

# 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://**. Tracking codes that use only http:// protocol are not allowed.
8. 3<sup>rd</sup> party tags cannot generate scripts in language other than JavaScript (in particular – VBScript nor iFrame HTML tag). 3<sup>rd</sup> party tags must use secure protocol https://.
9. Ad creatives or 3<sup>rd</sup> 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.

### III VIDEO FILES

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

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

### 1. 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

### 2. ON TOP MAX FORMAT - 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

### 3. ON TOP MAX FORMAT - 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

#### **4. ON TOP MAX FORMAT - 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

#### **5. ON TOP MAX FORMAT - 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

## 6. ON TOP MAX FORMAT – 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

## 7. ON TOP MAX FORMAT - 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

**ATTENTION!** The wallpaper area visible on the screen may vary depending on the resolution of the monitor and the size of the browser window. The wallpaper is not autoscalable, so when creating it, it is important to place the advertising content as close to the website content as possible. Also note that wallpaper on lower resolutions and browser window sizes may be cut off. In this case, we recommend to place elements that are relevant to sales (CTA buttons, advertising slogans) on the top of the wallpaper, not on its sides. We encourage you to send the wallpaper in two size variants.

**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

## 8. BAR UNDER THE FIRST/THIRD/FIFTH/SEVENTH ARTICLE

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 article 750x100px, 750x200px, 750x300px, 300x250px, 336x280px
- bar under the third and fifth and seventh article 750x100px, 750x200px, 750x300px, 640x340px, 300x250px, 336x280px

**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 size 300x50px, 300x60px, 300x120px, 300x250px (size 300x250px available only on Dzień Dobry TVN)

## 9. SUPERBAR

Superbar is a form of advertisement displayed on the main site of TVN24 and Eurosport. 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

## 10. BOX - 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)

## 11. BOX - 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

## 12. BOX – SKYSCRAPER

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

**Size:** 120x600px, 160x600px

**Weight:** 50KB

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

**Devices:** desktop

### 13. INTERSTITIAL

Interstitial is a pop-up form of advertisement designed for mobile devices. The creative occupies entire mobile's screen, it closes automatically after 15 seconds. 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.

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

#### **Vertical orientation:**

**Size:** 360x640px

**Weight:** 60KB

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

#### **Horizontal orientation:**

**Size:** 640x360px

**Weight:** 60KB

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

**Devices:** smartphone

### 14. 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

## 15. 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

## 16. 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

## 17. PLAYER'S WIDE THEATRICAL BRANDING

Player's Wide Theatrical 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.

The exact visualization of the Branding can be sent at the client's request.

**Size:** full frame: 1364x664px

**Weight:** 150KB

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

**Devices:** desktop

## 18. 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

## 19. 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 be 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)

## 20. E-COMMERCE SPOT

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.**

