to perform in order for the action to be completed
- changing the board and/or playing a sound: after each performed action

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 inactivity (longer than the time of a pause): when the user does not perform any action; after this time has passed the user may remain in that action or would be redirected to another action (e.g. previous action or initial action); possibility to indicate each of these options in each partial action

Pause time and inactivity time are measured after any action by the user. After completing the interaction, the user is taken to the Client's landing page.

Slide Picture:

Possibility to reveal consecutive boards by sliding a vertical line visible on a screen; initially, the user sees two boards divided by a line halfway across their width, then by moving the line with his finger reveals the hidden part of the selected board; after one of the boards is fully exposed, another one is loaded in the background, which the user reveals by sliding the line to the opposite edge of the screen.

As part of the Slide Picture form, we can:

- define graphic boards and a vertical line (we can determine the width and color of the line or use a graphic file prepared by the Client)
- define the sound which is played after a specific board is fully revealed
- define separate sets of boards (scenarios) that would be displayed to the user depending on whether in the first step it will reveal the left or right board

- define the landing page to which the user will be redirected after a specific board is fully revealed or touched (we can also define the percentage of the board disclosure, upon reaching which such redirection becomes active)
- defining the landing page to which the user will be redirected after the end of the scenario (i.e. full exposure of a certain number of boards)

Draw:
Possibility to draw on the board by the user; the Draw panel allows the user to choose the color and thickness of a line, as well as to erase previously drawn elements (eraser function)
As part of the Draw form, we can:

- define a background on which user-drawn elements appear
- define colors and thickness of the drawn line available to choose from (maximum 3 colors and 2 brush sizes)
- define which side of the screen (left / right) the Draw panel will be displayed on
- define a button that allowing to share the board with a drawing on Facebook (Share functionality)
- define an additional, optional board informing about the impending end of the advertisement

Press:
Possibility to perform individual actions at different speeds depending on the pressure of the user on the phone screen; force touch technology is used for this form (currently available on iPhone over 6s)

As part of the Press form, we can:
• define several buttons (elements that the user can hold with appropriate force), each of them performs a different action (replacing the board, playing a sound, going to the landing page)
• define the pace of performing individual actions (changing the board, going to the landing page, playing a sound)

All forms of Rich Media Mobile (Wipe, Tap Action, Move, Shape, Multi-touch, Hold, Blow, Shake, Slide Picture, Press), excluding Draw, have a possibility define:
• **partial action**: action prompted after one action is performed by the user, specific for each form of Rich Media Mobile, e.g. erasing a part of the area (Wipe), one touch of the button (Tap Action), moving one object to the target (Move), combining two appropriate objects (Shape), holding the indicated buttons (Multi-touch), holding one button for a specified period of time (Hold/Press), fully revealing the board (Slide Picture).
• **final action**: action prompted after all partial actions are performed, appropriate for each form of Rich Media Mobile, e.g. erasing several indicated areas (Wipe), touching a few buttons (Tap Action), moving a few buttons to selected objects (Move), making several connections (Shape), holding several buttons indicated at once (Multi-touch), holding several buttons for a certain period of time, one after another (Hold / Press), full disclosure of a certain number of boards (Slide Picture).

Partial and final actions may result in:
• redirection to the landing page
• replacement of the board
• sound being played (sound in .mp3 format)

The three options above may be used together under one form, or they may be one of the above.Another action option may be to invoke another form of Rich Media Mobile (one of the selected).

48. Storyteller

Storyteller is a form of Rich Media video advertising characterized by story pages arranged underneath each other. The form is centered and displayed at the top of the website only on desktop devices. It must contain a clear word "close" and "x" in the upper right corner of the size 50x20px, which by clicking on it closes the creative. The cards expand one by one overlapping the website content, and the browser window follows the user's actions. The user can collapse the form to the first card using the "x" or the "close" button.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

This advertising form needs specifying:

- the number of story cards the Storyteller consist of: from 2 to 5
- the width of the form: either 980px or 750px
- the height of the individual cards: to choose from 100px, 200px or 300px in any configuration
- for landing page buttons: the placement coordinates of the buttons on the tab
- elements of the card that redirect to the landing page after the user’s click: it can be either the entire background of the card or its individual elements (buttons, photos, video advertisements, etc.)
- whether subsequent cards, apart from the second, will unfold after pressing a button or automatically after a given time; if story cards should unfold after given time, specify the number of seconds to unfold; the second card always appears after the user's action: it cannot unfold without his knowledge and intervention
- types of story cards that are be used in the creative

In case of this advertising form, we can measure the following data:

- appearance of the creative
- appearance and clicks on subsequent cards

- button clicks on the card
- in the gallery tab: appearance of an image in the middle, clicks on a particular image, scrolling through images

Story Cards:
Depending on the type of card, specific materials listed in the description below must be provided. Card types can be multiplied. The order below is optional. **Additionally**, on the last story card there should be a button redirecting to the campaign landing page.

- Card of any type:

Card background: .jpg file
Any buttons with a URL redirecting to the landing page
Card elements with a maximum weight: 60KB
Optional: button to expand another tab and "hoover"; .jpg files in the same sizes

- Gallery:

Card background: .jpg file
Photos and/or video:

- display .jpg, .png files
- .mp4, .mov video files (in accordance with the general specification of video files in section III on page 4)
- the height of the photo in the gallery should be approximately 90% of the height of a given card, e.g. 180px for a card with height of 200px; the picture ratio should be 1.75 : 1

URL: destination addresses to which the user will be redirected after clicking on a gallery element (photo or advertisement)
Card elements with a maximum weight: 100KB (no maximum weight for the video)
Optional: button to expand another tab and "hoover"; .jpg files in the same sizes

- **Poll:**

Card background: .jpg file
Response texts and the font: text
Button to expand another tab and "hoover": .jpg files of the same size
Card elements with a maximum weight: 60KB

49. Millenial

Millenial is a form of Rich Media video advertising displayed on the Player.pl application on mobile devices with Android and iOS as well as on the TVN Group's desktop and RWD websites. The advertising form allows you to express emotions while watching the advertisement by clicking the appropriate emotion icon on the side of the screen. The selected emotion, when clicked, appears on the line of emotions selected by users.
The advertising form has a CTA ("call to action") icon and after it clicking it the user is transferred to the destination address of the creative.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

The complete form of advertising consists of a video advertisement in accordance with the specification of the video file and emotion icons.

The icons should be prepared in the SVG file:

- applications up to 5 icons
- desktop and RWD up to 4 icons

Each of the emotions (icons) should be placed in a separate tag<symbol> and have the same size of the displayed fragment (viewBox). ViewBox should always be set the same as ID.

SVG file sample:

```
<svg width="0" height="0" xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink" style="display: none;">
  <symbol id="emoji1" viewBox="0 0 128 128">
    <path d="...”  style="..."/>
    <g>
      <path d="..." style="..."/>
      <path d="..." style="..."/>
    </g>
    <path d="..." style="..."/>
  </symbol>
  ...
  <symbol id="emoji4" viewBox="0 0 128 128">...</symbol>
</svg>
```

NOTE regarding gradients:

If we use the <linearGradient> tag in the SVG file, it should be enclosed in the <defs> tag for compatibility with the Safari browser.

https://stackoverflow.com/questions/11303740/svg-linear-gradient-doesnt-work-in-safari

Example:

```
      <svg width="0" height="0" xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink" style="display: none;">
    <symbol id="emoji1" viewBox="0 0 172.3 317.2" width="32" height="32" >
        <path d="M169.1 91c0-39.8-37.1-79.6-82.9-79.6-45.9 0-83 39.8-83 79.6v141.4c.8 39.3 37.6 78.2 82.9 78.2 45.3 0
82.1-38.9 82.9-78.2v-141c0-.1.1-.3.1-.4z" fill-rule="evenodd" clip-rule="evenodd" fill="#e42825" />
        <defs>
            <linearGradient id="buziaczek-a" gradientUnits="userSpaceOnUse" x1="3.22" y1="160.99" x2="169.06"
y2="160.99">
                <stop offset=".032" stop-color="#fff" stop-opacity=".2" />
                <stop offset=".304" stop-color="#fff" stop-opacity=".2" />
                <stop offset=".736" stop-opacity="0" />
            </linearGradient>
            <path d="M169.1 91c0-39.8-37.1-79.6-82.9-79.6-45.9 0-83 39.8-83 79.6v141.4c.8 39.3 37.6 78.2 82.9 78.2
45.3 0 82.1-38.9 82.9-78.2v-141c0-.1.1-.3.1-.4z" fill-rule="evenodd" clip-rule="evenodd" fill="url(#buziaczek-a)" />
        </defs>
    </symbol></svg>
```

50. Adself

Adself is a form of Rich Media advertising displayed on smartphones, the main idea of which is the ability to "add yourself" to the advertisement. It is possible trough displaying the client's graphics on the image from the phone's front camera (user's face/chest).

The advertisement will be broadcast only to people who previously agreed to access the front camera for the Player's application.

As part of the Adself advertising form, we can display on the screen:

- boards with instructions for use or messages introducing the form
- full-screen background graphics related to the advertised brand (we can display a maximum of 5 backgrounds)

- graphic elements displayed on the screen that the user will be able to move/rotate/enlarge/reduce (we can display a maximum of 2 elements within one background)

As part of the form, the Client can choose whether a full-screen graphics should be displayed within one background, or elements that can be adjusted and changed at the user (moved/rotated/enlarged/reduced). Each of the 5 backgrounds can be implemented under one or the other option, independently of each other.

Additionally, the Client can prepare a "dedicated" navigation that will match the color/style of the entire Adself form concept. As part of the navigation, you can prepare:

- buttons to move "right/left"
- button for "taking pictures" and "recording movies", it can be graphics showing an animation
- progress of time, but then it is necessary to prepare graphics in .png format showing all frames of the animation
- "back" button to return from a recorded video or a captured photo
- "restart" button that restore the original arrangement of the sliding elements
- graphics showing a separate timer: "play/pause" only for Adself, it can be graphics in the form of an animation/movie, but then it is necessary to prepare graphics in .png format showing all frames of the animation

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

Size: all graphics are displayed vertically; maximum dimensions 404x720px
Weight: sum of all graphics within a given background (to which the main graphics/additional elements/navigation graphics belong) should not exceed 3MB
Format: .png, .gif
Devices: smartphone

51. Spot e-commerce

An e-commerce spot is a Rich Media video advertisement that appears (depending on the type of creative - preroll, midroll) before or during the broadcast of the actual video material. The weight of the material is unlimited, in accordance with the specification in section IIII on page 4. Additionally, in the advertising material during its broadcast, in its left part, there is a board with elements (icons) of the Client's products, which represents the elements included in the spot - maximum 4 pieces. The icons are added to the board when they appear on the video material (Client defines the time of their appearance, the so-called "timecodes").

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

Icon: 150x150px; .jpg or .png; up to 100KB;
Timecode of the material: the exact moment in which a specific icon will appear
URL: to which the icon should lead
Product price
Product name: maximum 24 characters including spaces
Product ID: product ID from the Client's store
The count code of clicking on the icon
Devices: desktop

WARNING! The product icon should be square shaped. The content of the icon that should be displayed must be in the visible area, centered in relation to the icon. When creating the icon, follow the attached graphics, indicating visible and invisible areas.