

Video						
WEB						
Ad placement	File type	Dimension (Pixel)	File Size	Spot Length	Audio loudness	Additional info
Video Pre-Roll (Channel Switch Ad & Startup Ad) or Video Mid-Roll	Video: avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv Redirect: VAST 2,3 & 4, VPAID JS	4:3 (up to 1440x1080) 16:9 (up to 1920x1080)	max. 8 MB for VAST redirects. Hosted and transcoded by us max 1GB	skippable after 15 seconds	EBU R 128, -23 LUFS ±0.5 LU with loudness range 7 LU	Trackable with clickcommand and impressioncounter or as a TAG
SMARTPHONE, TABLET						
Ad placement	File type	Dimension (Pixel)	File Size	Spot Length	Audio loudness	Additional info
Video Pre-Roll (Channel Switch Ad) or Video Mid-Roll	Video: *.MP4 Redirect: VAST 2,3 & 4	4:3 (up to 1440x1080) 16:9 (up to 1920x1080)	max. 3 MB for VAST redirects. Hosted and transcoded by us max 1GB	skippable after 15 seconds	EBU R 128, -23 LUFS ±0.5 LU with loudness range 7 LU	Trackable with clickcommand and impressioncounter or as a TAG. 3rd Party Viewability tracking is not possible. VPAID TAG's need to provide at least 1 fallback mp4 mediafile.
CTV, SET-TOP-BOXES (BIG SCREEN)						
Ad placement	File type	Dimension (Pixel)	File Size	Spot Length	Audio loudness	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. 8 MB for VAST redirects. Hosted and transcoded by us max 1GB	skippable after 15 seconds	EBU R 128, -23 LUFS ±0.5 LU with loudness range 7 LU	Not clickable
DYNAMIC AD INSERTION (SERVER SIDE AD INSERTION), ALL DEVICES						
Ad placement	File type	Dimension (Pixel)	File Size	Spot Length	Audio loudness	Additional info
DAI	Video: *.MP4 Redirect: VAST 2 & 3	16:9, min. 1024x576, recommended 1920x1080	max. 8 MB for VAST redirects. Hosted and transcoded by us max 1GB	up to 60 seconds	EBU R 128, -23 LUFS ±0.5 LU with loudness range 7 LU	Server-side tracking, Not clickable

Important Info
<ul style="list-style-type: none"> - 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 - 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 - in CH all Prerolls & Midrolls are skippable after 15 seconds

Display						
WEB						
Ad placement	File type	Dimension (Pixel)	File Size	Spot Length	Audio	Additional info
IAB Billboard	Static/Animated: *.GIF, *.JPG Rich Media: HTML5	970x250, 994x250	max. 800 KB	-	-	Trackable with clickcommand and impressioncounter or as a TAG
Half Page Ad	Static/Animated: *.GIF, *.JPG Cube: HTML5 or 4x *.JPG	300x600	max. 800 KB	-	-	Trackable with clickcommand and impressioncounter or as a TAG
IAB Skyscraper	Static/Animated: *.GIF, *.JPG Rich Media: HTML5	160x600	max. 300 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	Banner: 300 KB	-	-	Trackable with clickcommand and impressioncounter or as a TAG
SPECIALS						
Branding Day	Static image: *.GIF, *.JPG	on request	-	-	-	-
Branded Channel	-	on request	-	-	-	On request
SMARTPHONE, TABLET						
Ad placement	File type	Dimension (Pixel)	File Size	Spot Length	Audio	Additional info
Mobile Prestitial (Interstitial / Splash Ad)	Static: *.GIF, *.JPG Animated: *.GIF Rich Media: HTML5	768x1024 / 1024x768 Tablet 320x480 / 480x320 Smartphone Cube Ad: 4x 300x250	max. 100 KB	-	-	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	-	-	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	-	-	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	-	-	Trackable with clickcommand and impressioncounter or as a TAG

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