

# Smartstream.tv

TECHNICAL VIDEO AD SPECIFICATIONS

05/2019



SMARTSTREAM.TV

# 1 Overview

PRODUCT / FORMAT	APPLYING SPECS	COMMENTS
<b>INSTREAM / OUTSTREAM</b>	<u>General Video Ad Specifications</u>	
<b>X-TV</b>	<u>General Video Ad Specifications</u>	Only available for german market
<b>BUMPER AD</b>	<u>General Video Ad Specifications</u>	Max. spot length 10''
<b>FULLVIEW AD</b>	<u>General Video Ad Specifications</u>	Max. spot length 20''
<b>VERTICAL AD</b>	<u>General Video Ad Specifications</u>	9:16
<b>DYNAMIC AD</b>	<u>Dynamic Ad Specifications</u>	
<b>Branded Player, Endcard, Overlay (VAST)</b>	<u>Dynamic Ad (1)</u>	timing 1 week
<b>Dealer Integration, Showtime Roll (VAST)</b>	<u>Dynamic Ad (2)</u>	timing 2 weeks, physical delivery only
<b>Interactive Ad (VPAID)</b>	<u>Interactive Ad</u>	
<b>PROGRAMMATIC BUYING</b>	<u>General Video Ad Specifications (3<sup>rd</sup> Party)</u> + <u>Additional Requirements</u>	

# 2 General Video Ad Specifications

## 2.1 GENERAL CONSIDERATIONS

- Delivery:** Advertising material can be delivered either **physically** or as **3<sup>rd</sup> party VAST redirect**.
- Timing:** Please send your advertising material (mediafiles, Click-Through-URLs, tracking pixels etc.) to [ads@smartstream.tv](mailto:ads@smartstream.tv) at least **3 workdays prior to campaign start**.
- SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.
- Mobile Optimization:** All destination-URLs or landing pages should be **optimized for mobile devices** as well.
- Ratio:** 16:9 or 4:3 (**Vertical Ad:** 9:16)
- Recommended Size:** 818\*460 px (16:9) (**Vertical Ad:** 460\*818px)
- File Size:** max. 10 MB
- Max. Spot Length:** 30'' (**Bumper Ad:** max. 10'', **Fullview Ad:** max. 20'')

## 2.2 SPECIFICATIONS FOR PHYSICAL DELIVERY

- Supported Formats:** MP4, MOV and AVI (further formats possible upon request)
- Tracking:** Image pixel, click-through-URL (not JavaScript!) ([SSL Compliance](#) required)

### MEDIAFILES' TECHNICAL DETAILS

VIDEO CODEC	Max. bitrate	3.500 kbps*
	Framerate	25-30 fps
	Codecs	MPEG-4/H264; FFmeg video
AUDIO CODEC	Recommended bitrate	128 bit/s
	Codecs	AAC+; AAC; WMA
	Format version	Version 1
	Format profile	Layer 3
	Format settings mode	Stereo (2 canal)
	Bitrate	128 kbps - constant
	Sampling	44,1 KHz
Volume	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards	

\* In case of physical delivery we will automatically transcode the video file into the most suitable resolution for each device type.

# 2 General Video Ad Specifications

## 2.3 SPECIFICATIONS FOR 3<sup>RD</sup> PARTY DELIVERY

- Hosting:** On client's Demand Side Platform (DSP), agency ad server / hosting service (e.g. DCM, Sizmek, Flashtalking).
- VAST Version:** 2.0 & 3.0
- Required Formats:** MP4 & WEBM
- Tracking:** Image pixel, click-through-URL (not JavaScript!) (SSL Compliance required)

### NOTICE

- Placeholders reserved for **macros** must be replaced with a valid macro used by the respective service (special characters may lead to delivery problems on some players).
- Crossdomain.xml and **CORS headers:**  
According to W3C specification Cross Origin Resource Sharing (CORS) headers are required for HTML5 compliance on both online desktop and mobile devices.  
To be servable in a JavaScript environment, an ad server's VAST response must include valid HTTP CORS headers.
- Ads with **skip control** are not allowed (*skipoffset*).

### ADDITIONAL REQUIREMENTS FOR PROGRAMMATIC BUYING (VIA RTB)

- No VPAID mediafiles (HTML5/JS or SWF) should be included in the VAST XML.
- Bitrate, width and height parameters within the mediafile-nodes have to match the actual properties of the mediafiles (i.e. width/height may not be declared as "0").
- Spot duration shouldn't exceed a total length of 60", otherwise bids will be blocked.

### RECOMMENDED MEDIAFILE SPECS

Smartstream.tv follows the IAB recommendation outlined in the [IAB Digital Video In-Stream Ad Format Guidelines](#). Valid VAST redirects should include mediafiles in at least 2 formats (mp4 and webm) and 3 quality levels to ensure a delivery on all available devices (all-in-all min. 6 mediafiles).

Resolution	Low	Medium	High
Devices types	lower-end smartphones	tablets	desktop
Pixel (not mandatory)	~480*270	~818*460	~1024*576
Max. video bitrate*	768 kbps	1500 kbps	3500 kbps
Max. file size	5MB	5MB	10MB
Required formats	mp4/H.264, webm		
Supported additional formats	3gpp, wmv		
Audio	-23 LUFS (+/-1LU) in accordance with EBU-R128 standards		

\* Smartstream.tv uses hard limits on bitrates, so mediafiles with bitrates below the respective limits should be provided.

# 3 Dynamic Ad

## 3.1 BRANDED PLAYER, ENDCARD, OVERLAY (VAST)

### BRANDED PLAYER:

Frame surrounding the video ad for the whole spot length („L“-shaped or complete frame (16:9)), showing additional information, call-to-action and look-and-feel of the brand.

### ENDCARD:

Separate screen displayed at the end of the video ad for 3 to 5 seconds.

### OVERLAY:

Layer that covers (a part) of the video ad for a certain amount of time while the spot is playing showing additional information or call-to-action.

### GENERAL CONSIDERATIONS

**Delivery:** Branded Player, Endcard or Overlay can be produced inhouse or delivered by the client. In case you deliver the material please note our [General Video Ad Specifications for Physical Delivery](#).

**Timing:** Creative material must be delivered **at least 1 week prior to campaign start** to [ads@smartstream.tv](mailto:ads@smartstream.tv).

**SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.

**Mobile Optimization:** All destination-URLs or landing pages should be **optimized for mobile devices** as well.

Please note that Branded Player, Endcard and Overlay are based on VAST and don't support multiple clickouts.

### REQUIRED MATERIAL FOR CREATION

#### MANDATORY

- Mediafile(s) according to our [General Video Ad Specifications for Physical Delivery](#)
- Mockup and short description of behaviour and layout of Branded Player, Endcard or Overlay (imagery, logos etc.)
- Slogan

#### OPTIONAL

- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- In case the client provides the frame for the Branded Player make sure it contains a placeholder in the size of the actual video ad (818\*460 px (16:9)).

#### PROCEDURE

As soon as we get the required materials we assemble the video ad with the creative material and produce the Branded Player, Endcard or Overlay according to your briefing. The result will be sent to you for approval. Changes will be possible. We won't start delivering the campaign until the client's approval of the ad.

# 3 Dynamic Ad

## 3.2 DEALER INTEGRATION, SHOWTIME ROLL (VAST)

### DEALER INTEGRATION:

Dealer-specific call-to-action based on a user's geo-location integrated into the video ad as Branded Player, Endcard or Overlay.

### SHOWTIME ROLL:

Movie theater-specific call-to-action / additional information based on the user's geo-location integrated into the video ad as Endcard.

### GENERAL CONSIDERATIONS

**Delivery:** Advertising material must be delivered physically. Please note our [General Video Ad Specifications for Physical Delivery](#).

**Timing:** Advertising material must be delivered **at least 2 week prior to campaign start** to [ads@smartstream.tv](mailto:ads@smartstream.tv).

**SSL Compliance:** Please make sure that all tracking pixels and click-through-URLs can be fired both in a secure and a non-secure environment.

**Mobile Optimization:** All destination-URLs or landing pages should be **optimized for mobile devices** as well.

Please note that Dealer Integrations and Showtime Rolls are based on VAST and don't support multiple clickouts.

### REQUIRED MATERIAL FOR CREATION

#### MANDATORY

- Mediafile(s) according to our [General Video Ad Specifications for Physical Delivery](#)
- Excel or CSV file containing delivery distribution and criteria (zip, city, region, address, store name, media volume, tracking pixel, click-through-URL etc.)
- Mockup and short description of behaviour and layout of the Branded Player, Endcard or Overlay (imagery, logos etc.)
- Slogan

#### OPTIONAL

- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)

## 3 Dynamic Ad

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### 3.3 INTERACTIVE AD (VPAID)

Smartstream.tv also supports Interactive Video Ads based on the **VPAID** Standard.

Advertising material for these ads must be developed according to our [General Video Ad Specifications](#) and according to the **IAB VPAID 2.0 standard**.

For further information please visit [https://www.iab.com/wp-content/uploads/2015/06/VPAID\\_2\\_0\\_Final\\_04-10-2012.pdf](https://www.iab.com/wp-content/uploads/2015/06/VPAID_2_0_Final_04-10-2012.pdf).

You will find detailed information regarding the HTML5 JavaScript implementation on page 44.

#### **RECOMMENDATION**

The lower 40px should not contain either relevant advertising messages or clickable elements.

#### **NOTICE**

Interactive VPAID Ads need to be tested and approved by the Smartstream.tv team.

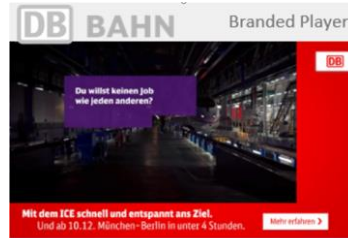
In the unfortunate case that problems arise after the start of the campaign, Smartstream.tv reserves the right to reject the ad.

# Creative Examples

CLICK & WATCH



Overlay



Branded Player  
„L“-shaped



Branded Player  
complete frame



Showtime Roll  
with Endcard



Endcard



Interactive Ad