

# TECHNICAL SPECIFICATIONS

August 2023

# TABLE OF CONTENTS

<b>GENERAL INFORMATION</b> .....	3
Delivery and Technical check-up.....	3
Information for the use of Ad form tracking pixel in ATV.....	5
Display.....	6
AdBundle.....	7
Multiscreen AdBundle.....	8
Billboard.....	9
Halfpage.....	10
Rectangle.....	11
Outstream.....	12
(Sticky-) Skyscraper.....	13
Banner.....	14
Sitebar.....	15
Understitial.....	16
General information & performance.....	17
HTML 5 Display Ads.....	18
3rd Party and Display Ads.....	21
Streaming & Sound in Display Ads.....	22
Instream.....	23
Pre-/Mid-/Post-Roll - Physical.....	24
Pre-/Mid-/Post-Roll – 3 <sup>rd</sup> Party Redirect VAST 2.0, VAST 4.1 (OM).....	25
Nativ Video – Physical.....	26
Nativ Video – 3 <sup>rd</sup> Party Redirect VAST 2.0.....	27
Mobile.....	28
MEW Banner 6:1.....	29
MEW Banner 2:1.....	30
Mobile Banner.....	31
Mobile Billboard.....	32
MEW Rectangle.....	33
Rectangle.....	34
Interstitial.....	35
Mobile VideoAds & Display Ads.....	36
HTML5 Mobile-Ads InApp.....	37
Addressable TV.....	38
SwitchIn XXL.....	40
SwitchIn Zoom / Masthead.....	41
Addressable TV Spot.....	42
ATV Kombi.....	43
Microsite - Standards And Dimensions.....	44
Contact.....	51
SALES OFFICE CONTACT ADDRESSES.....	52

# GENERAL INFORMATION

## DELIVERY AND TECHNICAL CHECK-UP

### DELIVERY

- Advertising material should be forwarded solely via E-Mail to: [admanagement@seven.one](mailto:admanagement@seven.one)
- Delivery needs to be made within 5 workdays
- Independently produced HbbTV Microsites (customer is responsible for hosting) must be delivered at least 10 business days for quality assurance and integration prior to starting date.
- In case a HbbTV Microsite is produced by Seven.One Media the material must be delivered at least four weeks prior to starting date. The required material for the production includes:
  - Briefing and layout with finalized wording
  - Edited images
  - Edited and finalised video material
- On weekdays from 6:00 p.m. to 11:00 p.m. and on weekends and public holidays from 10:00 a.m. to 11:00 p.m., you can contact our **on-call service for urgent matters**: Phone 0160 / 47 98 880 or at [help@sevenonemedia.de](mailto:help@sevenonemedia.de).

### E-Mails should include the following:

**Customer name, campaign name (in email subject) (to be found on the order confirmation),**  
order number, booking period, booked site,  
motive name

### TECHNICAL CHECK-UP

Upon delivery, the advertisers materials and HbbTV microsites will be checked to ensure that they meet the technical specifications. Despite checking, problems may occur even after the campaign or flight has started. Seven.One Media therefore reserves the right to partially or fully replace advertisements or HbbTV microsites:

- in the event of user complaints
- if the advertisement causes problems concerning the performance of the page or one's device
- if the ad was replaced subsequently by an ad that does not meet our technical specifications
- the advertising material or the HbbTV microsite misleads the viewer/user

### TRACKINGS

External tracking pixels, which analyse and record user behaviour and, if necessary, compare this with a downstream database on the customer side, must comply with the guidelines of the EU Data Protection Regulation (DSGVO) and the provider must also be represented on our data protection site as a certified partner.

(Post-Bid Blocking pixels are not allowed)

<https://www.seven.one/datenerhebung-anderer-dienstleister>

### COUNTING DEVIATIONS

Counting deviations in delivered ad impressions caused by the selective filtering of an external tracking pixel (e.g. ad verification pixel) shall not be recognized by Seven.One Media GmbH or billed in favor of SevenOne Media without prior consultation unless they can be proven by a validated data basis.

## GENERAL INFORMATION

### DELIVERY AND TECHNICAL CHECK-UP

#### MOTIVES

Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

#### TCF

Seven.One Media GmbH relies on the "GDPR Transparency and Consent Framework (TCF 2.0)" and will only support IAB listed technology partners (vendors) from 15.08.2020.

We kindly ask you to ensure that the delivery of tracking for advertising media or ad server redirects only includes the GDPR macro. In order to ensure standardized GDPR-compliant marketing, Seven.One Media GmbH only allows the use of TCF vendors in delivered advertising materials that are included on the Seven.One Media Vendor List ([LINK](#)). The use of non-TCF vendors is explicitly prohibited. Please make sure that no other vendors than those included in the Seven.One Media Vendor List are used in delivered advertising materials!

All URL-based components of an ad (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro **gdpr\_consent=\${GDPR\_CONSENT\_XXX}&gdpr=\${GDPR}** for processing the TC string, where XXX is the numeric vendor ID according to the global vendor list of the IAB.

## GENERAL INFORMATION

### INFORMATION FOR THE USE OF AD FORM TRACKING PIXEL IN ATV

When **measuring via AdForm**, in the field of Addressable TV the use of a special media set in AdForm must be given.

**Info from AdForm:**

*For all AForm customers who already use Seven.One Media Inventory to book directly (Direct I/O) or who would like to book via Seven.One Media Inventory, there is an important note:*

- *Only the media "SOM DACH VATV" from the media database may be used for this purpose. This ensures any counting deviations are reduced to an acceptable minimum. It is also important that no changes are made to this media.*

*If the media mentioned is not available in the media database or if a programmatic delivery (RTB) is required, please contact your local AdForm contact person directly.*

# DISPLAY

# STANDARD ADVERTISING FORMATS

## ADBUNDLE

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



AdBundle	
<b>Weight</b>	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	<ul style="list-style-type: none"> <li>• 728x90 (Superbanner)</li> <li>• 160x600 (Skyscraper)</li> <li>• 300x250 (Medium Rectangle)</li> </ul>
<b>3rd Party</b>	Possible
<b>Streaming</b>	<ul style="list-style-type: none"> <li>• Only at 300x250, max. 30 Sek., only as 3rd Party, because video must be reloaded</li> <li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li> <li>• Max. 2.5 MB can be reloaded.</li> </ul>
<b>Sound</b>	Yes / Sound starts only on user interaction. An on/off button must be present
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	Click Command (or URL)

# SPECIAL ADS

## MULTISCREEN ADBUNDLE

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



### Multiscreen AdBundle

<b>Weight</b>	<ul style="list-style-type: none"> <li>728x90, 160x600, 300x250: Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB</li> <li>320x50, 728x90: Max. 70 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	<ul style="list-style-type: none"> <li>728x90 (Superbanner)</li> <li>160x600 (Skyscraper)</li> <li>300x250 (Medium Rectangle)</li> <li>320x50 (Banner MEW)</li> </ul>
<b>3rd Party</b>	Possible
<b>Streaming</b>	<ul style="list-style-type: none"> <li>Only at 300x250, max. 30 Sek., only as 3rd Party, because video must be reloaded</li> <li>Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li> <li>Max. 2.5 MB can be reloaded.</li> </ul>
<b>Sound</b>	Yes / Sound starts only on user interaction. An on/off button must be present
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>Click Command (or URL)</li> </ul>



# SPECIAL ADS

## BILLBOARD

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



Delivery at least 5 working days before campaign start.

Billboard	
<b>Weight</b>	90 KB JPG, GIF / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
<b>Format</b>	JPG, GIF / HTML5 only by Redirect
<b>Dimensions</b>	800x250 px (4:1)
<b>3rd Party</b>	Possible
<b>Streaming</b>	<ul style="list-style-type: none"> <li>• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded</li> <li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li> <li>• Max. 2.5 MB can be reloaded.</li> </ul>
<b>Sound</b>	Yes / Sound starts only on user interaction. An on/off button must be present
<b>Tracking pixel</b>	Possible (only image pixels allowed)
<b>Fallback</b>	JPG or GIF
<b>Required</b>	When booking a multiscreen billboard, the delivery of a banner 2:1 320x150 px 728x250, 970x250 px is additionally required.

# SPECIAL ADS

## HALFPAGE

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Delivery at least 5 working days before campaign start.



Halfpage Ad	
<b>Weight</b>	80 KB JPG, GIF / 200 KB as HTML5 Redirect Initialload, Subload max. 2,5 MB
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	300x600 px
<b>3rd Party</b>	Possible
<b>Streaming</b>	<ul style="list-style-type: none"> <li>• Yes, only as 3rd Party, because video must be reloaded</li> <li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li> <li>• Max. 2.5 MB can be reloaded.</li> </ul>
<b>Sound</b>	Yes / Sound starts only on user interaction. An on/off button must be present
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	Click Command (or URL)

# STANDARD ADS

## RECTANGLE

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



### Medium Rectangle

<b>Weight</b>	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	300x250
<b>3rd Party</b>	Possible
<b>Streaming</b>	<ul style="list-style-type: none"> <li>• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded</li> <li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li> <li>• Max. 2.5 MB can be reloaded.</li> </ul>
<b>Sound</b>	Yes / Sound starts only on user interaction. An on/off button must be present
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	Click Command (or URL)

# SPECIAL ADS

## OUTSTREAM

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



Outstream	
<b>Format</b>	MP4 / AVI / MOV / WMV / MPG
<b>Ratio</b>	16:9
<b>Dimensions</b>	640x360 px (recommended)
<b>3rd Party</b>	Yes, based on the VAST 2 standard
<b>Sound</b>	<ul style="list-style-type: none"> <li>• Must be integrated into the video, i.e. all audio tracks must have sound.</li> <li>• Sound starts only on user interaction</li> </ul>
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	Click Command (or URL)
<b>Notes</b>	<ul style="list-style-type: none"> <li>• Spot length max. 30 Sek., Recommendation: 20 Sek. (Spots &gt; 30 Sek. only on request)</li> <li>• Product mainly multiscreen (desktop &amp; MEW) bookable.</li> </ul>
<b>Note on production by SevenOne Media</b>	Requirements: <ul style="list-style-type: none"> <li>• A mockup with a short description, so we know exactly what links to where</li> <li>• Logos &amp; image material as Photoshop file in 16:9 format, the higher the resolution the better</li> <li>• Video as mp4</li> <li>• All fonts</li> <li>• Tracking and Click URLs</li> </ul>

# STANDARD ADS

## (STICKY-) SKYSCRAPER

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



Skyscraper	
<b>Weight</b>	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimension</b>	(Sticky)Wide Skyscraper 160x600
<b>3rd Party</b>	Possible
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Notes</b>	For 3rd party delivery the sticky functionality must already be implemented in the script
<b>Required</b>	Click Command (or URL)

# STANDARD ADS

## BANNER

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



### Superbanner

<b>Weight</b>	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	728x90
<b>3rd Party</b>	Possible
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	Click Command (or URL)

# SPECIAL ADS

## SITEBAR

**IMPORTANT:**

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on Chapter „HTML5“.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.



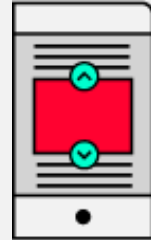
Delivery at least 5 working days before campaign start.

Sitebar	
<b>Weight</b>	200 KB als HTML5 Initialload, Subload max. 2,5 MB
<b>Format</b>	HTML5 iFrame Redirect (no physical delivery)
<b>Dimensions</b>	300x600 px
<b>3rd Party</b>	<p>Yes, with the following limitations:</p> <ul style="list-style-type: none"> <li>• Only from Sizmek, Flashtalking, Adform and Adition</li> <li>• The Sitebar should react responsively (Scales dynamically)</li> <li>• The Sitebar must react responsively and may not write itself out of the iframe</li> <li>• Advertising material may not leave the intended advertising space, i.e. it may not insert itself into the &lt;body&gt; or other HTML elements of the page</li> <li>• The Sitebar may not overlay or underlay any page elements</li> <li>• Access to the site (DOM) via Java Script not allowed</li> <li>• The delivery of the redirect is mandatory in one Tag</li> <li>• Sticky functionality must be set by the hosting provider</li> <li>• No technical support from SevenOne Media</li> </ul>
<b>Streaming</b>	<ul style="list-style-type: none"> <li>• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded</li> <li>• Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user</li> <li>• Max. 2.5 MB can be reloaded.</li> </ul>
<b>Sound</b>	Yes / Sound starts only on user interaction. An on/off button must be present

# SPECIAL ADS

## UNDERSTITIAL

SevenOne Media creates the advertising product exclusively in cooperation with ADITION mov.ad and Flashtalking (as VPAID within a VAST-Redirect URL).



Understitial	
<b>Weight</b>	70 KB
<b>Format</b>	JPG, GIF
<b>Dimensions</b>	320x480 px (or a multiple of that in a ratio of 1:1,5. Example: 640x960 px or 960x1440 px)
<b>3rd Party</b>	Yes, as VPAID within a VAST-Redirect URL
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>• Advertising labeling with a -W- mandatory: Placement not top right, but top left or bottom left or bottom right</li> <li>• Click Command (or URL)</li> </ul>
<b>Note</b>	<ul style="list-style-type: none"> <li>• Javascript is ONLY PROGRAMMATICALLY booking possible</li> <li>• If Video is included, it is an Outstream product</li> </ul>



# TECHNICAL INFORMATION

## GENERAL INFORMATION & PERFORMANCE

- Click Command or tracking pixels should not include the word „cookie“
- All URL's (also Click Commands) should not exceed the length of 250 characters
- The word „Click Command“ describes a link rather than an entire 3rd party tag
- Non-compliance with the specifications or delayed/incorrect delivery can lead to complications in the fulfilment of the campaign.
- A punctual campaign start is no longer guaranteed and the fulfilment of the campaign may be endangered.

### **Deceptive advertisements**

Advertisements that deliberately mislead users are forbidden, e.g. advertisements in the look and feel of a Windows system message. This, as well as wrong or belated delivery of advertisements may lead to belated campaign starts or problems fulfilling the campaign.

### **Performance**

Complex animations can lead to an increase in CPU. However, advertising material should not affect the CPU rate of an average computer by more than 10%. The CPU rate can be verified with the help of the task manager.

In order to keep CPU load at an adequate level, please avoid recursive loops as well as complex tweenings. SevenOne Media reserves the right to reject or switch off ads with a high CPU rate.

### **ADFORM**

For all Adform customers who already use Seven One Media Inventory to book directly (Direct I/O) or would like to book in, there is an important note: Only the "SOM-DACH-VATV" media from the media database may be used for this purpose. This ensures that any counting discrepancies are reduced to an acceptable minimum. It is also important that no changes are made to this media.

# TECHNICAL INFORMATION

## HTML 5 DISPLAY ADS

- HTML5 Display advertising material consists of the following parts: HTML-Files, CSS, Libraries (JavaScript, JQuery, etc.), images and videos.
- Concerning format and sizes (incl. libraries and images) please follow the standards of IAB and the guidelines of SevenOne Media. In the event of creation, please ensure to keep individual elements of HTML5 ads as small as possible. Please use common codes and code optimization on all files.
- We recommend to keep the usage of animations or external elements such as fonts and libraries to a limited extent. Also, we kindly advise you to avoid subdirectories as well as the usage of HTML5 converter.

### Delivery

- Advertising material can be forwarded solely as JavaScript Redirect or IFrame tag. Physical delivery is excluded from this process..
- **HTML5 in case of standard ads:** When delivering HTML5 ads, please provide an IFrame Redirect. The SOM "clicktag" URL will be transferred as a request parameter in JavaScript redirect.
- **HTML5 in case of special advertising formats:** When delivering HTML5 ads, please provide a JavaScript redirect. Creatives have to be rendered in an IFrame. The SOM "clicktag" URL will be transferred as a request parameter in JavaScript redirect. Communication between the page and the IFrame is handled via postMessage. Please ensure to validate the event attributes "origin" and "data". Please implement scalability (expanding and collapsing) or closing of advertisements (depends on particular type of advertising).
- **Size:** Please ensure that data size does not exceed 200 KB for regular as well as special ads. A maximum of 2.5 MB may be reloaded (Subload) The definitions according to IAB and OVK apply <http://www.werbeformen.de/ovk/ovk-de/werbeformen/spezifikationen/initialsubload.html>
- Please deliver advertising material no later than 5 days prior to campaign start via E-Mail to [admanagement@sevenonemedia.de](mailto:admanagement@sevenonemedia.de)

# TECHNICAL INFORMATION

## HTML 5 DISPLAY ADS

### Clicktag-Notation

- The correct spelling for clicktags is as follows: clicktag
- The correct spelling for multi-clicktags is as follows: clicktag, clicktag1, clicktag2

The following lines of code have to be integrated into the HTML5 advertisements in the event of delivering clicktags:

This function will help to return all GET parameters that have been transmitted to the file.

```
<script>
var getUriParams = function() {
var query_string = {};
var query = window.location.search.substring(1);
var parmsArray = query.split('&');
if(parmsArray.length <= 0) return query_string;
for(var i = 0; i < parmsArray.length; i++) {
var pair = parmsArray[i].split('=');
var val = decodeURIComponent(pair[1]);
if (val != '' && pair[0] != '') query_string[pair[0]] = val;
}
return query_string;
}();
</script>
```

### Example HTML and assignment of the links:

- Two HTML links without assigned links:  
`<a href="#clicktag" id="clicktag">IAB clicktag</a>`  
`<a href="#clicktag2" id="clicktag2">IAB clicktag</a>`
- With these Javascript lines the click tags can be assigned to the HTML elements:  
`<script>`  
`document.getElementById('clicktag').setAttribute('href', getUriParams.clicktag);`  
`document.getElementById('clicktag2').setAttribute('href',`  
`getUriParams.clicktag2);`  
`</script>`

Clicktags can be checked using the following code:  
`html5werbemittel.html?clicktag=%LANDINGPAGE%`

Please replace %LANDINGPAGE% with a target page. The link should be transmitted URL-encoded.-  
(encodeURIComponent-function)



# TECHNICAL INFORMATION

## HTML 5 DISPLAY ADS

### Backup image, browser compatibility

- If a browser (e.g. Chrome or Firefox) does not support a particular feature or library of an ad, it is necessary to provide a fallback using either JPG or GIF.
- Agencies have to check ads on all common browsers.

### Graphic compression

The size of images should be optimized using a PNG crusher and scalable vector graphics.

### Streaming in HTML5

- Videos should be included with the following tag: `<video></video>`  
Example:

```
<video controls height='640' width='360'>  
<source src='yourVideo.mp4' type='video/mp4' />  
<source src='yourVideo.webm' type='video/webm' />  
</video>
```

- Ads that include videos should be equipped with a preview image (poster).
- Videos should be capable of starting automatically once they are loaded or via user interaction on mobile devices.
- However, videos on mobile devices are not capable of integrating clicktags.
- The clicktag has to be located outside the video and should be optimized according to quality and size.
- The video should be located within an appropriate server environment. Video size should not exceed 2,5 MB.

## TECHNICAL INFORMATION

### 3RD PARTY AND DISPLAY ADS

If not stated otherwise, we are also happy to place our advertising forms using 3rd Party Adtags. Here we usually accept Adtags of the 3rd party providers common on the market, provided that these

- also count calls on mobile devices
- comply with the IAB Guidelines
- meet our technical specifications
- our click tracking is possible

#### **Further requirements:**

- 3rd-party-advertising material needs to stay in its intended container in which it was loaded beforehand. (□ which means that it should not be included in <body> or other HTML-elements of the site.
- The size of tracking-pixels, tracking-SWF and tracking-IFrames has to remain the same. Also, they should not create color pixels.
- Ads must not overwrite native JavaScript-functions, not even temporarily. In particular, neither document.write nor document.writeln can be overwritten.
- One solution that works for the last 3 requirements is to place the following style specifications: position: absolute; left: -5000px;
- Tracking pixels can also be provided with the help of JavaScript by simply assigning a new Image().src without producing an HTML element.
- It is not sufficient to change width and height via attributes or style to 0px.

SevenOne Media reserves the right to reject 3rd party advertising material due to technical reasons. In the event of providing a 3rd party-redirect-script, please follow instructions for delivering 3rd-party-tags. The agency or 3rd party service provider is responsible for a proper implementation which includes correct placement and functionality of the whole advertisement.

## MOBILE VIDEOADS & DISPLAY

### STREAMING & SOUND IN DISPLAY ADS

#### Requirements for streams:

- Streams should include an „on" and „off" button.
- Sound can only be activated by clicking on a „sound-on" button.
- The volume of an ad should be set at an adequate level.
- Please ensure that your advertising material is cache friendly (once the stream was delivered it should be loaded out of the browser cache).
- Streams should not cause delays when loading a site and therefore should only load subsequently (polite download).
- Streams are only allowed using 3rd-Party-redirects.

#### Sound

- Sounds are not allowed to loop.
- The volume of an ad should be set at an adequate level.
- Sound should be set to „off" by default.
- Sound can only be activated by clicking on a „sound-on" button. Mouseover is not permitted.
- Users should be in the position to stop sound by simply making a further click.

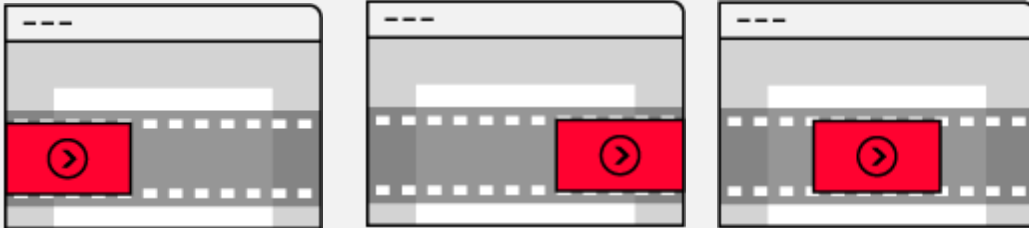
# INSTREAM

# INSTREAM VIDEO ADS

## PRE-/MID-/POST-ROLL - PHYSICAL

**Note:** For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.



### Pre-/Mid-/Post-Roll - PHYSISCH

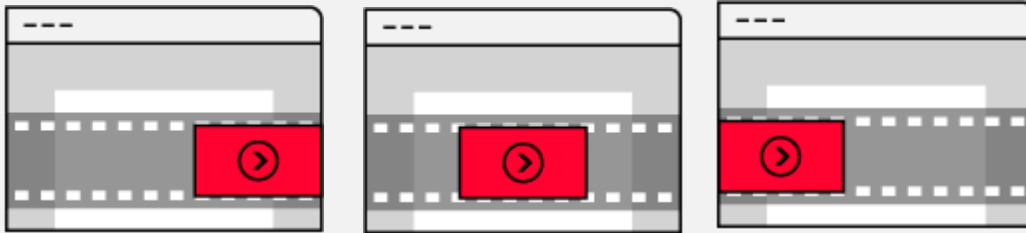
<b>Weight</b>	Max. 500 MB
<b>Format</b>	MP4
<b>Dimensions</b>	1920x1080 Pixel recommended (Full HD)
<b>Bitrate</b>	Bitrate as high as possible (at least 3500 kbps)
<b>Mezzanine File</b>	For server-side Ad Stitching use cases we support the delivery of mezzanine files as high-resolution source files: At least Full HD with a bitrate as high as possible, maximum file size is 500 MB
<b>Ratio</b>	16:9
<b>Sound</b>	<ul style="list-style-type: none"> <li>Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported.</li> <li>Please adjust the volume level according to EBU-R128</li> </ul>
<b>Trackingpixel</b>	Possible (only max. 3 image pixels allowed)
<b>Required</b>	Click Command (or URL)
<b>Note</b>	<ul style="list-style-type: none"> <li>Please deliver the video material in the best possible quality.</li> <li>Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request</li> <li>English videos are only allowed with German subtitles</li> </ul>
<b>Studio71 / YouTube</b>	<ul style="list-style-type: none"> <li>3rd Party Ad Trackings (3PAT) can only be used on YouTube by the following service providers: Google Doubleclick, Innovid, Extreme Reach, Adform.net = Seadform.net, Flashtalking</li> <li>Spot length for Studio71 / YouTube max. 20 sec.</li> <li>The video can also be hosted on YouTube</li> </ul>
<b>Motive</b>	Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.



# INSTREAM VIDEO ADS

## PRE-/MID-/POST-ROLL – 3<sup>RD</sup> PARTY REDIRECT VAST 2.0, VAST 4.1 (OM)

- We support **Open Measurement (OM)**. This requires a VAST4.1 redirect.
- **Note:** For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).
- Delivery at least 5 working days before campaign start.



### Pre-/Mid-/Post-Roll - 3RD PARTY REDIRECT VAST 2.0

<b>Weight</b>	Max. 25 MB (per mediafile)
<b>Format</b>	MP4 (Other media nodes are not allowed)
<b>Codec</b>	h.264
<b>Dimensions</b>	1920x1080 Pixel recommended (Full HD)
<b>Ratio</b>	16:9
<b>3rd Party</b>	<ul style="list-style-type: none"> <li>• Yes, based on the VAST 2 IAB standard (Javascript is not allowed)</li> <li>• VAST 4.1 (Javascript is only allowed for Open Measurement)</li> </ul>
<b>Quality steps: Bitrate and Dimensions</b>	Recommended sequence of media files: - 750 kbps (854x480 Pixel) - 1500 kbps (854x480 Pixel) - 2500 kbps (1280x720 Pixel) - 3500 kbps (1920x1080 Pixel, Full HD)
<b>Mezzanine File</b>	For server-side Ad Stitching use cases we support the delivery of mezzanine files as high-resolution source files: At least Full HD with a bitrate as high as possible, maximum file size is 500 MB
<b>Color mode</b>	32-Bit
<b>Framerate</b>	25 fps
<b>Sound</b>	<ul style="list-style-type: none"> <li>• Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported.</li> <li>• Please adjust the volume level according to EBU-R128</li> </ul>
<b>Note</b>	<ul style="list-style-type: none"> <li>• VAST must not contain any skip-tracking nodes &lt;Tracking event="skip"&gt;</li> <li>• Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request</li> <li>• English videos are only allowed with German subtitles</li> </ul>
<b>Studio71 / YouTube</b>	<ul style="list-style-type: none"> <li>• 3rd Party Ad Serving (3PAS) is only allowed via: Google Doubleclick, Innovid, Extreme Reach, Adform.net, Flashtalking</li> <li>• Deviating from this, advertising material must be delivered physically (1st party).</li> <li>• VAST 4 and Vpaid is not possible</li> <li>• VAST Wrappers are not allowed</li> <li>• Spot length for Studio71/YouTube max. 20 sec.</li> </ul>

# INSTREAM VIDEO ADS

## NATIV VIDEO – PHYSICAL

**Note:** For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.



### Native Video - PHYSISCH

<b>Weight</b>	Max.100 MB
<b>Format</b>	MP4
<b>Dimensions</b>	1920x1080 Pixel recommended (Full HD)
<b>Ratio</b>	16:9
<b>Sound</b>	<ul style="list-style-type: none"> <li>• Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported.</li> <li>• Please adjust the volume level according to EBU-R128</li> </ul>
<b>Trackingpixel</b>	Possible (only max. 3 image pixels allowed)
<b>Required</b>	Click Command (or URL)
<b>Note</b>	<ul style="list-style-type: none"> <li>• Please deliver the video material in the best possible quality.</li> <li>• Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request</li> <li>• English videos are only allowed with German subtitles</li> </ul>
<b>Motive</b>	Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

# INSTREAM VIDEO ADS

## NATIV VIDEO – 3<sup>RD</sup> PARTY REDIRECT VAST 2.0

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Using a macro (%%SCHEME%%), our AdServer automatically controls whether the requests are called via http or https.

**Multiscreen bookings** can be implemented with physical media as well as with 3rd party redirects from the service providers AdForm, Google Campaign Manager, Flashtalking and Sizmek. In addition, the landing page must be mobile-capable.



**Note:** For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.

### Nativ Video – 3<sup>rd</sup> Party Redirect VAST 2.0

<b>Weight</b>	Max.10 MB
<b>Format</b>	MP4 (Other media nodes are not allowed)
<b>Dimensions</b>	1024x576 Pixel (recommended) 16:9
<b>3rd Party</b>	Yes, based on the VAST 2 IAB standard (Java Script is not allowed)
<b>Bitrate</b>	Mediafiles Sequence: 750 kbps - 320 kbps - 1500 kbps
<b>Color mode</b>	32-Bit
<b>Framerate</b>	25 fps
<b>Sound</b>	<ul style="list-style-type: none"> <li>Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported.</li> <li>Please adjust the volume level according to EBU-R128</li> </ul>
<b>Note</b>	<ul style="list-style-type: none"> <li>VAST must not contain any skip-tracking nodes &lt;Tracking event="skip"&gt;</li> <li>Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request</li> <li>English videos are only allowed with German subtitles</li> </ul>

# MOBILE

# MOBILE

## MEW BANNER 6:1

The Mobile Banner (6:1) is the counterpart to the Superbanner in the desktop area.



### MEW Banner 6:1

<b>Weight</b>	<p>Max. 70 KB / 100 KB HTML5 Redirect</p> <ul style="list-style-type: none"> <li>In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	320x50 Pixel
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol in the advertising media graphic itself: Placement not top right, but top left or bottom left or bottom right</li> <li>The font color of -w- must be high-contrast and at least 9pt</li> <li>Click Command (or URL)</li> </ul>
<b>Device</b>	Smartphones

# MOBILE

## MEW BANNER 2:1

The Mobile Banner (2:1) is the counterpart to the Billboard in the desktop area.



### MEW Banner 2:1

<b>Weight</b>	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none"> <li>• In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>• A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	320x150 Pixel
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol</li> <li>• The font color of -w- must be high-contrast and at least 9pt</li> <li>• Click Command (or URL)</li> </ul>
<b>Device</b>	Smartphones

# MOBILE

## MOBILE BANNER

The Mobile Banner is the counterpart to the Superbanner in the desktop area.



### MEW Banner

<b>Weight</b>	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none"> <li>• In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>• A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	728x90 Pixel
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol.</li> <li>• The font color of -w- must be high-contrast and at least 9pt</li> <li>• Click Command (or URL)</li> </ul>
<b>Device</b>	iPad

# MOBILE

## MOBILE BILLBOARD

The Mobile Banner is the counterpart to the Superbanner in the desktop area.



### MEW Billboard

<b>Weight</b>	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none"> <li>In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	<ul style="list-style-type: none"> <li>728x250 Pixel for iPad</li> <li>320x150 Pixel for iPhone</li> </ul>
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol.</li> <li>The font color of -w- must be high-contrast and at least 9pt</li> <li>Click Command (or URL)</li> </ul>
<b>Device</b>	iPad und iPhone



# MOBILE

## MEW RECTANGLE

The MEW Medium Rectangle is the counterpart to the Medium Rectangle in the desktop area.



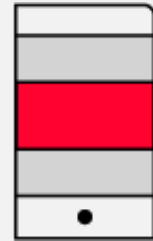
### MEW Medium Rectangle

<b>Weight</b>	70 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none"> <li>• In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>• A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	300x250 Pixel
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol.</li> <li>• The font color of -w- must be high-contrast and at least 9pt</li> <li>• Click Command (or URL)</li> </ul>
<b>Device</b>	Smartphones

# MOBILE

## RECTANGLE

The Mobile Rectangle is in no way inferior to its counterpart, the Medium Rectangle on the desktop. Classic product - future environments - a perfect mix.



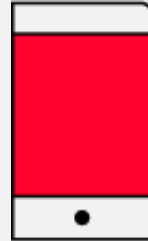
### MEW Medium Rectangle

<b>Weight</b>	35 KB / 100 KB HTML5 Redirect <ul style="list-style-type: none"> <li>• In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>• A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	300x250 Pixel
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol.</li> <li>• The font color of -w- must be high-contrast and at least 9pt</li> <li>• Click Command (or URL)</li> </ul>
<b>Device</b>	Smartphones

# MOBILE

## INTERSTITIAL

Please note our technical specifications as well as the punctual delivery of advertising material no later than five working days before the campaign starts.



Interstitial	
<b>Weight</b>	70 KB / 100 KB HTML5 (nur per Redirect) <ul style="list-style-type: none"> <li>In general, advertising media that exceed 100KB in total are only targeted on WLAN</li> <li>A total volume of 500KB may generally not be exceeded.</li> </ul>
<b>Format</b>	JPG, GIF / HTML5 (only by Redirect)
<b>Dimensions</b>	iPad: <ul style="list-style-type: none"> <li>Portrait 768x1024 Pixel</li> <li>Landscape 1024x768 Pixel</li> </ul> iPhone / Android: <ul style="list-style-type: none"> <li>Portrait 320x480 Pixel</li> <li>Landscape 480x320 Pixel</li> </ul>
<b>3rd Party</b>	JavaScript / HTML5
<b>Streaming</b>	No
<b>Sound</b>	No
<b>Trackingpixel</b>	Possible (only image pixels allowed)
<b>Required</b>	<ul style="list-style-type: none"> <li>Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol</li> <li>The font color of -w- must be high-contrast and at least 9pt</li> <li>Click Command (or URL)</li> <li>Close button: For in-app interstitials, the close button is automatically added by the ad server. It is placed on the top right or left of the ad medium depending on the operating system of the user device. This should be taken into account when designing the ad media and placing the "-W-" label (safe area: 50x50 pixels). For MEW interstitials, a close button is required and must be implemented by the creation.</li> </ul>
<b>Device</b>	Smartphones
<b>Display duration</b>	7 Sek. HTML5: If there is no interaction by the user within 7 seconds (e.g. Touch, Shake, Swipe), the ad must be closed. This must be implemented by the creation side.

## TECHNICAL INFORMATION

### MOBILE VIDEOADS & DISPLAY ADS

**Mobile VideoAds:**

Technical specifications for Mobile VideoAds are the same as for InStream Video Ads.

# MOBILE

## HTML5 MOBILE-ADS INAPP

Basically, we leave the HTML-5-Mobile Advertising media production strategy up to you. Whether the JavaScript Libraries as jQuery, CSS or the HTML5 Canvas Element are being used for the Animation is irrelevant. However, there are some guidelines which must be taken into consideration in order to make the HTML5 Ads to perform flawlessly within the SevenOne Media Network:

- Advertising media which exceed **100KB** are usually targeted only on WLAN.
- An overall **500KB** volume is not to be exceeded.
- All advertising media must fulfil the **MRAID**-Standard (Version 1.0) of IAB.
- All advertising media must be marked with the **-w-** sign in the upper right Corner (in German it stands for „Werbung“ = Advertising).
- All the customer provided advertising media must be hosted at the remote server and delivered as `<script>` tag **redirect**.
- Therefore, **only one URL** which refers to the advertising media should be provided.

### MRAID (Mobile Rich Media Ad Interface Definitions)

MRAID is an API, which ist defined as the Standard for the mobile Rich-Media-Ads Production by the Interactive Advertising Bureau (“IAB”). This set of Javascript-Methods outlines the crossing between your HTML5 Ad and the mobile Application. Basically, the HTML5 Ads are being integrated and shown within the Apps in the separate WebView Containers per iFrame. In spite of the physical separation the HTML5Ad can communicate with the Application via the MRAID Methods and Events: for example, the ad-container could be minimized or maximized, the device functions as an acceleration-sensor, GPS etc. could be accessed. The SevenOne Media Network Applications support MRAID v1.0 Detailed information could be found at:

<https://www.iab.com/>

**MRAID integration:** In order to access the MRAID Methods the following Line Code must be integrated into the `<head>`-field of your HTML-file:

```
<script src="mraid.js"></script>
```

**Attention:** the “mraid.js” file is solely located at the ad server and is available only in the actual Application.

**Define advertising media as `<script>` tag:** All HTML5 ads are integrated by JavaScript and must be delivered as a Tag or JavaScript file. For example:

```
<script type="text/javascript">
var soiClick = "http://www.sevenonemedia.de"; // Ziel-URL
</script>
<script src="http://mraid.redirect.de/adscript.js" type="text/javascript"></script>
```

## MOBILE

### HTML5 MOBILE-ADS INAPP

**Clicktag clarification:** In order for the landing page to be opened in the inApp-browser after the user touch-event you should call the „mraid.open()“ method and render the target URL as a string:

```
mraid.open(soiClick);
```

The variable name of the target URL (in this example „soiClick“) can be freely selected. This function call is being tracked by our ad server and is the basis for our reports.

#### **Specific Guidelines for the advertising medium Interstitial:**

Display duration of Interstitial is always **7 seconds**. If there is **no user activity** (for example touch, shake, swipe) during this time the ad will be closed.

The following line code calls the „mraid.close()“ method after 7 seconds and must be integrated into the Interstitial:

```
var standardtimer = setTimeout( function(){ mraid.close() }, 7000);
```

If there is some user activity within these 7 seconds the timer could be removed; the ad stays visible as long as the user does not push the close-button:

```
clearTimeout( standardtimer );
```

The timer must be started as soon as the HTML5 advertising medium load is completed! Should the data volume be bigger than usual the preloader usage is advised.

# ADDRESSABLE TV

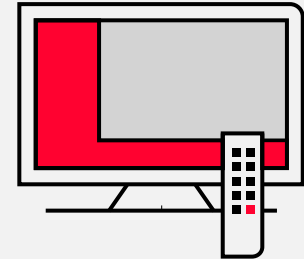
# ADDRESSABLE TV

## SWITCHIN XXL

**Important:**

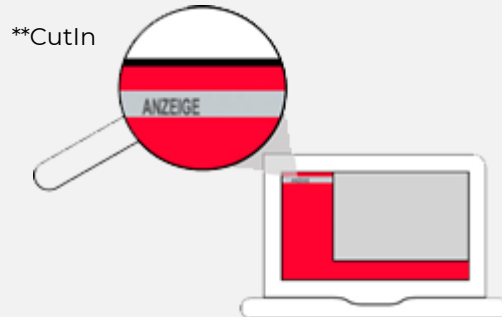
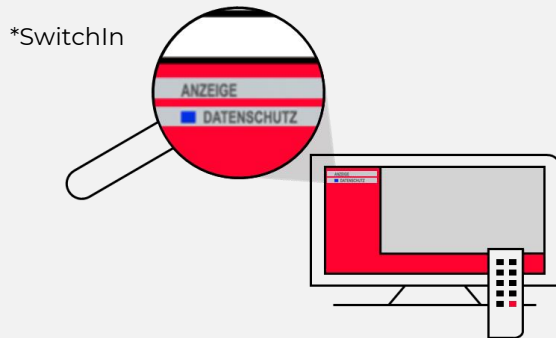
SwitchIn template (static) will be provided.  
Delivery in two parts.

Production:  
Broadcaster space must be integrated into the Layout.



SwitchIn XXL	
Live TV (HbbTV)	
<b>Weight</b>	Static data: max. 80 kB / animated gif data: max. 800 kB
<b>Format</b>	jpg, png Animated gif: No external delivery of animated SwitchIns. Possible by arrangement with certified partners (P7S1 Inhouse, cynapsis GmbH and teveo interactive GmbH)
<b>Dimensions</b>	284 x 720 pixel (B x H) + 996 x 160 pixel (B x H)
<b>3rd Party / Redirect</b>	Not possible
<b>Trackingpixel</b>	On server side > Whitelisting necessary
<b>ClickCommands</b>	Only static ClickCommands to a HBBTV-Microsite possible
<b>Mandatory labelling</b>	Broadcaster space (Anzeige (advertising), Datenschutz (privacy settings))
VOD	
Booking as CutIn XXL (the same technical specifications apply as for SwitchIn XXL)	
<b>Mandatory labelling</b>	Broadcaster space (Anzeige (advertising))

SwitchIn (static) and CutIn XXL Templates;  
<https://www.seven.one/werbeprodukte/addressable-tv>



For more information see Addressable TV basic information:  
<https://www.seven.one/documents/20182/6087809/Basispr%C3%A4sentation+EN.pdf/b78c7292-4bd6-04b0-f290-a9c5c0feffce?t=1648809492295>



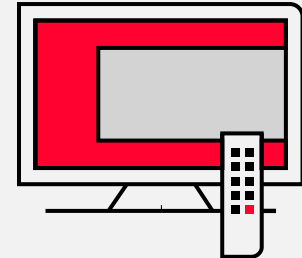
# ADDRESSABLE TV

## SWITCHIN ZOOM / MASTHEAD

**Important:**

No external delivery of SwitchIn Zoom or Masthead.  
Possible by arrangement with certified partners (cynapsis GmbH).

Production:  
Broadcaster space must be integrated into the Layout.



SwitchIn Zoom / Masthead	
<b>Weight</b>	No external delivery
<b>Format</b>	No external delivery
<b>Dimensions</b>	Individual, TV image not smaller than 810 x 455 pixel
<b>3rd Party / Redirect</b>	Not possible
<b>Layout / Animation</b>	Animations possible on request
<b>Trackingpixel</b>	On server side > Whitelisting necessary
<b>ClickCommands</b>	Only static ClickCommands possible
<b>Mandatory labelling</b>	Broadcaster space (display, data protection)

For more information see Addressable TV basic information:  
<https://www.seven.one/documents/20182/6087809/Basispr%C3%A4sentation+EN.pdf/b78c7292-4bd6-04b0-f290-a9c5c0feffce?t=1648809492295>

# ADDRESSABLE TV

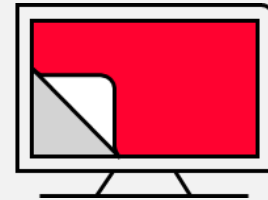
## ADDRESSABLE TV SPOT

**Important:**

Safe Area and detailed technical guide for Addressable TV Spot (analogue to linear TV spot):

<https://uploader.sevenonemedia.de/upsom/de/>

Production: The Seven.One Media motif uploader, with which you can deliver tapeless TV commercials., is set up for media and creative agencies, advertisers and production companies and requires its own login. You can request an Access [hier](#)



Technical inspection: After uploading the spot, you will receive an upload ID by email (if necessary with correction instructions). After correction please send this upload ID incl.customer name, campaign name, order No. and booking period to the following email: [AdManagement@seven.one](mailto:AdManagement@seven.one) (programmatic bookings must be processed via [ProgrammaticAdvertising@seven.one](mailto:ProgrammaticAdvertising@seven.one))

### Addressable TV Spot

<b>Bookable Spotlength (I/O)<sup>1</sup></b>	6" (only available combined with SwitchIn Spot) / 10" / 15" / 20" / 30" (not available combined with Studio71)
<b>Live TV (HbbTV)</b>	
<b>File extension (Container)</b>	.mxf (MXF OP1a)
<b>Compression type</b>	XDCAM HD 422
<b>Data rate</b>	50 Mbit/s
<b>Audio tracks</b>	8 (1+2 german PGM, 3-8 silence)
<b>Audio Bittiefe</b>	24
<b>Audio Sampling rate</b>	48 KHz
<b>Programme loudness</b>	Short Term Loudness max. -18 LUFS (+5LU)
<b>Zählpixel</b>	On server side > Whitelisting necessary <sup>2</sup>
<b>ClickCommands</b>	Not clickable
<b>3rd Party / Redirect</b>	Not possible
<b>TV Livestream (DAI Joyn)</b>	
Booking as MidRoll, see <a href="#">Instream</a>	
<b>VOD (Connected TV)</b>	
Booking as Pre-/MidRoll, see <a href="#">Instream</a>	
<b>VOD Studio71 (Connected TV)</b>	
Booking as Pre-/MidRoll via Studio71, see <a href="#">Instream Studio71</a> (only bookable in Max Audience)	

For more information see Addressable TV basic information:

<https://www.seven.one/documents/20182/6087809/Basispr%C3%A4sentation.pdf/6c90b72d-14fb-78e5-adad-211b1824aa11?t=1648025731686>

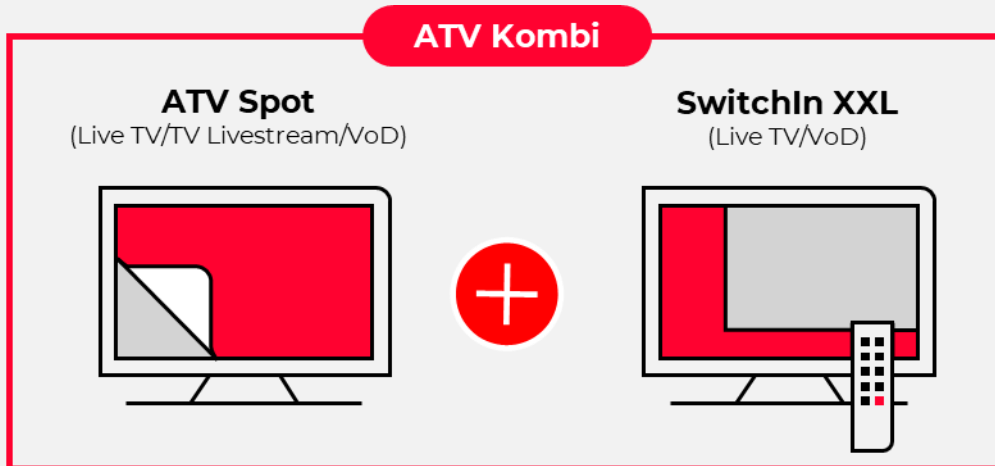
<sup>1</sup> Currently only 20" possible programmatically

<sup>2</sup> Tracking is triggered on the server side, i.e. AdProxy Server may have to be excluded from fraud detection. Please whitelist the following domains: redbutton-adproxy-lb-prod.redbutton.de und hbbtv-adproxy.redbutton.de



## ADDRESSABLE TV

ATV KOMBI



**For information about Addressable TV Spot:**

[Addressable TV Spot](#)

**For information about SwitchIn XXL:**

[SwitchIn XXL](#)

For more information see Addressable TV basic information:

<https://www.seven.one/documents/20182/6087809/Basispr%C3%A4sentation+EN.pdf/b78c7292-4bd6-04b0-f290-a9c5c0feffce?t=1648809492295>

# ADDRESSABLE TV

## MICROSITE - STANDARDS AND DIMENSIONS

**Important:**

**Microsites must include the following\*:**

- **Imprint**
- **Data privacy** (possibly with an Opt Out option for Online tracking)

Linking a SwitchIn to a microsite is only possible on HbbTV-compatible microsites.

**Basis**

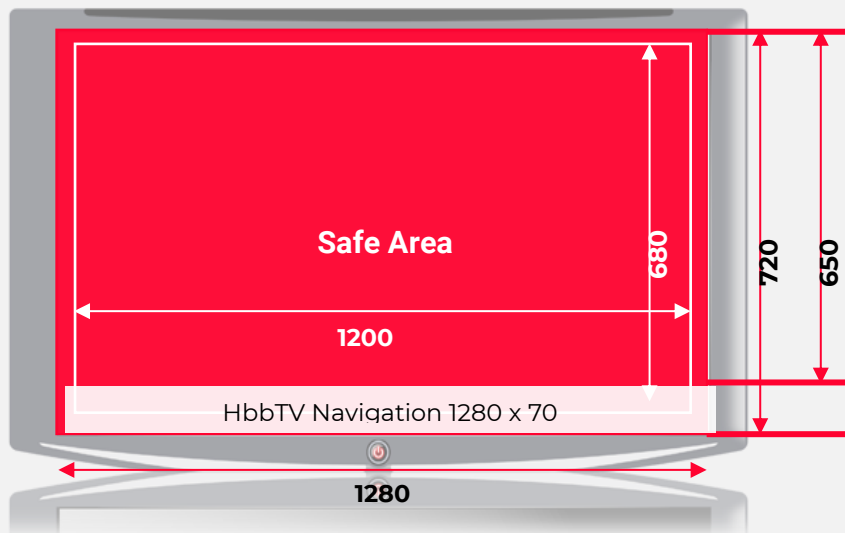
Obligatory basis for the programming of the HbbTV Microsite is the technical specification of the ETSI Standard, which can be found here: <http://etsi.org/WebSite/Standards/Standard.aspx>

→ Document (2010-06): **TS 102 796 V1.1.1**

### Dimensions for HbbTV Microsites at Seven.One Media

<b>Display resolution</b>	1280 x 720 Pixel (B x H)
<b>Safe Area (Microsite)</b>	1200 x 680 Pixel (B x H)
<b>HbbTV Navigation</b>	1280 x 70 Pixel (B x H)

- All displayed components (clickable elements, texts, branding elements, etc.) of the microsite have to be within the Safe Area
- Design elements or the graphic backdrop should be in the format of the display resolution (1280 x 720 pixel)



- The lower side area (1280 x 70 pixel) is reserved for the standard HbbTV navigation (= color button bar with 20% transparency)
- Using the color buttons of the remote control for interactions on the microsite is not permitted
- When browsing the microsite, the broadcast signal will be deactivated (TV audio track will not be available).

\*Seven.One Media reserves the right to reject incomplete microsites and exclude them from the application. Delays due to incorrectly delivered microsites are not the responsibility of Seven.One Media..



# ADDRESSABLE TV

## MICROSITE - STANDARDS AND DIMENSIONS

- External links are possible upon consultation
- Each JavaScript block which is not referred to externally has to be embedded in a “<CDATA” command, for example:

```
<script type="text/javascript">
/* <![CDATA[ */
your JS code
/* ]]> */
</script>
```

### Requirements for all HTML-Documents

<b>Content-Type</b>	application/ce-html+xml
<b>Charset</b>	UTF8

- Valider XHTML-Code (<http://validator.w3.org>)
- Code compliant with HbbTV-Standards
- Focusable/clickable elements need to get a defined “: focus CSS” condition, so it is always possible to see which is the current active element on the page

### Layout

- Deactivate the standard edges with CSS: html,body {padding:0px; margin:0px;}
- The body has to contain the element #screen ( position:absolute ; top:0px; left:0px; ), which covers the total application; at the end of #screen the colour button has to be embedded
- Available on request: include Analytics Tracking code

### Scripts

- Videos must show at least the play time to give the user a hint of the length of the video
- In case there are defined own “onkey handler”, the treatment of the colour buttons must be handed over to the Buttonbar.js script. (handleP7S1Colorbuttons ( evt ); insert at the end of the onkey handler)

# ADDRESSABLE TV

## MICROSITE - STANDARDS AND DIMENSIONS

### Scope of HbbTV Microsite (hosting bei P7S1)

	Standard layout	Individual layout
<b>Pages</b>	max. 8 pages	max. 10 pages
<b>Picture Gallery</b>	max. 8 pictures	max. 10 pictures
<b>Video Gallery</b>	max. 1 video	max. 3 videos

### Scope of HbbTV Microsite (extern)

<b>Pages</b>	Free
<b>Picture Gallery</b>	Free
<b>Video Gallery</b>	Free

**Important: all "&" within the URL have to be replaced with "&amp;!"**

### Support of Standards/ Functions

<b>Flash</b>	Not possible
<b>Audio</b>	Possible
<b>Video</b>	Possible

### Deliverable file formats, if production is executed by Seven.One Media

<b>Briefing</b>	doc, pdf, ppt
<b>Layout data</b>	psd
<b>Picture (released)</b>	gif, jpg, png
<b>Videos</b>	mov, mpg, wmv, mp4 (H.264)
<b>Texts</b>	doc, pdf, txt

# ADDRESSABLE TV

## MICROSITE - INTEGRATION COLOUR BUTTON BAR

The colour button bar is necessary to navigate within HbbTV and therefore must be embedded in each HbbTV Microsite.

### Mandatory:



#### Red colour button

**Exit | back to TV**

`app.destroyApplication();`

### Optional:



#### Green colour button

**Homepage (Dashboard)**

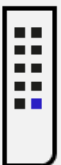
SAT.1  
SAT.1 GOLD  
ProSieben  
ProSieben MAXX  
kabel eins  
kabel eins DOKU  
sixx



#### Yellow colour button

**Individual function**

Individual functions, for example full screen during videos or imprint/privacy



#### Blue colour button

**Individual function**

Individual functions, for example full screen during videos or imprint/privacy

# ADDRESSABLE TV

## MICROSITE – TRACKING & CLICK TO VIDEO MICROSITE

**A**

### Standard Microsite

Platform-Tracking (Online Login is going to be provided)

#### Videos

Number of broadcasts  
Viewed minutes  
PPV by licensor  
Timeline  
Ad Types

#### Pictures

Number of broadcasts  
Timeline  
Album openings  
Banner broadcasts  
Banner timeline

#### Text content

Article broadcasts  
Article timeline  
Event broadcasts  
Events timeline

#### Domains

Uploads  
Storage  
Streaming  
Transcodes  
Auto translate

#### Session

Visits  
Page Impressions  
Gateways  
Timeline  
Start mode  
Mode distribution  
Exit Mode  
Countries  
Duration

#### Visitor system details

Smart-TV Portals

**B**

### Standard and individual Microsite

Tracking Pixel

On request, each microsite can get its own tracking pixel. Please contact us for further individual solutions.

## CLICK-TO-VIDEO MICROSITE

### Production via Seven.One Media

<b>File format</b>	MOV / AVI / WMV Video
<b>Video quality</b>	min. HD

#### Production / Delivery

- Video file: physical delivery 3 working days before campaign launch
- Delivery see [Content Ad](#)
- Imprint as text file



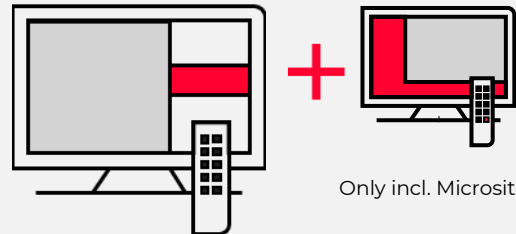


# ADDRESSABLE TV

## MICROSITE – CONTENT AD (3:1)

**Important:**

The Content Ad is optional bookable in combination only, with interactive SwitchIn campaigns when using a microsite.



### Content Ad (3:1)

<b>Weight</b>	Max. 40 KB
<b>Format</b>	Jpg, PNG
<b>Dimension</b>	552 x 184 Pixel (B x H)
<b>3rd Party / Redirect</b>	Not possible
<b>Animation</b>	Not possible
<b>Tracking Pixel</b>	On server side > Whitelisting necessary
<b>Frequency Capping</b>	possible
<b>ClickCommands</b>	Only static ClickCommands possible

# ADDRESSABLE TV

## MICROSITE – TIPS FOR DEVELOPMENT

### Tips for the development: Programming of HbbTV Microsites

- **Fire HbbTV:**  
Firefox Add on, developed by ATOS which allows viewing HbbTV applications on the Firefox Browser.  
<https://addons.mozilla.org/de/firefox/addon/hybridtvviewer/?src=search>
- **MIT-xperts HbbTV testsuite:**  
A test suite provided by MIT xperts GmbH for HbbTV developers to test the implementation of the HbbTV standard at HbbTV applications.  
<http://itv.mit-xperts.com/hbbtvtest/>
- **Reference Video Application:**  
An application developed by the HbbTV Association, implemented to be a reference video catalogue and player application for DASH content on HbbTV 1.5 and 2.0.1 devices  
<https://github.com/HbbTV-Association/ReferenceApplication>

# CONTACT

## CONTACT

### SALES OFFICE CONTACT ADDRESSES

#### **Sales Region München**

Medienallee 4  
D-85774 Unterföhring  
Tel. +49 (0) 89/95 07 – 34 69 3  
Fax +49 (0) 89/95 07 – 43 99

#### **Sales Region Hamburg**

An der Alster 47  
D-20099 Hamburg  
Tel. +49 (0) 40/44 11 16 – 0  
Fax +49 (0) 40/44 11 16 – 66

#### **Sales Region Düsseldorf**

Zollhof 11  
D-40221 Düsseldorf  
Tel. +49 (0) 211/4 96 94 – 0  
Fax +49 (0) 211/4 96 94 – 20

#### **Sales Region Frankfurt**

Rotfeder-Ring 11  
D-60327 Frankfurt/Main  
Tel. +49 (0) 69/27 40 01 – 0  
Fax +49 (0) 69/27 40 01 – 30

#### **Sales Region Berlin**

Rungestr. 22  
D-10179 Berlin  
Tel. +49 (0) 30/3 19 88 08-49 81

