

# ADDRESSABLE TV SPECIFICATIONS

AD FORMATS & MICROSITES

Date: 01 February 2024





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# ADDRESSABLE TV SPECIFICATIONS

## General Information





# Technical Specifications



## General notes

- **Advertising material:** delivered always as one file, for JPG with a black background
- **Dimension:** please see the information provided for each individual advertising format
- **File Size:** dependent on ad format
- **Third-Party-Redirect:** no
- **Third-Party Tracking:** generally possible via smartclip anonymization proxy for impressions and clicks
- **Requirement:** the smartclip anonymization proxy is not recognized as “fraud”. For this purpose, the proxy user agent (“smartclip-atv”) must be allowed on the tracking provider’s side. Click trackers may contain redirects to target pages.
- **„Yellow Button” interaction:** Click-to-Microsite and Click-to-Video, maximum length of 55 seconds. All ad formats can be used with or without interaction as a pure branding format.
- **Programmatic campaigns:** (d-force): please note that different specifications may apply for programmatic campaigns



## Mandatory requirements for all Display Advertising Formats (Switch In-types)

- Advertising disclaimer
  - all display formats must include a clearly visible/readable disclaimer labelling the advertisement “Anzeige”
  - font size minimum of 22px, typeface Helvetica
  - background monochrome; font color must stand out clearly from background color
  - elements in the immediate surrounding (e.g. yellow button) must not be larger than the advertising label “Anzeige”
- AdA blue button with the label “Datenschutz” (data privacy) must be included
- Relevant logos and texts may not be placed in the safe area (45x25px) and only at a sufficient distance from the advertising label “Anzeige”



# Technical Specifications

## + Additional requirements for interactive advertising materials

- Interactive ads must include a "Yellow Button" with an appropriate call-to-action
- Click-to-Video:
  - The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now"
  - Maximum video length of 55 seconds

## + Animation

- Delivery as animated GIF or VPAID.
- Simple animations can be realized using the GIF format (max. 700 KB), but with a maximum of 10 fps. Real moving images are not supported in Switch In formats. Delivery is restricted to specialized and experienced developers only
- Complex animations should be represented using a VPAID. Delivery only through certified service providers
- For quality assurance and due to the special requirements in the HbbTV environment, we strongly recommend implementation with specialized and experienced developers, regardless of the format. For further information (costs, required materials, and contact details), please reach out to the Digital Ad Special Team: [DAS-angebote@ad-alliance.de](mailto:DAS-angebote@ad-alliance.de)



## Delivery and Lead Times

### + Delivery of advertising material

- Minimum of 5 working days before campaign start
- Minimum of 10 working days before campaign start for dynamic ads based on external data sources (e.g. weather targeting)

### + Delivery of Microsites/ Ad Alliance Template

- minimum of 10 working days before campaign start (all assets, e.g. videos, static imagery)
- the production based on the template, technical control and go-live (via the infrastructure of our technical partner smartclip) is carried out by the Ad Alliance



# Special instructions for OTC Products, casino-/betting companies & social ads

## + OTC

- Please note: as of December 27, 2023, a new textual requirement applies to the OTC mandatory disclosure
- For ATV ad formats with a spot, the requirements for TV commercials apply accordingly
- ATV Display ad formats must also include the mandatory notice. The creative form of how it is displayed (whether permanently or at the end) is at the discretion of the advertiser
- As of January 2022 veterinary medicinal products are no longer subject to the HGW regulation (German law governing the advertising of medicinal products for human use.) and require no OTC mandatory notice anymore

## + Casino- and Betting companies

- The following mandatory notices must be permanently displayed in the advertising material: addiction notice, addiction help center, age notice

## + Social Ads

- A clearly readable note on the client and third-party funding must be placed in the advertising material for at least 3 seconds
- The type of presentation varies slightly depending on the ATV ad format:

<ul style="list-style-type: none"> <li>+ Switch In XXL</li> <li>+ Switch In Masthead</li> <li>+ Switch In Zoom</li> </ul>	<ul style="list-style-type: none"> <li>+ Switch In Spot</li> <li>+ Switch In Bumper</li> </ul> <p>(Changed regulation, valid since December 11, 2023)</p>	<ul style="list-style-type: none"> <li>+ ATV-Spot</li> </ul> <p>(Changed regulation, valid since December 11, 2023)</p>
<p>A minimum 3-second note on the client and third-party financing must be included in the advertising material.</p>	<p>A minimum 3-second note on the client and third-party financing must be placed at the top of the spot.</p>	<p>A minimum 3-second note on the client and third-party financing must be placed at the top of the spot.</p>



## Additional Information

Ad Alliance reserves the right to stop the delivery of advertising material or microsites if:

- Complaints from viewers / users arise following the start of the campaign
- It subsequently turns out that the advertising material or the microsites disrupt or impair the performance or use of the TV programming
- The advertising media or the microsite mislead the viewer / user
- Any part of the ad (including the display file, video or microsite) does not comply with the regulations or applicable law

In case of any interrupted delivery, there will be immediate contact with the client/agency to resume the delivery of the campaign as quickly as possible.



# ADDRESSABLE TV SPECIFICATIONS

## ATV Advertising Formats





# Switch In XXL

## Specifications (1/2)

- + **File Type:** PNG or JPG
- + **Dimensions:** 284x720px + 996x160px, delivery as one file (!).
- + **Max. File Size:** 250 KB
- + **Display Duration:** 10 seconds
- + **Download Template:** [Switch In XXL](#)

### Interaction Options

- + Pure branding format without interaction
- + Click-to-Video
- + Click-to-Microsite

### Mandatory Specifications for all Display Ads

- + The advertising disclaimer 'Anzeige' and the data privacy disclaimer 'Datenschutz' are pre-defined in the template and must be included as depicted
- + No relevant information such as logos or text may be placed within the safe area or within the navigation bar





# Switch In XXL

## Specifications (2/2)

### Animation

- + GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers
- + Complex animations should be represented using a VPAID, delivery only through certified service providers
- + In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices

### Additional Specifications for Interactive Ads

- + Interactive ads must include a "Yellow Button" with an appropriate call-to-action
- + Click-to-Video
  - The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now"
  - Maximum video length of 55 seconds





# Switch In XXL

## Examples



Switch In XXL with Yellow Button Interaction



Switch In XXL as a pure branding ad without interaction





## Switch In XXL Extended Specifications (1/2)

Animation mandatory!

- + **File type:** GIF or VPAID, animation mandatory, delivery only through certified service providers, see next slide
- + **Dimensions:** 1280x720px, delivery as one file!
- + **Display Duration:** 15 seconds
- + **Max. File Size:** 700 KB
- + **Download Template:** [Switch In XXL](#)

### Interaction Options

- + Pure branding format without interaction
- + Click-to-Video
- + Click-to-Microsite

### Mandatory Specifications for all Display Ads

- + The advertising disclaimer 'Anzeige' and the data privacy disclaimer 'Datenschutz' are pre-defined in the template and must be included as depicted
- + No relevant information such as logos or text may be placed within the safe area or within the navigation bar





## Switch In XXL Extended Specifications (2/2)

### Animation

- + GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers
- + Complex animations should be represented using a VPAID, delivery only through certified service providers
- + In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices

### Additional Specifications for Interactive Ads

- + Interactive ads must include a "Yellow Button" with an appropriate call-to-action
- + Click-to-Video
  - The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now"
  - Maximum video length of 55 seconds





# Switch In XXL Extended

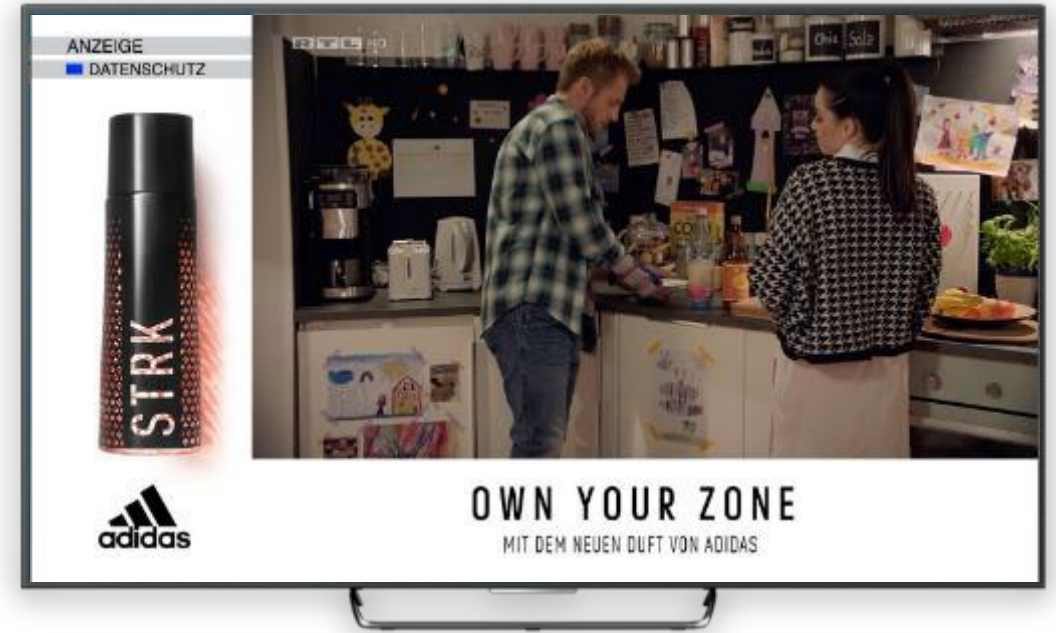
## Examples



Switch In XXL Extended with Yellow Button Interaction



Switch In XXL Extended as a pure branding ad without interaction





## Switch In Zoom Specifications (1/2)

- + **File Type:** JPG, PNG
- + **Dimensions:** 1280x720px, delivery as one file! (The TV picture measures 896x504px)
- + **File Size:** 250 KB (static GIF); 700 KB (animated GIF, please also see next page "Animations")
- + **Download Template:** [Switch In Zoom](#)

### Interaction Options

- + Pure branding format without interaction.
- + Click-to-Video
- + Click-to-Microsite

### Specifications for all Display Ads

- + The advertising disclaimer 'Anzeige' and the data privacy disclaimer 'Datenschutz' are pre-defined in the template and must be included as depicted
- + No relevant information such as logos or text may be placed within the safe area or within the navigation bar







## Switch In Zoom Specifications (2/2)

### Animation

- + GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers
- + Complex animations should be represented using a VPAID, delivery only through certified service providers
- + In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices

### Additional Specifications for Interactive Ads

- + Interactive ads must include a "Yellow Button" with an appropriate call-to-action
- + Click-to-Video
  - The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now"
  - Maximum video length of 55 seconds



# Switch In Zoom

## Examples



Switch In Zoom with Yellow Button Interaction



Switch In Zoom as a pure branding ad without interaction





## Switch In Masthead Specifications (1/2)

- + **File Type:** PNG oder JPG
- + **Dimensions:** 1280x720px, delivery as one file! (The TV picture measures 896x504px)
- + **File Size:** 250 KB (static GIF); 700 KB (animated GIF, please also see next page "Animations")
- + **Download Template:** [Switch In Masthead](#)

### Interaction Options

- + Pure branding format without interaction.
- + Click-to-Video
- + Click-to-Microsite

### Specifications for all Display Ads

- + The advertising disclaimer 'Anzeige' and the data privacy disclaimer 'Datenschutz' are pre-defined in the template and must be included as depicted
- + No relevant information such as logos or text may be placed within the safe area or within the navigation bar





## Switch In Masthead Specifications (2/2)

### Animation

- + GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers
- + Complex animations should be represented using a VPAID, delivery only through certified service providers
- + In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices

### Additional Specifications for Interactive Ads

- + Interactive ads must include a "Yellow Button" with an appropriate call-to-action
- + Click-to-Video
  - The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now"
  - Maximum video length of 55 seconds



# Switch In Masthead

## Examples

### Switch In Masthead as a pure branding ad





## Switch In Bumper Specifications

- + **Video Type:** MP4, H.264
- + **Image Size:** 1980x1080px
- + **Framerate:** 25fps
- + **Profile:** 4.0 high, optimized for web
- + **Bitrate:** 192/2000 KBit/s min. a/v Bitrate
- + **Loudness:** ~-23 LUFS (look at: [Loudness](#))
- + **Spot Length:** 6 seconds



# Switch In Bumper Examples

## Switch In Bumper as a pure branding ad





## Switch In Spot Specifications

- + **Video Type:** MP4, H.264
- + **Image Size:** 1980x1080px
- + **Framerate:** 25fps
- + **Profile:** 4.0 high, optimized for web
- + **Bitrate:** 192/2000 KBit/s min. a/v Bitrate
- + **Loudness:** ~-23 LUFS (look at: [Loudness](#))
- + **Spot length:** depending on the order (regularly 10 seconds)





# Switch In Spot Examples



Switch In Spot with Yellow Button Interaction



Switch In Spot as a pure branding ad without interaction





## ATV Spot

### Specifications (HbbTV & CTV)

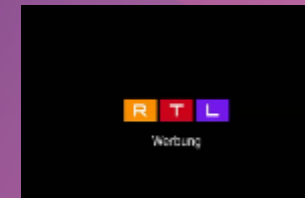
- + **Video Type:** MP4, H.264
- + **Image Size:** 1920x1080px
- + **Frame Rate:** 25fps
- + **Profile:** 4.0 high, optimized for web
- + **Bit Rate:** 192/5000 KBit/s min. a/v Bitrate
- + **Loudness:** ~-23 LUFS (look at: [Loudness](#))
- + **Spot Length:** 10, 15, 20, 25, 30 seconds (standard)
- + **Not clickable**

Linear



TV-Spot

ATV



ATV Spot

# ADDRESSABLE TV SPECIFICATIONS

## Click-to-Video

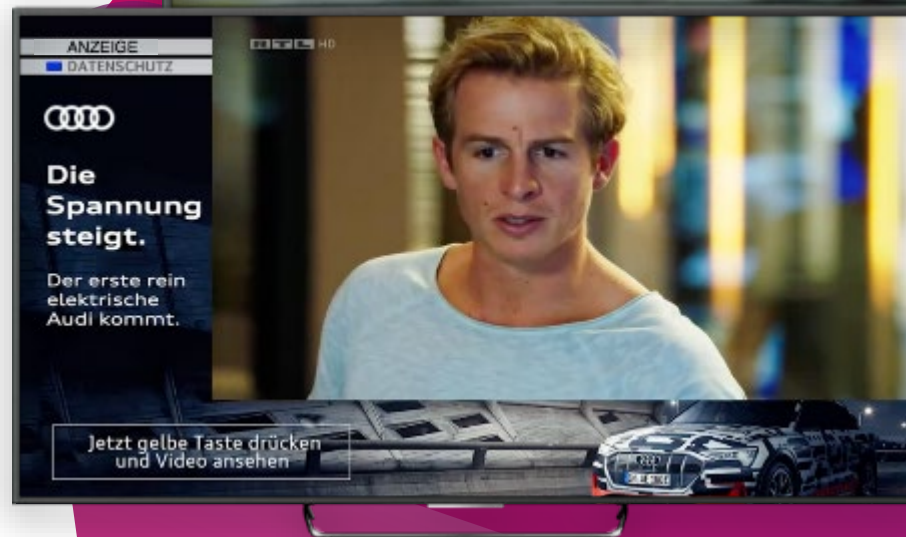
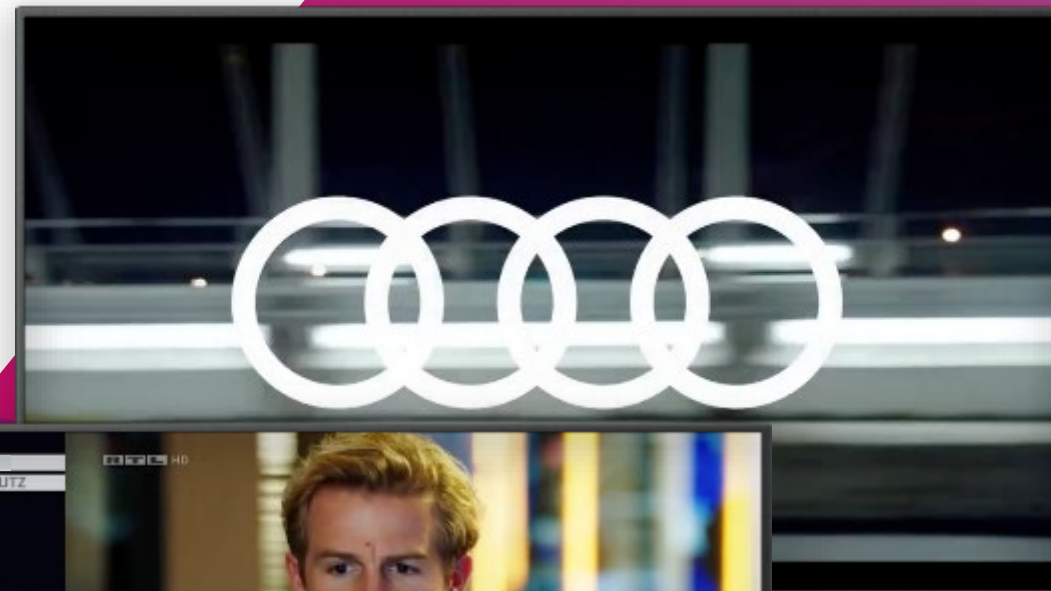




## Click-to-Video

### Specifications and example

- + **Video Type:** MP4, H.264
- + **Image Size:** 1920x1080px
- + **Frame Rate:** 25fps
- + **Profile:** 4.0 high, optimized for web
- + **Bit Rate:** 192/2000 KBit/s min. a/v Bitrate
- + **Loudness:** ~-23 LUFS (look at: [Loudness](#))
- + **Spot length:** max. 55 seconds
- + Videos of 55 seconds or longer must be implemented via microsite



# ADDRESSABLE TV SPECIFICATIONS

## Microsites





## Click-to-Microsite Requirements and Workflow

- + Addressable TV microsites must comply with the HbbTV / CE-HTML standard.
- + The development of HbbTV microsites requires appropriate know-how and access to HbbTV devices for development and testing
- + All microsites are hosted on the Ad Alliance infrastructure and undergo a technical check on various TV sets before going live

### Recommendation: Development of Microsites with Ad Alliance Templates

- + Ad Alliance enables the production of microsites based on standardized templates
- + The lead time and implementation effort can thus be minimized to 5-10 days

### **External Development of Microsites (Custom Microsites)**

- + Generally, external service providers can undertake the development of microsites
- + Ad Alliance tests all microsites on various HbbTV devices to ensure error-free operation
- + Ad Alliance takes no responsibility for delays arising from improperly delivered microsites



## Microsites

### „Quick & Easy“ Templates

- + **Ad Alliance offers standardized templates for quick and simple microsite implementation**
  - Template „Basic Microsite“
  - Template „Advanced Microsite“ with a gallery
  
  - Graphics, videos, and images should adhere to the specified requirements upon delivery
  - The implementation, technical monitoring, and deployment of the microsite is carried out by Ad Alliance
  - Tracking and reporting are conducted by Ad Alliance (using the smartclip tool "Matomo")
  - 5-10 business days from delivery to going live
  
- + **Premium Features**
  - Integration of additional dynamic elements (such as external databases, dealer search, contests, etc.) is possible after consultation



## Template “Microsite Basic”

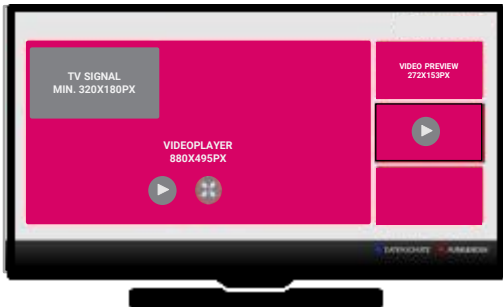
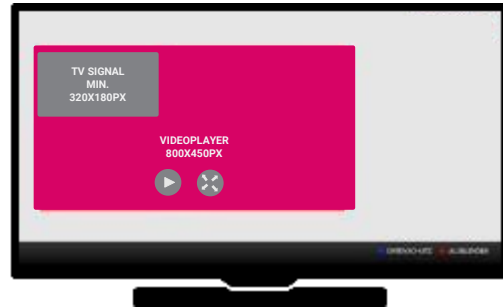


- + Ideal for the communication of additional product information by integrating links, QR codes, hotlines, contact information etc.
- + The TV picture is integrated on the microsite, so that the viewer can still follow the TV program
- + **Download Template:** [Microsite Template](#)





# Templates „Advanced Microsites“ with Video-/ Picture Gallery Examples



- + Flexible number of images or videos
- + Vertical or horizontal arrangement of the navigation
- + The TV picture is integrated on the entry page of the microsite and disappears upon viewer interaction
- + **Download Template:** <https://bit.ly/2XG4tfd>



# Template „Advanced Microsite“ with Video Gallery

## Example

TV-signal





# Microsite Templates Specifications

- + **Template „Basic Microsite“**
  - Background image: 1280x720px, PNG or JPG, max. 200 KB, consider safe area, consider navigation bar: 1280x84px.
  - Consider space for the TV program window with a minimum of 320x180px (positioning variable)
  
- + **Template „Advanced Microsite“ – Picture Gallery**
  - Background image: 1280x720px, PNG or JPG, max. 200 KB, consider safe area, consider navigation bar: 1280x84px,
  - consider space for TV signal: at least 320x180px (positioning variable)
  - Images for image gallery (PNG or JPG, max. 200 KB)
  - Thumbnail images (PNG or JPG, max. 100 KB)
  - Focus/highlight color
  
- + **Template „Advanced Microsite“ – Video Gallery**
  - Background image: 1920x1080px, PNG or JPG, max. 200 KB, consider navigation bar: 1280x84px
  - Consider space for TV signal: at least 320x180px (positioning variable)
  - Videos (MP4, H.264, 1280x720px, 25fps, Profile 4.0 high, 192/1800 KBit/s min. a/v bitrate, web optimized, loudness ~-23 LUFS - see <https://bit.ly/2tLtyat>)
  - Preview images (PNG or JPG, max. 100 KB)
  - Focus/highlight color



## **Delivery of Advertising Material and Communication During the Campaign**

### **Addressable TV Campaign Management**

**Contact:** [atv-campaign@ad-alliance.de](mailto:atv-campaign@ad-alliance.de)

### **Additional Information**

Ad Alliance reserves the right to stop the delivery of advertising material or microsites if:

- Complaints from viewers / users arise following the start of the campaign
- It subsequently turns out that the advertising material or the microsites disrupt or impair the performance or use of the TV programming
- The advertising media or the microsite mislead the viewer / user
- Any part of the ad (including the display file, video or microsite) does not comply with the regulations or applicable law

In case of any interrupted delivery, there will be immediate contact with the client/agency to resume the delivery of the campaign as quickly as possible.

# CONTACT

# INFORMATION



Die Ad Alliance GmbH handelt im eigenen Namen und auf Rechnung des jeweiligen Vermarkters  
IP Deutschland GmbH | Gruner + Jahr GmbH, G+J Electronic Media Sales GmbH | smartclip Deutschland GmbH und/oder  
SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG.

Es gelten die Allgemeinen Geschäftsbedingungen der Ad Alliance GmbH,  
abrufbar unter [www.ad-alliance.de/agb](http://www.ad-alliance.de/agb).

Für den Vermarkter Media Impact GmbH & Co. KG handelt die Ad Alliance GmbH  
als Dienstleister und im Namen und für Rechnung der Media Impact GmbH & Co. KG.  
Es gelten die jeweiligen Allgemeinen Geschäftsbedingungen der Media Impact GmbH & Co. KG, abrufbar unter:  
[www.mediaimpact.de/de/agb](http://www.mediaimpact.de/de/agb), es sei denn es ist anders gekennzeichnet.