

Technical Specification Sheet Zattoo Online Advertising



| 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