ADDRESSABLE TV

Technical specifications - version 9.2
Unterföhring, January 2020
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In case a HbbTV Microsite is produced by SevenOne Media the material must be delivered at least **four weeks** prior to starting date.

The required material for the production includes:

- Briefing and layout with finalized wording
- Edited images
- Edited and finalized video material

Independently produced HbbTV Microsites (customer is responsible for hosting) must be delivered at least **ten business days** for quality assurance and integration prior to starting date.

SevenOne Media assumes no responsibility for delay that are result of incorrect Microsites.

Display and video ads must be delivered at least **five business days** prior to starting date via E-Mail to: admanagement@sevenonemedia.de
Quality assurance

All delivered ad formats and HbbTV Microsites are controlled to make sure that they meet the technical specifications.

Despite inspection there can also be problems after launch of the campaign or flight. SevenOne Media reserves the right to entirely or partly exclude ads or HbbTV Microsites, if:

- There are complaints on behalf of the TV viewers after the launch
- It should later be found that the ads or the HbbTV Microsite disrupts or affects the performance or usage of the HbbTV-range
- The ads or HbbTV Microsite mislead the TV viewer/user
## Overview Addressable TV formats

<table>
<thead>
<tr>
<th>Ad format</th>
<th>Data format</th>
<th>Size</th>
<th>Weight</th>
<th>gif Animation</th>
<th>Tracking Pixel</th>
<th>Click-tracking</th>
<th>Delivery (3rd Party / Redirect)</th>
<th>Reporting 71M</th>
</tr>
</thead>
<tbody>
<tr>
<td>SwitchIn Classic</td>
<td>jpg, png</td>
<td>420 x 240 px</td>
<td>50 KB</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>Alts, Clicks</td>
</tr>
<tr>
<td>SwitchIn XXL Pure/Kombi</td>
<td>jpg, png</td>
<td>284 x 720 + 996 x 160 px</td>
<td>2 x 80 KB</td>
<td>[Yes]***</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>Alts, Clicks</td>
</tr>
<tr>
<td>Regio XXL Overlay</td>
<td>jpg</td>
<td>284 x 720 + 996 x 160 px</td>
<td>2 x 80 KB</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>Alts</td>
</tr>
<tr>
<td>Content Ad (3:1)</td>
<td>jpg, png</td>
<td>552 x 184 px</td>
<td>40 KB</td>
<td>-</td>
<td>+</td>
<td>+</td>
<td>-</td>
<td>Alts, Clicks</td>
</tr>
<tr>
<td>Addressable TV Spot***</td>
<td>mxf</td>
<td>1920 x 1080 px</td>
<td>****</td>
<td>-</td>
<td>+</td>
<td>-</td>
<td>-</td>
<td>Alts</td>
</tr>
</tbody>
</table>

*Tracking is triggered on the server side, that means, the AdProxy Server has to be excluded from Fraud Detection. Whitelisting of following domains:
- hbbtv-adproxy.redbutton.de
- redbutton-adproxy-lb-prod.redbutton.de

No Adform tracking for ATV Spot possible due to technical reasons, for SwitchIn please note information on page 22.
**For Clicktracking: Static ClickCommands only (no updateable ClickCommands)
***No external delivery of animated SwitchIns. Possible by arrangement with certified partners (via P7S1 Inhouse: cynapsis GmbH and teveo interactive GmbH)
****Please note the detailed technical guidelines for the Addressable TV Spot: [Technical guidelines for spot delivery](#)
The fully customizable microsite takes users to an interactive multimedia application, perfectly fitting your campaign, brand, product or service. Videos, images and text can be integrated easily.
Microsite – legal requirements

Besides the technical requirements, all of the legal requirements for the advertising communication in the area of TV and Telemedia have to be observed:

**Microsites must include the following points:**

- **imprint**
- **data privacy** (possibly with an Opt Out option for Online Tracking)

SevenOne Media reserves the right to reject incomplete Microsites and to exclude them from the application. Delay due to incorrectly delivered Microsites, is not in the area of responsibility of SevenOne Media.
Useful tools for the development and programming of HbbTV Microsites:

- **Fire HbbTV**: Firefox Add-on, developed by ATOS which allows viewing HbbTV applications on the Firefox Browser. [https://addons.mozilla.org/de/firefox/addon/hybridtvviewer/?src=search](https://addons.mozilla.org/de/firefox/addon/hybridtvviewer/?src=search)

- **MIT-xperts HBBTV testsuite**: A test suite provided by MIT-xperts GmbH for HbbTV developers to test the implementation of the HbbTV standard at HbbTV-applications. [http://itv.mit-xperts.com/hbbtvtest/](http://itv.mit-xperts.com/hbbtvtest/)

- **Reference Video Application**: An application developed by the HbbTV-Association, implemented to be a reference video catalogue and player application for DASH content on HbbTV 1.5 and 2.0.1 devices [https://github.com/HbbTV-Association/ReferenceApplication](https://github.com/HbbTV-Association/ReferenceApplication)
Obligatory basis for the programming of the HbbTV Microsite is the technical specification of the ETSI Standard, which can be found here:


Document (2010-06): TS 102 796 V1.1.1

**Dimensions for HbbTV Microsites at SevenOne Media**

- **Display resolution**: 1280 x 720 pixel (H x W)
- **Safe Area (Microsite)**: 1200 x 680 pixel (H x W)
- **HbbTV Navigation**: 1280 x 70 pixel (H x W)

- All displayed components (clickable elements, texts, branding elements, etc.) of the microsite have to be within the Safe Area.
- Design elements or the graphic backdrop should be in the format of the display resolution (1280 x 720 pixel).

- The lower side area (1280 x 70 pixel) is reserved for the standard HbbTV navigation (= color button-bar with 20% transparency).
- Using the color buttons of the remote control for interactions on the microsite is not permitted.
- When browsing the microsite, the broadcast signal will be deactivated. (TV audio track will not be available).
• External links are possible upon consultation

• Each JavaScript-block which is not referred to externally has to be embedded in a "<![CDATA["-command, for example:

```html
<script type="text/javascript">
/* <![CDATA[ */
your JS code
/* ]]> */
</script>
```

Requirements for all HTML - documents

• Content-Type: application/ce-html+xml

• Charset: UTF8

• Validier XHTML-Code (http://validator.w3.org)

• Code compliant with HbbTV-Standard

• Focusable/clickable elements need to get a defined "focus CSS"-condition, so that it is always possible to see which is the current active element on the page

Layout

• Deactivate the standard-edges with CSS: html, body { padding:0px; margin:0px; }

• The body has to contain the element #screen (position:absolute; top:0px; left:0px; ), which covers the total application; at the end of #screen the colour button has to be embedded

• Available on request: include Analytics Tracking code

Scripts

• Videos have to show at least the play time to give the user a hint of the length of the video

• In case there are defined own "onkey handler", the treatment of the color buttons has to be handed over to the Buttonbar.js script. (handleP7S1Colorbuttons(evt); insert at the end of onkey Handlers)
Scope of HbbTV Microsite (Hosting by P7S1)

• Standard-Layout
  Pages: max. 8 pages
  Picture gallery: max. 8 pictures
  Video gallery: max. 1 video

• Individual layout
  Pages: max. 10 pages
  Picture gallery: max. 10 pictures
  Video gallery: max. 3 videos

Scope of HbbTV Microsite (external Hosting)
  Pages: free
  Picture gallery: free
  Video gallery: free

Important: all "&" within the URL have to be replaced through "&amp;"!

Support of Standards/Functions

Flash
Audio
Video

Deliverable file formats, if production is executed by SevenOne Media

Briefing: doc, pdf, ppt
Layout data: psd
Pictures (released): gif, jpg, png
Videos: mov, mpg, wmv, mp4 (H.264)
Text: doc, pdf, txt
Integration colour button bar

The colour button – bar is necessary to navigate within HbbTV and therefore has to be embedded in each HbbTV Microsite.

**Mandatory:**

**Red colour button**

`exit | back to TV`

`app.destroyApplication();`

**Optional:**

**Green colour button**

- SAT.1
- SAT.1 GOLD
- ProSieben
- ProSieben MAXX
- kabel eins
- kabel eins DOKU
- sixx

**Startseite** (Dashboard)

http://hbbtv-apps.redbutton.de/e-feed/?brand=s1de
http://hbbtv-apps.redbutton.de/e-feed/?brand=s1goldde
http://hbbtv-apps.redbutton.de/e-feed/?brand=p7de
http://hbbtv-apps.redbutton.de/e-feed/?brand=p7maxxde
http://hbbtv-apps.redbutton.de/e-feed/?brand=k1de
http://hbbtv-apps.redbutton.de/e-feed/?brand=k1dokude
http://hbbtv-apps.redbutton.de/e-feed/?brand=sixxde

**Yellow colour button**

individual functions, for example full screen during videos or imprint/privacy

**Blue colour button**

Setup via Referrer Domains:

- ProSieben
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=p7de
- P7MAXX
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=p7maxxde
- Sat.1
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=s1de
- S1GOLD
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=s1goldde
- Kabel eins
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=k1de
- K1Doku
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=k1dokude
- Sixx
  - http://hbbtv.redbutton.de/service/redbutton.php?brand=sixxe
- GOFRESH
  - http://pro7.gofresh.tv/pro7/hbbtv.php?prod=p7(s1, k1, sixx)
## Tracking Microsite

### Standard Microsite
**Platform-Tracking (Online Login be provided)**

<table>
<thead>
<tr>
<th>Videos</th>
<th>Text content</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Number of broadcasts</td>
<td>• Article broadcasts</td>
<td>• Visits</td>
</tr>
<tr>
<td>• Viewed minutes</td>
<td>• Article timeline</td>
<td>• Page Impressions</td>
</tr>
<tr>
<td>• PPV by licensor</td>
<td>• Event broadcasts</td>
<td>• Gateways</td>
</tr>
<tr>
<td>• Timeline</td>
<td>• Events timeline</td>
<td>• Timeline</td>
</tr>
<tr>
<td>• Ad Types</td>
<td></td>
<td>• Start mode</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pictures</th>
<th>Domains</th>
<th>Exit Modus</th>
</tr>
</thead>
<tbody>
<tr>
<td>• No. Of broadcasts</td>
<td>• Uploads</td>
<td>• Mode distribution</td>
</tr>
<tr>
<td>• Timeline</td>
<td>• Storage</td>
<td></td>
</tr>
<tr>
<td>• Album openings</td>
<td>• Streaming</td>
<td></td>
</tr>
<tr>
<td>• Banner broadcast</td>
<td>• Transcoding</td>
<td></td>
</tr>
<tr>
<td>• Banner timeline</td>
<td>• Auto Translate</td>
<td></td>
</tr>
</tbody>
</table>

### Standard and individual Microsite
**Own web beacons**

By request, each microsite can get an own web beacon. For further solutions, contact us.
Click-to-Video Microsite (Production via SevenOne Media)

File format
MOV / AVI / WMV
video quality
min. HD

Production / Delivery
• Video file: physical delivery 3 working days before campaign launch
• Delivery Content Ad (see page 15)
• Imprint as text file
InPage: Content Ad (3:1)

The new Content Ad on the start page is played to the viewer via red button parallel to the Live TV program. The prominent placement is anytime in the visible area.

InPage ad placement either in Top4- or MaxReach-rotation.

Prominent Placement always in the visible area
## Content Ad (3:1)

**InPage**

**Dimension**
552 x 184 Pixel (B x H)

**File format**
jpg, png

**Weight**
max. 40 KB

### Supports of Standards/Functions

<table>
<thead>
<tr>
<th>Function</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency Capping</td>
<td>+</td>
</tr>
<tr>
<td>Animated gifs</td>
<td>-</td>
</tr>
<tr>
<td>Tracking Pixel</td>
<td>+ On server side &gt; Whitelisting necessary</td>
</tr>
<tr>
<td>3rd Party / Redirect</td>
<td>-</td>
</tr>
<tr>
<td>Click Commands</td>
<td>+ Only static Click Commands possible</td>
</tr>
</tbody>
</table>

---

**sevenonemedia.de**
SwitchIn XXL (digital insertion over linear TV)

An ad which is activated by switching TV channels. Viewers who select e.g. ProSieben, get to see this display automatically for 10 seconds.

By pressing the YellowButton on the remote control, the microsite is shown directly.

As an Addressable TV ad, SwitchIn XXL Pure allows audience selection by region via (geo-)targeting or by target groups defined by age and gender.
SwitchIn XXL Pure

InStream

<table>
<thead>
<tr>
<th>Labeling requirement</th>
<th>broadcaster space („Anzeige“, „Datenschutz“)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimension</td>
<td>284 x 720 Pixel (W x H) + 996 x 160 Pixel (W x H)</td>
</tr>
<tr>
<td>File format</td>
<td>(gif)*, jpg, png</td>
</tr>
<tr>
<td>Weight (each)</td>
<td>max. 80 KB</td>
</tr>
</tbody>
</table>

**Production / Delivery**

Delivery always in combination with Content Ad when using a microsite. Please deliver additionally. SwitchIn template will be provided. Broadcaster space must be integrated into the Layout.

**Support of Standards/Functions**

<table>
<thead>
<tr>
<th>Function</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency Capping</td>
<td>[ ] No external delivery of animated SwitchIns. Possible by arrangement with certified partners*</td>
</tr>
<tr>
<td>Animated gif</td>
<td>[ ] Only static Click Commands possible</td>
</tr>
<tr>
<td>Tracking Pixel</td>
<td>[ ] Only static Click Commands possible</td>
</tr>
<tr>
<td>3rd Party / Redirect</td>
<td>[ ] See overview p. 5</td>
</tr>
</tbody>
</table>

**SwitchIn (static) Template:**
https://www.sevenonemedia.de/addressable-tv/technische-spezifikationen

**Production / Delivery of animated SwitchIn XXL:**
No external delivery of animated SwitchIns. Possible by arrangement with certified partners*

---

*Production only possible via P7S1 Inhouse, cynapsis GmbH and teveo interactive GmbH
SwitchIn XXL Kombi
InStream

Labeling requirement: broadcaster space („Anzeige“, „Datenschutz“)
Dimension:
284 x 720 Pixel (W x H) +
996 x 160 Pixel (W x H)
File format: (gif)*, jpg, png
Weight (each): max. 80 KB

Production / Delivery:
Delivery always in combination with SwitchIn Classic. Content Ad when using a microsite. Please deliver additionally. SwitchIn template will be provided. Broadcaster space must be integrated into the Layout.

Support of Standards/Functions:

<table>
<thead>
<tr>
<th>Function</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency Capping</td>
<td>![Symbol]</td>
</tr>
<tr>
<td>Animated gif</td>
<td>![Symbol] No external delivery of animated SwitchIns. Possible by arrangement with certified partners*</td>
</tr>
<tr>
<td>Tracking Pixel</td>
<td>![Symbol] On server side &gt; Whitelisting necessary – see overview p. 5</td>
</tr>
<tr>
<td>3rd Party / Redirect</td>
<td>![Symbol]</td>
</tr>
<tr>
<td>Click Commands</td>
<td>![Symbol] Only static Click Commands possible</td>
</tr>
</tbody>
</table>

SwitchIn (static) Template:
https://www.sevenonemedia.de/addressable-tv/technische-spezifikationen

Production / Delivery of animated SwitchIn XXL:
No external delivery of animated SwitchIns. Possible by arrangement with certified partners*
SwitchIn Classic

InStream

<table>
<thead>
<tr>
<th>Labelling requirement</th>
<th>broadcaster space („Anzeige“, „Datenschutz“)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dimension</td>
<td>420 x 240 Pixel (B x H)</td>
</tr>
<tr>
<td></td>
<td>(420 x 200 Pixel individual designable)</td>
</tr>
<tr>
<td>File format</td>
<td>jpg, png</td>
</tr>
<tr>
<td>Weight</td>
<td>max. 50 KB</td>
</tr>
</tbody>
</table>

Support of Standards/Functions

<table>
<thead>
<tr>
<th>Function</th>
<th>Note</th>
</tr>
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<tbody>
<tr>
<td>Frequency Capping</td>
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<td>Animated gif</td>
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<tr>
<td>Tracking Pixel</td>
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<tr>
<td>3rd Party / Redirect</td>
<td></td>
</tr>
<tr>
<td>Click Commands</td>
<td>Only static Click Commands possible</td>
</tr>
</tbody>
</table>

SwitchIn (static) Template:
https://www.sevenonemedia.de/addressable-tv/technische-spezifikationen

Production / Delivery
Delivery always in combination with Content Ad when using a microsite. Please deliver additionally. SwitchIn template will be provided. Broadcaster space must be integrated into the Layout.
SwitchIn Zoom Kombi

InStream

Labeling requirement
broadcaster space ("Anzeige", "Datenschutz")

Dimension
SwitchIn Zoom: tv-signal no smaller than 810x455px
SwitchIn XXL: 284 x 720 Pixel (W x H) + 996 x 160 Pixel (W x H)

Production / Delivery
Delivery always in combination with SwitchIn XXL. Content Ad when using a microsite. Broadcaster space must be integrated into the Layout.

Support of Standards/Functions

<table>
<thead>
<tr>
<th>Function</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency Capping</td>
<td>No external delivery of animated SwitchIns. Possible by arrangement with certified partners*</td>
</tr>
<tr>
<td>Animated gif</td>
<td>On server side &gt; Whitelisting necessary – see overview p. 5</td>
</tr>
<tr>
<td>Tracking Pixel</td>
<td>Only static Click Commands possible</td>
</tr>
</tbody>
</table>

SwitchIn (static) Template:  
https://www.sevenonemedia.de/addressable-tv/technische-spezifikationen

Production / Delivery of SwitchIn Zoom Layout
No external delivery of SwitchIn Zoom and animated SwitchIns. Production only with certified partners*

Scaled TV signal - 40% of the surface
Important information for the use of AdForm tracking pixels (SwitchIn)

When measuring via AdForm, the use of a special media set in AdForm must be given.

Info from AdForm:

*For all Adform customers who already use Seven One Media Inventory to book directly (Direct I/O) or who would like to book via Seven One Media Inventory, there is an important note:*

*Only the media "SOM-DACH-VATV" from the media database may be used for this purpose. This ensures that any counting deviations are reduced to an acceptable minimum. It is also important that no changes are made to this media.*
Regio XXL Overlay

A customizable overlay synchronized with the TV commercial* allows regional offer communication for PoS.

3 delivery options possible:
regional | urban | local

Only available for TV commercials longer than 20 seconds, not available for TV special ads.

*TV commercials booked separately
Regio XXL Overlay
Spot Delivery

A customizable overlay synchronized with the TV commercial allows regional offer communication for PoS.

Spot-length: at least 20 seconds
Recommendation: min. 30 seconds spot-length

Delivery TV-spots & technical guidelines:
http://flowcenter.prosiebensat1.de/som/

**SD Typ 1**: Program Stream / MPEG-2, 30 until 50 Mbit/s, I-frame-only 4:2:2P@ML + 2 CH Audio (16Bit)
**SD Typ 2**: MXF OP1a + 8 CH Audio (24 Bit); CodecTyp Video: MPEG-2 (XDCAM HD 4:2:2) 50 Mbit
**HD Typ 1**: MXF OP1a + 8 CH Audio (24 Bit); CodecTyp Video: MPEG-2 (XDCAM HD 4:2:2) 50 MBit
Regio XXL Overlay

InStream

Labelling requirement

Dimensions

284 x 720 Pixel (W x H) + 996 x 160 Pixel (W x H)

File format

jpg

Weight (suggestion)

each max. 80 KB

The finished ad format has the dimension 1280 x 720 px and must be provided in two pieces 284x720 + 996x160 px. Broadcaster space must be integrated into the Layout.

Support of Standards/Functions

<table>
<thead>
<tr>
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<th>Note</th>
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</thead>
<tbody>
<tr>
<td>Frequency Capping</td>
<td></td>
</tr>
<tr>
<td>Animated gif</td>
<td></td>
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<td>Tracking Pixel*</td>
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<tr>
<td>3rd Party / Redirect</td>
<td></td>
</tr>
<tr>
<td>Click Commands</td>
<td></td>
</tr>
</tbody>
</table>

Regio XXL Overlay Template:
https://www.sevenonemedia.de/addressable-tv/technische-spezifikationen

Delivery of the ads for the booked regio targeting options + a fallback ad for the Germany-wide broadcast.

*For technical reasons, it is only possible to use one tracking pixel throughout Germany and no separate tracking pixel is available for the individual booked regio targeting options.
Regio XXL Overlay: targeting options

- **Regions**
  - n: North
  - s: South
  - e: East
  - w: West

- **States**
  - bw: Baden-Württemberg
  - by: Bavaria
  - be: Berlin
  - bb: Brandenburg
  - hb: Bremen
  - hh: Hamburg
  - he: Hessen
  - mv: Mecklenburg-Vorpommern
  - n: Lower Saxony
  - nw: North Rhine - Westphalia
  - rp: Rhineland - Palatinate
  - sl: Saarland
  - st: Saxony-Anhalt
  - sn: Saxony
  - sh: Schleswig-Holstein
  - th: Thuringia

- **Cities Top 25**

- **Postcode 2 digits**

- **Ø HHI by postcode**
  - ic1
  - ic2, ic3
  - ic4, ic5
  - ic6, ic7, ic8

Under 2.000 €

2.000 – 2.999 €

3.000 – 3.999 €

from 4.000
Addressable TV Spot

Fullscreen overlay of a linear TV spot ("ProSiebenSat.1 Eigenwerbung") with a digital spot within the commercial block. The innovative Addressable TV Spot allows audience selection by region via (geo-)targeting or by target groups defined by age and gender.

Currently are only spots with a length of 20 seconds usable. MVP-phase started for spots with a length of 6 seconds (on request).
Addressable TV Spot

Spot delivery and specifications

Spot length: 20 seconds, 5 seconds (MVP)
File extension (Container): *.mxf (MXF OP1a)
Compression type: XDCAM HD 422
Data rate: 50 Mbit/s
Audio tracks: 8 (1+2 German PGM, 3-8 silence)
Audio bit depth: 24
Audio sampling rate: 48 KHz

For detailed technical guidelines for the Addressable TV Spot click here

Support of Standards/Functions

<table>
<thead>
<tr>
<th>Function</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sound and Video</td>
<td>+</td>
</tr>
<tr>
<td>Frequency Capping</td>
<td>+</td>
</tr>
<tr>
<td>Tracking Pixel*</td>
<td>+ On server side &gt; Whitelisting necessary – see overview; No Adform tracking possible due to technical reasons</td>
</tr>
<tr>
<td>3rd Party / Redirect</td>
<td>-</td>
</tr>
<tr>
<td>Click Commands</td>
<td>- Not clickable</td>
</tr>
</tbody>
</table>

Please note:
• The Addressable TV Spot is not clickable
• Safe area and Tech Specs according to the technical guidelines

Delivery via motif uploader:
Click here for the motif uploader of SevenOne Media for tapeless spot delivery. This service is set up for media and creative agencies, advertisers and production companies and requires its own login. You can request an access here.
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