

Technical specification sheet Zattoo online advertising



DISPLAY						
Ad placement	File type	Dimension (Pixel)	Weight	Spot length	Audio	additional info
Start Up Ad	Video: *.FLV (Flash Video) Banner: *.SWF (Flash)	4:3 e.g. 480x360 up to 1280x960 16:9 e.g. 480x270 up to 1280x720	max. 8 MB	max. 30 sec	Must be included in the Video / flash creative	-
Channel Switch Ad	Video: *.FLV (Flash Video) Banner: *.SWF, *.GIF, *.JPG	4:3 e.g. 480x360 up to 1280x960 16:9 e.g. 480x270 up to 1280x720	max. 8 MB	max. 20 sec	Must be included in the Video / flash creative	-
TV Side Ad	Video: *.FLV (Flash Video) Banner: *.SWF, *.GIF, *.JPG	300x250	Video: 8 MB Banner: 300 KB	120 sec	Default is "off" - User can turn it on	-
Premium TV Side Ad	Video: *.FLV (Flash Video) Banner: *.SWF, *.GIF, *.JPG	300x250	Video: 8 MB Banner: 300 KB	300 sec	Default is "off" - User can turn it on	-
TV Frame Ad	Static image: *.GIF, *.JPG	1237x866 (Max. 10% on each site)	max. 300 KB	-	-	-
Sponsored Button	Static image: *.GIF, *.JPG	148x90	30 KB	-	-	-
Branded Channel	-	on request	-	-	-	on request

MOBILE (iPhone / iPad)						
Ad placement	File type	Dimension (Pixel)	Weight	Spot length	Audio	additional info
Channel Switch Ad	Video: *.MP4 (Video)	4:3 e.g. 432x320 16:9 e.g. 480x272	max. 700 KB	max. 20 sec	AAC-LC, mono, 32Kbps.	Video compression: H.264 Baseline Profile, 250Kbps. landing page has to be optimized for mobile
Mobile Banner	Static image: *.GIF, *.JPG	300x50	30 KB	-	-	landing page has to be optimized for mobile

Please note that ...

- The **URL of the landing page** has to be **delivered separately**.
- Important for .swf creatives. **ClickTag** implementation per Action Script Code: `on (release) {getURL(clickTag,"_blank");}`
- Please **deliver the ad or ad-tags** at the latest **3 working days before campaign start**
- For mixed campaigns (Display + Mobile) Zattoo **provides a free video conversion** from ***.FLV to *.MP4 format**
- Please provide us for every banner / Video spot with a clickcommand and impressioncounter (1x1 Viewpixel)