

TECHNICAL SPECIFICATIONS

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Overview

Product / Format	Applying Specs	Comment
Multiscreen	General Video Specifications	
X-TV	General Video Specifications	only available for german market
Bumper Ad	General Video Specifications	max. spot length 10'', mobile only
Dynamic Video Ad	Dynamic Ad Specs	produced inhouse, physical delivery only, timing 2 weeks
Interactive Video Ad	Interactive Ad Specs	
Programmatic Buying	General Video Specifications + Additional Requirements	

General Video Ad Specifications

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
- Recommended Size:** 818*460 px (16:9)
- File Size:** max. 10 MB
- Max. Spot Length:** 30'' (Bumper Ad: max. 10'')

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; FFmpeg 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.

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:	Valid impression tracking and click-through-URLs (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 resolution	Medium resolution	High resolution
Devices types	lower-end smartphones	tablets	desktop
Pixel (not mandatory)	~480*270	~816*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.*

Dynamic Ad

Please note that Dynamic Video Ads will be solely produced inhouse.

General Considerations

- Delivery:** Advertising material must be delivered **physically**. Please note our [General Video Ad Specifications for Physical Delivery](#).
- Timing:** Advertising material for Dynamic Video Ads must be delivered at least **2 weeks 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.

Layout Dynamic Section

Please provide a **mockup** with a **short description** of the behaviour and layout (imagery, logos etc.) of the endcard / overlay.

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.)
- Slogan

Optional

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

Interactive Ad

Smartstream.TV also supports Interactive Video Ads.

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