

Technical Specification Sheet Zattoo Online Advertising 2018



WEB						
Ad placement	File type	Dimension (Pixel)	File Size	Spot length	Audio	additional info
Start Up Ad	Video: *.MP4 Redirect: VAST 3, VPAID JS	4:3 (e.g. 480x360 up to 1280x960) or 16:9 (e.g. 480x270 up to 1280x720)	max. 8 MB for VAST redirects. No limit for files	30 sec recommended	Must be included in the video creative Maxium level of audio signals: Zattoo recommends EBU R 128	Trackable with clickcommand and impressioncounter or as a TAG
Video Pre-Roll (Channel Switch Ad) or Video Mid-Roll	Video: *.MP4 Redirect: VAST 3, VPAID JS	4:3 (e.g. 480x360 up to 1280x960) or 16:9 (e.g. 480x270 up to 1280x720)	max. 8 MB for VAST redirects. No limit for files	25 sec recommended	Must be included in the video creative Maxium level of audio signals: Zattoo recommends EBU R 128	Trackable with clickcommand and impressioncounter or as a TAG
IAB Leaderboard	Static/Animated: *.GIF, *.JPG Rich Media: HTML5	728x90	max. 300 KB	-	-	Trackable with clickcommand and impressioncounter or as a TAG
IAB Billboard	Static/Animated: *.GIF, *.JPG Rich Media: HTML5	970x250	max. 800 KB	-	-	Trackable with clickcommand and impressioncounter or as a TAG
TV Side Ad (IAB Medium Rectangle)	Static/Animated: *.GIF, *.JPG Cube: HTML5 or 4x *.JPG	300x250	Video: 8 MB Banner: 300 KB	120 sec	Default is "off" - User can turn it on	Trackable with clickcommand and impressioncounter or as a TAG
SPECIALS						
Landing Page Skyscraper	Static: *.GIF, *.JPG Animated: *.GIF	160x600	max. 300 KB	-	-	Trackable with clickcommand and impressioncounter or as a TAG
Sponsored Button	Static image: *.GIF, *.JPG	on request	-	-	-	-
Branded Channel	-	on request	-	-	-	On request

SMARTPHONE, TABLET & SMART TV, SET-TOP-BOXES (BIG SCREEN)						
Ad placement	File type	Dimension (Pixel)	File Size	Spot length	Audio	Additional info
Video Pre-Roll (Channel Switch Ad) or Video Mid-Roll	Video: *.MP4 Redirect: VAST 3	4:3 (up to 1440x1080) 16:9 (up to 1920x1080)	max. 3 MB for VAST redirects. No limit for files	25 sec recommended	Must be included in the video creative Maxium level of audio signals: Zattoo recommends EBU R 128	Video compression: H.264 Baseline Profile, 250Kbps. Landing page has to be optimized for mobile. trackable with clickcommand and impressioncounter or as a TAG
Mobile Prestitial (Interstitial / Splash Ad)	Static: *.GIF, *.JPG Animated: *.GIF Rich Media: HTML5	786x1024 / 1024x786 Tablet 320x480 / 480x320 Smarthpone Cube Ad: 4x 300x250	max. 100 KB	-	-	Landing page has to be optimized for mobile. trackable with clickcommand and impressioncounter or as a TAG
Mobile Billboard / Leaderboard	Static: *.GIF, *.JPG Animated: *.GIF Rich Media: HTML5	728x90, 930x180	max. 100 KB	-	-	Landing page has to be optimized for mobile. trackable with clickcommand and impressioncounter or as a TAG
Medium Rectangle	Static: *.GIF, *.JPG Animated: *.GIF Rich Media: HTML5 Cube: HTML5 or 4x *.JPG	300x250	max. 100 KB	-	-	Landing page has to be optimized for mobile. trackable with clickcommand and impressioncounter or as a TAG
Mobile Banner	Static: *.GIF, *.JPG Animated: *.GIF Rich Media: HTML5	320x50, 320x75, 320x100	max. 30 KB	-	-	Landing page has to be optimized for mobile. trackable with clickcommand and impressioncounter or as a TAG

DYNAMIC AD INSERTION (SERVER SIDE AD INSERTION), ALL DEVICES						
Ad placement	File type	Dimension (Pixel)	File Size	Spot length	Audio	Additional info
DAI (Video Mid-Roll)	Video: *.MP4 Redirect: VAST 3	16:9, min. 1024x576, recommended 1280x720 (up to 1920x1080)	max. 8 MB for VAST redirects. No limit for files	25 sec recommended	Must be included in the video creative Maxium level of audio signals: Zattoo recommends EBU R 128	Server-side tracking, not clickable

- The URL of the landing page has to be delivered separately.
- Please deliver the ad or ad-tags at the latest 3 working days before campaign start
- Send video files in the best available quality. Zattoo will take care of transcoding
- An extra fee of 10% is charged for videos longer than 25 seconds
- Please provide us for every banner / Video spot with a clickcommand and impressioncounter (1x1 Viewpixel)
- There's no Click Through supported on Smart TVs for technical reasons