seven.one
MEDIA

Technical Specifications

March 2024

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GENERAL INFORMATION

DELIVERY AND TECHNICAL CHECK-UP

DELIVERY

- Advertising material should be forwarded solely via E-Mail to: 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:
  - o Briefing and layout with finalized wording
  - o Edited images
  - o 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.

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.

PREVIEWS

Previews before delivery of the campaign can't be created.

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	
Weight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	• 728x90 (Superbanner) • 160x600 (Skyscraper) • 300x250 (Medium Rectangle)
3rd Party	Possible
Streaming	• Only at 300x250, max. 30 Sek., only as 3rd Party, because video must be reloaded • Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user • Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	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	
Weight	• 728x90, 160x600, 300x250: Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB • 320x50, 728x90: Max. 70 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	• 728x90 (Superbanner) • 160x600 (Skyscraper) • 300x250 (Medium Rectangle) • 320x50 (Banner MEW)
3rd Party	Possible
Streaming	• Only at 300x250, max. 30 Sek., only as 3rd Party, because video must be reloaded • Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user • Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	• Click Command (or URL)

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	
Weight	90 KB JPG, GIF / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 only by Redirect
Dimensions	800x250 px (4:1)
3rd Party	Possible
Streaming	• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded • Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user • Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackinglpixel	Possible (only image pixels allowed)
Fallback	JPG or GIF
Required	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	
Weight	80 KB JPG, GIF / 200 KB as HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x600 px
3rd Party	Possible
Streaming	• Yes, only as 3rd Party, because video must be reloaded • Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user • Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	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	
Weight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x250
3rd Party	Possible
Streaming	• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded • Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user • Max. 2.5 MB can be reloaded.
Sound	Yes / Sound starts only on user interaction. An on/off button must be present
Trackingpixel	Possible (only image pixels allowed)
Required	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	
Format	MP4 / AVI / MOV / WMV / MPG
Ratio	16:9
Dimensions	640x360 px (recommended)
3rd Party	Yes, based on the VAST 2 standard
Sound	• Must be integrated into the video, i.e. all audio tracks must have sound. • Sound starts only on user interaction
Trackingpixel	Possible (only image pixels allowed)
Required	Click Command (or URL)
Notes	• Spot length max. 30 Sek., Recommendation: 20 Sek. (Spots > 30 Sek. only on request) • Product mainly multiscreen (desktop & MEW) bookable.
Note on production by SevenOne Media	Requirements: • A mockup with a short description, so we know exactly what links to where • Logos & image material as Photoshop file in 16:9 format, the higher the resolution the better • Video as mp4 • All fonts • Tracking and Click URLs

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	
Weight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimension	(Sticky)Wide Skyscraper 160x600
3rd Party	Possible
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Notes	For 3rd party delivery the sticky functionality must already be implemented in the script
Required	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	
Weight	Max. 40 KB / 200 KB HTML5 Redirect Initialload, Subload max. 2,5 MB
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	728x90
3rd Party	Possible
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	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".

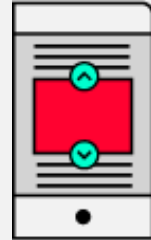Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Delivery at least 5 working days before campaign start.

Sitebar	
Weight	200 KB als HTML5 Initialload, Subload max. 2,5 MB
Format	HTML5 iFrame Redirect (no physical delivery)
Dimensions	300x600 px
3rd Party	Yes, with the following limitations: • Only from Sizmek, Flashtalking, Adform and Adition • The SitebarI should react responsively (Scales dynamically) • The Sitebar must react responsively and may not write itself out of the iframe • Advertising material may not leave the intended advertising space, i.e. it may not insert itself into the <body> or other HTML elements of the page • The Sitebar may not overlay or underlay any page elements • Access to the site (DOM) via Java Script not allowed • The delivery of the redirect is mandatory in one Tag • Sticky functionality must be set by the hosting provider • No technical support from SevenOne Media
Streaming	• Yes, max. 30 Sek., only as 3rd Party, only as 3rd Party, because video must be reloaded • Different video versions should be stored behind the video, which are played depending on the available bandwidth of the user • Max. 2.5 MB can be reloaded.
Sound	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	
Weight	70 KB
Format	JPG, GIF
Dimensions	320x480 px (or a multiple of that in a ratio of 1:1,5. Example: 640x960 px or 960x1440 px)
3rd Party	Yes, as VPAID within a VAST-Redirect URL
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Advertising labeling with a -W- mandatory: Placement not top right, but top left or bottom left or bottom right • Click Command (or URL)
Note	• Javascript is ONLY PROGRAMMATICALLY booking possible • If Video is included, it is an Outstream product

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.

- 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

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

Die 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 writeIn 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 HTMLelement.
- 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.
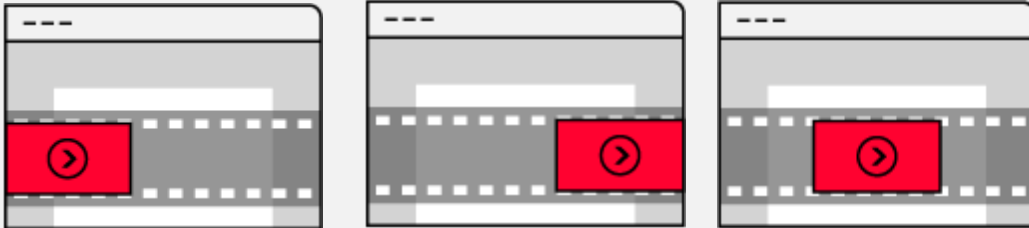- Users should be in the position to stop sound by simply making a further click.

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).

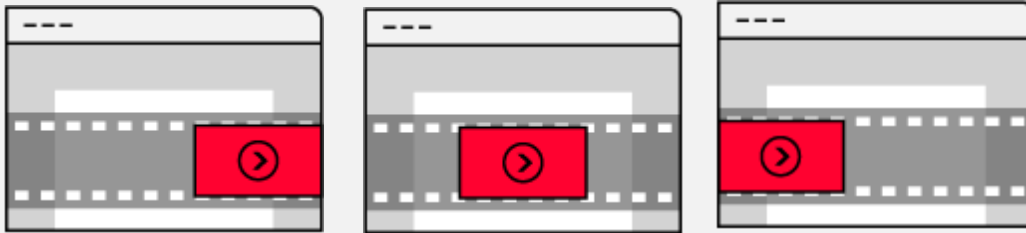Delivery at least 5 working days before campaign start.

Pre-/Mid-/Post-Roll - PHYSISCH	
Weight	Max. 500 MB
Format	MP4
Codec	h.264
Dimensions	1920x1080 Pixel recommended (Full HD)
Bitrate	Bitrate as high as possible (at least 3500 kbps)
Mezzanine File	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
Ratio	16:9
Sound	• Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported. • Audio Codecs: aac, vorbis, mp3, opus • Please adjust the volume level according to EBU-R128
Trackingpixel	Possible (only max. 3 image pixels allowed)
Required	Click Command (or URL)
Note	• Please deliver the video material in the best possible quality. • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • English videos are only allowed with German subtitles
Studio71 / YouTube	• 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 • Spot length for Studio71 / YouTube max. 20 sec. • The video can also be hosted on YouTube
Motive	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 – 3RD 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	
Weight	Max. 25 MB (per mediafile)
Format	MP4 (Other media nodes are not allowed)
Codec	h.264
Dimensions	1920x1080 Pixel recommended (Full HD)
Ratio	16:9
3rd Party	• Yes, based on the VAST 2 IAB standard (Javascript is not allowed) • VAST 4.1 (Javascript is only allowed for Open Measurement)
Quality steps: Bitrate and Dimensions	Recommended sequence of media files: - 750 kbps (854x480 Pixel) - 1500 kbps (854x480 Pixel) - 2500 kbps (1280x720 Pixel) - 3500 kbps (1920x1080 Pixel, Full HD)
Mezzanine File	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
Color mode	32-Bit
Framerate	25 fps
Sound	• Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported. • Please adjust the volume level according to EBU-R128
Note	• VAST must not contain any skip-tracking nodes <Tracking event="skip"> • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • Wrapper depth max. 3 • English videos are only allowed with German subtitles
Studio71 / YouTube	• 3rd Party Ad Serving (3PAS) is only allowed via: Google Doubleclick, Innovid, Extreme Reach, Adform.net, Flashtalking • Deviating from this, advertising material must be delivered physically (1st party). • VAST 4 and Vpaid is not possible • VAST Wrappers are not allowed • Spot length for Studio71/YouTube max. 20 sec.

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	
Weight	Max. 100 MB
Format	MP4
Dimensions	1920x1080 Pixel recommended (Full HD)
Ratio	16:9
Sound	• Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported. • Please adjust the volume level according to EBU-R128
Trackingpixel	Possible (only max. 3 image pixels allowed)
Required	Click Command (or URL)
Note	• Please deliver the video material in the best possible quality. • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • English videos are only allowed with German subtitles
Motive	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 – 3RD 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 – 3rd Party Redirect VAST 2.0	
Weight	Max.10 MB
Format	MP4 (Other media nodes are not allowed)
Dimensions	1024x576 Pixel (recommended) 16:9
3rd Party	Yes, based on the VAST 2 IAB standard (Java Script is not allowed)
Bitrate	Mediafiles Sequence: 750 kbps - 320 kbps - 1500 kbps
Color mode	32-Bit
Framerate	25 fps
Sound	• Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported. • Please adjust the volume level according to EBU-R128
Note	• VAST must not contain any skip-tracking nodes <Tracking event="skip"> • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • English videos are only allowed with German subtitles

INSTREAM VIDEO ADS

Mobile

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	
Weight	Max. 70 KB / 100 KB HTML5 Redirect • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	320x50 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• 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 • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL)
Device	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	
Weight	70 KB / 100 KB HTML5 Redirect • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	320x150 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL)
Device	Smartphones

MOBILE

MOBILE BANNER

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

MEW Banner	
Weight	70 KB / 100 KB HTML5 Redirect • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	728x90 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol. • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL)
Device	iPad

MOBILE

MOBILE BILLBOARD

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

MEW Billboard	
Weight	70 KB / 100 KB HTML5 Redirect • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	• 728x250 Pixel for iPad • 320x150 Pixel for iPhone
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol. • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL)
Device	iPad und iPhone

MOBILE

MEW RECTANGLE

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

MEW Medium Rectangle	
Weight	70 KB / 100 KB HTML5 Redirect • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x250 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol. • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL)
Device	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.
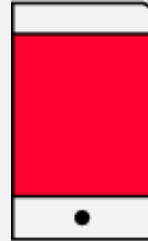
MEW Medium Rectangle

Weight	35 KB / 100 KB HTML5 Redirect • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	300x250 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol. • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL)
Device	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	
Weight	70 KB / 100 KB HTML5 (nur per Redirect) • In general, advertising media that exceed 100KB in total are only targeted on WLAN • A total volume of 500KB may generally not be exceeded.
Format	JPG, GIF / HTML5 (only by Redirect)
Dimensions	iPad: • Portrait 768x1024 Pixel • Landscape 1024x768 Pixel iPhone / Android: • Portrait 320x480 Pixel • Landscape 480x320 Pixel
3rd Party	JavaScript / HTML5
Streaming	No
Sound	No
Trackingpixel	Possible (only image pixels allowed)
Required	• Marking of advertising media: All advertising media must be clearly marked as advertising with the "-w-" symbol • The font color of -w- must be high-contrast and at least 9pt • Click Command (or URL) • 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.
Device	Smartphones
Display duration	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 avaliable 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>
```

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.
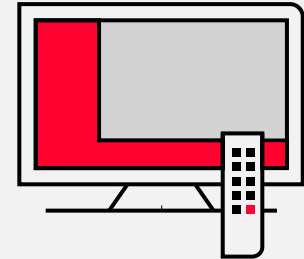
ADDRESSABLE TV

ADDRESSABLE TV

SWITCHIN XXL

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

Production:
Broadcaster space must be integrated into the Layout.

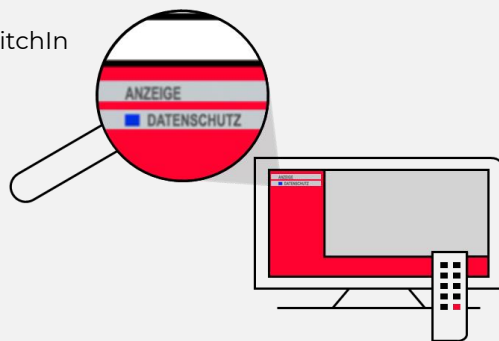| SwitchIn XXL	
Live TV (HbbTV)	
Weight	Static data: max. 80 kB
Format	jpg, png
	Animated gif: **No external delivery of animated SwitchIns.** Possible by arrangement with certified partners (cynapsis GmbH and teveo interactive GmbH) Animated gif data: max. 800 kB
Dimensions	284 x 720 pixel (B x H) +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

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

*SwitchIn

**CutIn

For more information see Addressable TV basic information:
https://www.seven.one/werbeprodukte/addressable-tv
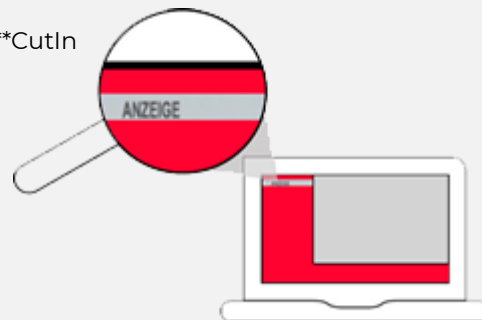
ADDRESSABLE TV

CUTIN

Important:
CutIn template (static) will be provided.
Delivery in two parts.

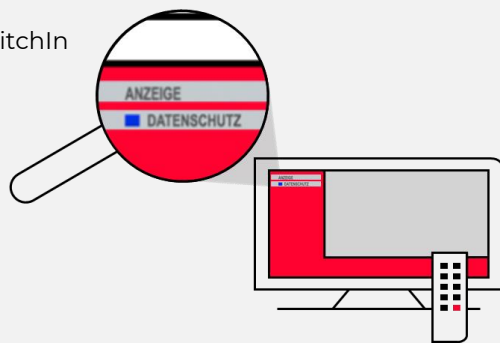Production:
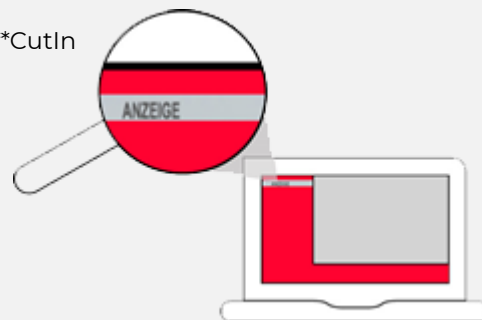Broadcaster space must be integrated into the Layout.

CutIn	
VOD (Desktop)	
Weight	Static data: max. 80 kB Animated gif data: max. 800 kB
Format	jpg, png, gif
Dimensions	284 x 720 pixel (B x H) + 996 x 160 pixel (B x H)
3rd Party / Redirect	Not possible
Trackingpixel	On server side > Whitelisting necessary (only one image pixel allowed)
ClickCommands	Click Command (or URL)
Mandatory labelling	Broadcaster space (Anzeige (advertising)**)

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

*SwitchIn

**CutIn

For more information see Addressable TV basic information:
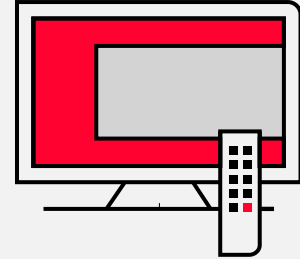https://www.seven.one/werbeprodukte/addressable-tv

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	
Weight	No external delivery
Format	No external delivery
Dimensions	Individual, TV image not smaller than 810 x 455 pixel
3rd Party / Redirect	Not possible
Layout / Animation	Animations possible on request
Trackingpixel	On server side > Whitelisting necessary
ClickCommands	Only static ClickCommands possible
Mandatory labelling	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
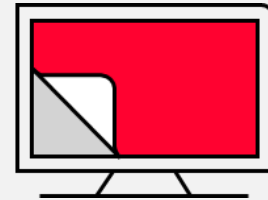
Technical inspection: After uploading the spot, you will receive an upload ID by email (if necessary with correction instructions). After correction please send this upload ID incl.customer name, campaign name, order No. and booking period to the following email: AdManagement@seven.one (programmatic bookings must be processed via ProgrammaticAdvertising@seven.one)

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

*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

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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	
Display resolution	1280 x 720 Pixel (B x H)
Safe Area (Microsite)	1200 x 680 Pixel (B x H)
HbbTV Navigation	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)
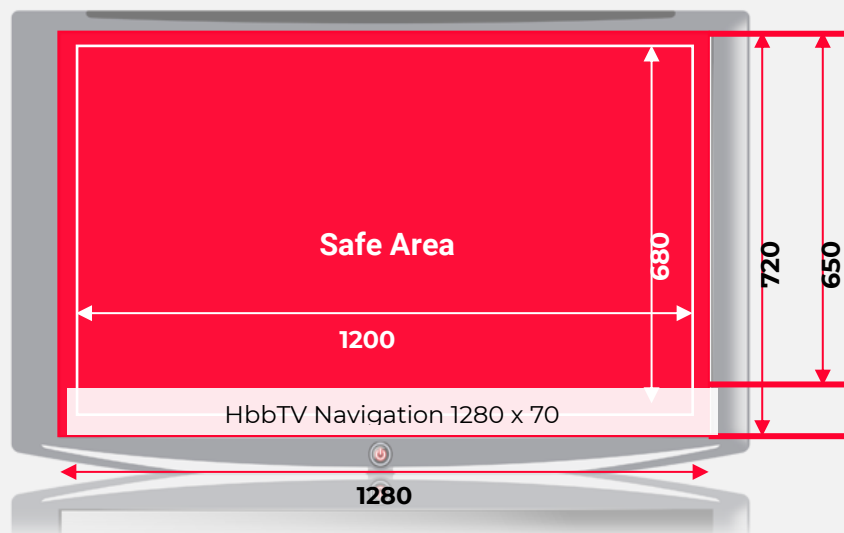
- The lower side area (1280 x 70 pixel) is reserved for the standard HbbTV navigation (= color button bar with 20% transparency)
- Using the color buttons of the remote control for interactions on the microsite is not permitted
- When browsing the microsite, the broadcast signal will be deactivated (TV audio track will not be available).

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

Content-Type	application/ce-html+xml
Charset	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
Pages	max. 8 pages	max. 10 pages
Picture Gallery	max. 8 pictures	max. 10 pictures
Video Gallery	max. 1 video	max. 3 videos

Scope of HbbTV Microsite (extern)

Pages	Free
Picture Gallery	Free
Video Gallery	Free

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

Support of Standards/ Functions

Flash	Not possible
Audio	Possible
Video	Possible

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

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

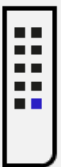| Green colour button	
Homepage (Dashboard)	SAT.1 SAT.1 GOLD ProSieben ProSieben MAXX kabel eins kabel eins DOKU sixx

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	
File format	MOV / AVI / WMV Video
Video uality	min. HD

Production / Delivery
- Video file: physical delivery 3 working days before campaign launch
- Imprint as text file

TV

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

PODCAST

PODCAST

AUDIO ADS

WICHTIG:
The ads can be delivered as single voice or dialog.

Audio	
Format	mp3 with at least 192 kbit or a WAV file with 44.1 kHz (uncompressed if possible)
Länge	20–30 Seconds
Lautstärke	-16 LUFS ± 2
Zählpixel	1x1 IMG (e.g. AdForm, Google 360, Adition), 3rd party pixel must support audio reporting and be able to identify multiple user agents to avoid geolocation issues and reporting inconsistencies
Hinweise	• For the highest possible speech intelligibility, make sure that the sound is delivered as dry as possible, i.e. without reverberation or similar reflections on the voice. • Your ad should sound native and authentic. Listeners should have the feeling that it is a recommendation from a friend. The advertising message works best when it is perceived as a natural extension of the content. • For a spot length of 20-25 seconds, we recommend a short briefing (60-80 words) that is limited to the most important points. The information can be better absorbed through a calm speaking style and does not disturb the listening experience. • Please avoid background music or SFX, as these can overshadow the advertising message. • Please note that the advertisement must comply with all legal requirements and must not contain any claims that can be refuted by statistics or other sources.

Für weitere Informationen siehe:
https://www.seven.one/portfolio/sevenone-audio

CONTACT

CONTACT

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