



SMARTSTREAM.TV

TECHNICAL AD SPECIFICATIONS

11/2019

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PROGRAMMATIC BUYING

APPLYING SPECS

[General Video Ad Specifications \(for 3rd Party Delivery\)](#)
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SPOT OPTIMIZER

FOR MORE BRANDING	FOR INDIVIDUAL TARGETING	FOR VERTICAL MOBILE USAGE	FOR MORE USER INTERACTION
<p>GRAPHICAL SOLUTIONS</p> <p>Branded Player Overlay / Endcard Call to Action Subtitle</p>	<p>DYNAMIC SOLUTIONS</p> <p>Data-based creative individualisations e.g. location-based dealer marketing</p>	<p>VERTICAL SOLUTIONS</p> <p>9:16 spot</p>	<p>INTERACTIVE SOLUTIONS</p> <p>Spot with activating elements</p>

1 General Video Ad Specifications

1.1 GENERAL CONSIDERATIONS

Delivery:	Advertising material can be delivered either physically or as 3rd party VAST redirect .
Timing:	Please send your advertising material (mediafiles, Click-Through-URLs, tracking pixels etc.) to 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 Dimension:	818*460 px (16:9) (Vertical Ad: 460*818px)
File Size:	max. 10 MB
Max. Spot Length:	30'' (Bumper Ad: max. 6-10'', Fullview Ad: max. 20'')

1.2 SPECIFICATIONS FOR PHYSICAL DELIVERY

Supported File 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

1.3 SPECIFICATIONS FOR 3RD 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)

PLEASE NOTE

- 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
Dimension (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

* In case of physical delivery we will automatically transcode the video file into the most suitable resolution for each device type.
** Smartstream.tv uses hard limits on bitrates, so mediafiles with bitrates below the respective limits should be provided.

2.1 Spot Optimizer – Graphical Solutions

FOR MORE

BRANDING

▶

▶


▶
Subtitel

▶
Click here!


GRAPHICAL SOLUTIONS

Branded Player
Overlay / Endcard
Call to Action
Subtitle


CLICK & WATCH




BRANDED PLAYER
with Call to Action




BRANDED PLAYER
with Call to Action




OVERLAY
with Call to Action



OVERLAY



ENDCARD
with Call to Action



SWITCH IN XXL

YOUR OPTIONS:

BRANDED PLAYER:

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

ENDCARD:

Separate screen displayed at the end of the video ad for 3-5“.

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 and Switch In XXL 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.

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

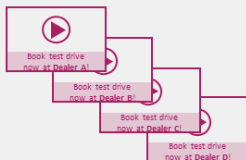
- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- Existing Display Ads and Landing Pages
- In case the client provides the frame for the Branded Player make sure it contains a 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.

2.2 Spot Optimizer – Dynamic Solutions

FOR INDIVIDUAL TARGETING

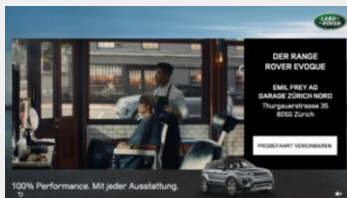


DYNAMIC SOLUTIONS

Data-based creative individualisations
e.g. location-based dealer marketing



CLICK & WATCH



DEALER INTEGRATION

Dynamic Overlay with dealer-specific Call to Action

YOUR OPTIONS:

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.
- 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](#)
- Mockup and short description of behaviour and layout of the Branded Player, Endcard, Overlay (imagery, logos etc.)
- Slogan
- Excel or CSV file containing delivery distribution and criteria (zip, city, region, address, store name, media volume, tracking pixel, click-through-URL etc.)

OPTIONAL

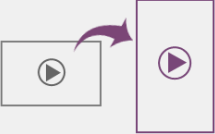
- Logo(s) as PNG, JPEG, vector or open PSD
- Text font (.ttf format)
- Colour scheme (background, font etc.)
- Corporate Design Guidelines
- High-resolution picture material
- Existing Display Ads and Landing Pages

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.

2.3 Spot Optimizer – Vertical Solutions

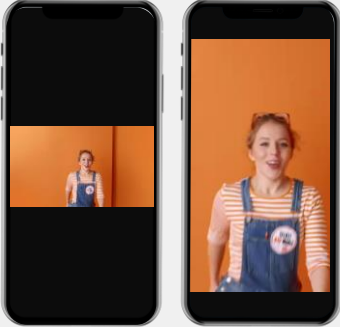
FOR
**VERTICAL
MOBILE USAGE**



VERTICAL SOLUTIONS

9:16 spot

CLICK & WATCH



VERTICAL VIDEO
Transforming 16:9 into 9:16

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.
- 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.

REQUIRED MATERIAL FOR CREATION

MANDATORY

- Existing 16:9 spot according to our General Video Ad Specifications for Physical Delivery.

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
- Existing Display Ads and Landing Pages

PROCEDURE

We check out your original 16:9 spot to decide whether a 9:16 adaption is possible (depending on dimension, elements and general story of the spot, and possibility to maintain the sense, message, legibility).

Smartstream.tv reserves the right to reject your spot for adaption. If your spot is suitable for adaption we produce a vertical video. 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.

2.4.1 Spot Optimizer – Interactive Solutions – Flow Ad

FOR MORE
**USER
INTERACTION**



INTERACTIVE SOLUTIONS

Spot with
activating elements



SCAN & WATCH



FLOW AD

Live Demo for Smartphone

GENERAL CONSIDERATIONS

Delivery: Flow Ads will be produced by Smartstream.tv.

Timing: Creative material / briefing must be delivered **at least 1 week prior to campaign start** to 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.

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 the ad (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
- Existing Display Ads and Landing Pages

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.

2.4.2 Spot Optimizer – Interactive Solutions - VPAID

FOR MORE
**USER
INTERACTION**



INTERACTIVE SOLUTIONS

Spot with
activating elements



CLICK & WATCH



INTERACTIVE AD

Overlay with multiple clickouts

Smartstream.tv 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. 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.