TECHNICAL SPECIFICATIONS

ONLINE VIDEO

Ads & Data

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MINIMUM VIDEO SPECIFICATIONS

FORMAT	DESKTOP / TABLET / MOBILE	BITRATE	MAX. WEIGHT	EXTENSIONS
InStream (pre/mid-roll)	1080 25fps (Progressive)	4 mbps	512 Mb	MP4
Outstream / InArticle	Min 640x 360 / Max 1920 x 1080	1,5 mbps	512 Mb	MOV/.MPEG/AVI/.WMV/.MKV/WebM/...

NETWORK	MAX AD LENGTH	SKIPPABLE
BVOD RON	Preroll: 15 sec / Midroll: 30 sec (please supply 2 materials*)	No
Shortform	Preroll: 24 sec	Yes, after 15 sec
BVOD VRT Max only	Preroll: 20 sec	No
BVOD Play only	Preroll: 15 sec / Midroll: 120 sec	No

* suitable for Ads & Data network and WMX: check pages 3 & 4

RECOMMENDATIONS

VAST / VPAID

- We accept VAST 4 or higher, if the video-file is compliant + Mezzanine and UniversalAd id must be presented.
- VPAID tags are not allowed. Contact us for more details.

3RD PARTY TRACKING ALLOWED FOR

- **ImpressionTracker**: To measure the number of impressions.
- **Clicktracker**: To measure the number of clicks.

Destination URL, impression trackers and click trackers must be delivered in the same e-mail as the material, in a text file.

VIDEOMATERIAL

The video will be uploaded in Google Ad Manager.

Respect the program loudness: integrated -23 LUFS, following the R128 norm.

The following codecs/containers for audio and video are supported:
- Video   : AVC (min. 4000 kbps)
- Audio   : AAC (48 kHz / min 128 kbps)
- Container   : MP4
- Frame rate   : 25 fps
- Frame type   : Progressive (interlaced NOT allowed)

VIDEO SPECIFICATIONS

PRODUCT	FORMATS	TAG TYPE	MAX DURATION	NOTES
YouTube Non-Skip (480 x 360)	1x1x, VAST 2.0/3.0, H.264 / .MP4	1x1, VAST 2.0/3.0	20 sec	**Must be** SSL compliant (e.g. contains "https")
YouTube Bumper (480 x 360)	1x1x, VAST 2.0/3.0, H.264 / .MP4	1x1, VAST 2.0/3.0	6 sec	

RECOMMENDATIONS

VAST / VPAID

- VAST 2, 3 or higher are not allowed, if the video-file is compliant.
- VPAID tags are not allowed. Contact us for more details.
- Skip button is only required for Skip creative tags.

3RD PARTY TRACKING ALLOWED FOR

- **ImpressionTracker**: To measure the number of impressions.
- **Clicktracker**: To measure the number of clicks.

Destination URL, impression trackers and click trackers must be delivered in the same e-mail as the material, in a text file.

PLAYER SPECIFICATIONS

- Client built
- **Maximum file size**: 10 MB
- **Aspect Ratio**: 16:9 or 4:3
- **Bit Rate**: Must contain at least one file under 1000 kbps
- **FPS**: 30
- **Audio format**: AAC

MEDIA FILES

- Minimum of 2 media files, 16:9 of 4:3 aspect reatios are acceptable.
- 720p or below is required, 1080p is recommended.

APPROVED VENDORS

We can only work with the below YouTube approved vendors:
- Innovid, Extreme Reach, Adform, Flashtalking, Google (Campaign Manager 360)
- Sizmek (Note: Tracking may not work. While they are approved to use they are not supported by Google).

If your Vendor is not listed, we will request that they be removed from the tag. Using an unlisted vendor will cause the ad to not deliver.

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DELIVERY ADDRESS

All material should be sent to **digitaladvertising@adsanddata.be**.

DELIVERY DELAY

→ Standard: 3 business days before the start of the campaign.

This deadline has been set to ensure that your campaign starts on schedule.

DELIVERY SHOULD INCLUDE

→ All necessary creatives.
→ Active destination URL's.
→ If applicable, detailed instructions on how material should run.

FEEDBACK

→ Will be given within 24 hours after reception.
  If material does not meet requirements, procedure will restart.

ATTENTION

→ Any commercial communication about sugary sweets
  must show «a stylised image of a toothbrush»

3RD PARTY DELIVERY

→ All active HTTPS 3rd party tags are accepted.
→ All assets loaded by the 3rd party tag must be HTTPS as well.

CONTACT

🌐 www.adsanddata.be

in www.linkedin.com/company/adsanddata

digitaladvertising@adsanddata.be