TECHNICAL SPECIFICATIONS

Unterföhring, 23.03.2020
## Table of contents

### GENERAL INFORMATION
- Delivery, Technical check-up
- Deceptive advertising

### ADVERTISING PRODUCTS
- Standards
  - Banner
  - Skyscraper
  - Rectangle
  - AdBundle
- Special ads
  - Billboard
  - Halfpage Ad
  - Sitebar
- InRead-Produkte
  - Outstream classic
  - Multiscreen Outstream Branded Player
  - Multiscreen Outstream Slideshow
  - MultiscreenOutstream Ad
  - Understitial Multiscreen / Understitial MEW only - VPAID

### INSTREAM VIDEOADS
- Pre-Mid-/Post-Roll
- Interactive Video Ads (iAds)
- Video Audience (Smartstream.TV Extension)

### TECHNICAL INFORMATION
- General information & Performance
- HTML5
- 3rd Party
- Streaming & Sound

### MOBILE VIDEO & DISPLAY
- Mobile VideoAds & Display

### CONTACT
GENERAL INFORMATION
Information

Delivery
Advertising material should be forwarded solely via E-Mail to: AdManagement@sevenonemedia.de.
Delivery need to be made within 3 workdays whereas special advertising material needs to be forwarded within 5 workdays.

E-Mails should include the following:
- Account name
- Campaign name
- Booking period
- Booked site
- Preferred placement on the site
- Target URL e.g. "http://www.targetURL.com"
- Contact person
- X and y values for external layers
- 3rd party data (e.g. Nielsen)
- Creative name (optional)

Technical check-up
Advertising materials will be checked upon arrival. However, problems may still arise after the start of the campaign. SevenOne Media therefore reserves the right to partially or fully replace advertisements:
in the event of user complaints
if the advertisement causes problems concerning the performance of the page or one’s device
if the ad was replaced subsequently by an ad that does not meet our technical specifications

Deceptive advertisements
Advertisements that deliberately mislead users are forbidden, e.g. advertisements in the look and feel of a Windows system message. This, as well as wrong or belated delivery of advertisements may lead to belated campaign starts or problems fulfilling the campaign.

For all Adform customers who already use Seven One Media Inventory to book directly (Direct I/O) or would like to book in, there is an important note:
Only the "SOM-DACH-VATV" media from the media database may be used for this purpose. This ensures that any counting discrepancies are reduced to an acceptable minimum. It is also important that no changes are made to this media.
ADVERTISING PRODUCTS
Ads should be delivered within 3 workdays.

In the event of delivering HTML5 advertising material, please read further notice regarding HTML5 on page "technical information" onwards.

Please forward advertising material via E-Mail to AdManagement@sevenonemedia.de

*2 In the event of 3rd party delivery, please include the sticky-functionality already in the code.

*3 Applies only when booking Streaming Ads and deliveries via redirect. An on/off-button has to be included. Sound can only be activated by clicking on a „sound-on“ button.

*4 Advertising identification mark

*5 Initialload max. 200 KB, Subload max. 2.5 MB

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

---

## Standards

<table>
<thead>
<tr>
<th>Standard-Ads</th>
<th>Size</th>
<th>Weight*§ GIF/JPG/HTML5</th>
<th>Sound</th>
<th>Streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>71 Ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Superbanner</td>
<td>728x90</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
</tr>
<tr>
<td>(Sticky-) Skyscraper*1</td>
<td>120x600</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
</tr>
<tr>
<td>(Sticky) Wide Skyscraper*1</td>
<td>160x600</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
</tr>
<tr>
<td>Medium Rectangle (Spot)</td>
<td>300x250</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
</tr>
<tr>
<td>AdBundle</td>
<td>728x90</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
</tr>
<tr>
<td>160x600</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
<td></td>
</tr>
<tr>
<td>300x250</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
<td></td>
</tr>
<tr>
<td>Multiscreen AdBundle</td>
<td>728x90</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
</tr>
<tr>
<td>160x600</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
<td></td>
</tr>
<tr>
<td>300x250</td>
<td>max. 40 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
<td></td>
</tr>
<tr>
<td>320x50 + w-</td>
<td>max. 70 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
<td></td>
</tr>
<tr>
<td>728x90 - w-</td>
<td>max. 70 KB / 200 KB HTML5</td>
<td>no</td>
<td>no*2</td>
<td></td>
</tr>
</tbody>
</table>

*§ Applies only when booking Streaming Ads and deliveries via redirect. An on/off-button has to be included. Sound can only be activated by clicking on a „sound-on“ button.

*no: not applicable

---

seventhemediade.de
Billboard

Weight: 90 KB JPG
200 KB HTML5 Initialload, Subload max. 2,5 MB

Size: 800 x 250 px – 71 Rotation
940 x 250px – TV Brand Rotation

3rd Party: Yes
Stream: Yes, max. 30".
Required as 3rd party.

Sound: Activation only via click.
On/Off-button required.

Pixel code: Possible
Fallback: JPG or GIF

Please note:
In case of delivering HTML5 ads, please note further instructions on page “technical information” onwards.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.

Multiscreen Billboard, please send us additionally
a Banner 2:1 (320x150 px)
Halfpage Ad

**Format:** JPG / GIF / HTML5 Redirect

**Size:** 300x600 px (twice the size of a Medium Rectangle)

80 KB for JPG or GIF // 200 KB for HTML5 Initialload, Subload max. 2,5 MB

**3rd Party:** Possible

**Stream/Sound:** Yes/ Sound can only be activated through user interaction.

An on/off button should be implemented as well.

**Frequency Capping:** Possible

**Tracking pixel:** Possible

**Requirements:** Click Command (or URL)

**Please note:**

In case of delivering HTML5 ads, please note further instructions on page “technical information” onwards.

Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.
Sitebar

Format:
- HTML5 iFrame Redirect (No physical inbound delivery)
- 300x600
- sticky
- 200 KB Initialload, Subload max. 2.5 MB

Size:
- 300x600
- sticky
- 200 KB Initialload, Subload max. 2.5 MB

3rd Party:
- Yes, with certain limitations:
  - Only from Flashtalking, Adform, Adition and Sizmek
  - Ads need to stay on its intended ad slot (→ which means that it should not be included in <body> or other HTML-elements of the site.
  - The ad should not lay over or under site elements
  - Interference on the site (DOM) via Java Script is not permitted
  - Please deliver the redirect with a one-tag solution
  - No technical support provided by SevenOne Media

Stream:
- Yes, but only as 3rd party.
- Each video should include different versions depending on bandwidth.
- Polite loading should not exceed 2.5 MB.

Sound:
- Yes

Notice:
- Delivery no later than 5 workdays prior to campaign start

Please note:
In case of delivering HTML5 ads, please note further instructions on page "technical information" onwards.
Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured.
Outstream (classic)

Format: AVI / MOV / WMV / MP4 / MPG
Ratio: 16:9
Size: 640 x 360 px
Sound: Sound should be included in the video which means that sound should be provided on all soundtracks.
Tracking: Click Command and image pixel (not java script) possible
3rd-Party: Yes, based on the VAST 2 / VPAID standards (VPAID only from Adition)
Notice: Spots max. 30 seconds. You can book the Outstream classic as Multiscreen (Desktop & MEW). Sound can only be activated by click. Please ensure to include tracking pixels upon ad delivery that are secured as well as nonsecured.
Delivery: Please forward advertising material no later than 5 weekdays prior to campaign start to admanagement@sevenonemedia.de
**Requirement:**

we need a mockup with a short description, for being informed about the correct linking.

Logos & imagery as Photoshop file (format 16:9).

Video as mp4

all fonts

Tracking and click-url

**Note:**

The Outstream Branded Player will be produced by ADITION or as VPAID contains in a VAST-Redirect

**Delivery:**

Please forward advertising material no later than 5 weekdays prior to campaign start to admanagement@sevenonemedia.de
[Multiscreen] out.stream
Slideshow

Please note: 7 workdays production time needed

*/VACS = Video & Creative Solutions formerly mov.ad*
(Multiscreen) out.stream

Please note: 7 workdays production time needed
Understitial - VPAID

Format:.jpg, gif 320 x 480 px or a greater (ratio 1:1.5). Example: 640 x 960 px or 960 x 1440 px
Weight: 70 kb

Requirement: Click Command (or URL)
All ads have to be marked with -W-

Impression pixel: Possible

Note: The Understitial will be produced exclusively by ADITION mov.ad and Flashtalking (as VPAID Redirect).
INSTREAM VIDEOADS
Pre-/Mid-/Post-Roll

General information:
Automatic activation. Click Command/URL is mandatory. An image pixel (no JS pixel) is possible. **Multiscreen bookings** can be realized with physical delivery or 3rd-Party-Redirects via AdForm, Google Campaign Manager, Flashalking and Sizmek. Please ensure that the landing page is optimized for mobile devices as well.

Notice:
Due to technical reasons, the notice that indicates advertisements might overlap with parts of the video ad or the player window for the time of the spot. Please ensure to deliver ads no later than 5 workdays prior to campaign start.

Specification for physical delivery

**Format:**
AVI / MOV / WMV / MP4 / MPG

**Size:**
1024 x 576 px

**Ratio:**
16:9

**File size:**
Max. 100 MB

**Tracking:**
Click Command and image pixel (not java script) possible

**Sound:**
Sound has to be integrated into the video

Notice:
Video material should be delivered in the best quality possible. Spot length no longer than 30". Longer video spots (>30'') on request. Spot length Studio71/YouTube no longer than 20". Sound should be included in the video which means that sound should be provided on all soundtracks. Please ensure to include tracking pixels upon ad delivery that are secured as well as non-secured. By using macros (%%SCHEME%%), our AdServer automatically decides whether to use http or https for requests.

Specifications for wrap: [https://www.sevenonemedia.de/de/digital/werbeprodukte/wrap](https://www.sevenonemedia.de/de/digital/werbeprodukte/wrap)

Important notice concerning data delivery:
Videos up to 10 MB can be forwarded via E-mail to AdManagement@sevenonemedia.de. Videos up to 100 MB should be made available with a download link.

[Studio71 / YouTube](https://www.sevenonemedia.de/de/digital/werbeprodukte/wrap) (valid from 21-05-18)

3rd Party Ad Trackings (3PAT) are only allowed on YouTube with the service providers:

**Kantar und Research Now**

Creatives with term starting 21-05-18 must be deliveres as a 1st party. A measurement can only take place via previously mentioned service providers.

VAST 4 is not possible
Pre-/Mid-/Post-Roll

Specifications on 3rd-Party delivery

Format: MP4 (other media knots are not permitted)
Codec: h264
Size: 16:9, 818 x 460 pixel
3rd-Party: Yes, based on the VAST 2 standards* (Java Script is not allowed)

Total bitrate: <1.000 kbps
Color intensity: 32-Bit
Framerate: 25 fps
Max. data size: 10 MB

Please notice:
- In the event of delivering advertising material, it is necessary to provide a redirect that is certified for SOM
- Please only include MP4 media knots.
- Please carry out volume control according to EBU-R128 standards.
- Only 3 YouTube certified pixels should be included.
- Please provide a redirect that is secured as well as non-secured when delivering advertising material. By using macros (%SCHEME%), our AdServer automatically decides whether to use http or https for requests.
- VAST 4 is not possible
- Tracking event "skip" are not allowed

*Guidelines for VAST (VAST = Digital Video Ad Serving Template) according to IAB. Video ads on the internet should be delivered in one format which means that only one VAST-XML per spot will be needed. Further information concerning VAST 2 [https://iabtechlab.com/standards/vast/]

Studio71 / YouTube (valid from 21-05-18)

3rd Party Ad Serving (3PAS) allowed with Google Campaign Manager only.
Creatives with starting on 21-05-18 must be delivered as a 1st party.
Trackings are only allowed with the service providers:
Kantar und Research Now
VAST 4 is not possible

Delivery via redirect is not possible for the 7TV app.
Interaktive Video Ads (iAds)

Format: VPAID 2.0
Ratio: 16 : 9
3rd-Party: Yes, based on VPAID 2.0 standards
Physical: No

NOTICE FOR PRODUCTION:

➔ Option 1 - inhouse:
Our CreativeService-Team (inhouse) will be happy to create your interactive video ad. We would therefore kindly ask you to forward image and video footage as well as Click Command and tracking pixels.

➔ Option 2 - external:
Another possibility is to simply produce the interactive ads on your own or in cooperation with an agency free of charges using mov.ad VideoAd Creator or the service provider INNOVID. In that case, we would need a video spot including additional material such as images, videos, text and links in accordance with the technical specifications of mov.ad or INNOVID. Also, mov.ad GmbH and INNOVID are in charge of support. Further information can be found here: http://movad.de/ or http://www.innovid.com/

Besides mov.ad, other service providers such as Mashero or Flashtalking are also certified for interactive Ads (VPAID).

Please notice:
- iAds have to be developed according to IAB using the VPAID 2.0 standard.
- Detailed information concerning the implementation of JavaScript into HTML5 can be found on page 36.

Delivery: Please forward advertising material no later than 5 weekdays prior to campaign start to admanagement@sevenonemedia.de
**Video Audience (Smartstream.TV Extension)**

Programmatic only

### 3rd-Party delivery

<table>
<thead>
<tr>
<th>Format:</th>
<th>MP4 (other media knots are not permitted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codec:</td>
<td>h264</td>
</tr>
<tr>
<td>Size:</td>
<td>16:9, 818 x 460 pixel</td>
</tr>
<tr>
<td>3rd-Party:</td>
<td>Yes, based on the VAST 2 standards*</td>
</tr>
<tr>
<td>Total bitrate:</td>
<td>&lt;1,000 kbps</td>
</tr>
<tr>
<td>Color intensity:</td>
<td>32-Bit</td>
</tr>
<tr>
<td>Framerate:</td>
<td>25 fps</td>
</tr>
<tr>
<td>Max. data size:</td>
<td>10 MB</td>
</tr>
</tbody>
</table>

Please notice:
- Placeholders reserved for macros must be replaced with a valid macro used by the respective service (special characters may lead to delivery problems on some players).
- Bitrate, width and height parameters within the mediafile-nodes have to match the actual properties of the mediafiles (i.e. width/height may not be declared as "0").
- In the event of delivering advertising material, it is necessary to provide a redirect that is certified for SOM
- Please only include MP4 media knots.
- Please carry out volume control according to EBU-R128 standards.
- Tracking event "skip" are not allowed

*Guidelines for VAST (VAST = Digital Video Ad Serving Template) according to IAB. Video ads on the internet should be delivered in one format which means that only one VAST-XML per spot will be needed. Further information concerning VAST 2 on [www.iab.net](http://www.iab.net), e.g. [http://www.iab.net/guidelines/508676/digitalvideo/vsuite/vast/vast_copy](http://www.iab.net/guidelines/508676/digitalvideo/vsuite/vast/vast_copy)
TECHNICAL INFORMATION
General information & performance

Click Command or tracking pixels should not include the word „cookie“

All URL’s (also Click Commands) should not exceed the length of 250 characters

The word „Click Command“ describes a link rather than an entire 3rd party tag

Performance

Complex animations can lead to an increase in CPU. However, advertising material should not affect the CPU rate of an average computer by more than 10%. The CPU rate can be verified with the help of the task manager.

In order to keep CPU load at an adequate level, please avoid recursive loops as well as complex tweenings. SevenOne Media reserves the right to reject or switch off ads with a high CPU rate.
HTML5 Display advertising material consists of the following parts: HTML-Files, CSS, Libraries (JavaScript, JQuery, etc.), images and videos.

Concerning format and sizes (incl. libraries and images) please follow the standards of IAB and the guidelines of SevenOne Media. In the event of creation, please ensure to keep individual elements of HTML5 ads as small as possible. Please use common codes and code optimization on all files...

We recommend to keep the usage of animations or external elements such as fonts and libraries to a limited extent. Also, we kindly advise you to avoid subdirectories as well as the usage of HTML5 converter.

DELIVERY:
Advertising material can be forwarded solely as Redirect or IFrame tag. Physical delivery is excluded from this process.

→ HTML5 in case of standard ads:
When delivering HTML5 ads, please provide an IFrame Redirect. The SOM "clicktag" URL will be transferred as a request parameter in JavaScript redirect.

→ HTML5 in case of special advertising formats:
When delivering HTML5 ads, please provide a JavaScript redirect. Creatives have to be rendered in an IFrame. The SOM "clicktag" URL will be transferred as a request parameter in JavaScript redirect. Communication between the page and the IFrame is handled via postMessage. Please ensure to validate the event attributes "origin" and "data". Please implement scalability (expanding and collapsing) or closing of advertisements (depends on particular type of advertising).

Size: Please ensure that data size does not exceed 200 KB for regular as well as special ads.

Please deliver advertising material no later than 5 days prior to campaign start via E-Mail to admanagement@sevenonemedia.de
The correct spelling for clicktags is as follows: clicktag
The correct spelling for multi-clicktags is as follows: clicktag, clicktag1, clicktag2

The following lines of code have to be integrated into the HTML5 advertisements in the event of delivering clicktags:
This function will help to return all GET parameters that have been transmitted to the file.

```html
<script>
var getUriParams = function() {
var query_string = {};
var query = window.location.search.substring(1);
var paramArray = query.split('amp;');
for(var i = 0; i < paramArray.length; i++) {
  var pair = paramArray[i].split('=');
  var val = decodeURIComponent(pair[1]);
  if (val != '' && pair[0] != '')
    query_string[pair[0]] = val;
}
return query_string;
</script>
```

Clicktags can be checked using the following code: html5werbmittel.html?clicktag=%LANDINGPAGE%

Please replace %LANDINGPAGE% with a target page. The link should be transmitted URL-encoded. (encodeURIComponent-function)
Backup image, browser compatibility

If a browser (e.g. Chrome or Firefox) does not support a particular feature or library of an ad, it is necessary to provide a fallback using either JPG or GIF.

Agencies have to check ads on all common browsers.

Graphic compression

The size of images should be optimized using a PNG crusher and scalable vector graphics.

Streams using HTML5:

Videos should be included with the following tag: `<video></video>`

Ads that include videos should be equipped with a preview image (poster).

Videos should be capable of starting automatically once they are loaded or via user interaction on mobile devices.

However, videos on mobile devices are not capable of integrating clicktags.

The clicktag has to be located outside the video and should be optimized according to quality and size.

The video should be located within an appropriate server environment. Video size should not exceed 2.5 MB.

The video should be made available as H264/mp4 as well as VP8/WebM.

Please consider that rich media ads can only be presented to an audience that uses a WiFi-bandwidth.
3rd party

If not further clarified, we also deliver ads using 3rd party ALT tags. We accept Adtags of common 3rd party service providers in case they
also include mobile ad impressions
follow IAB standards
are in accordance with our technical specifications
allow clicktracking supported by SevenOne Media
are also delivered without the use of Flash-plugins (besides Flashlayers)

Further requirements:

• 3rd-party-advertising material needs to stay in its intended container in which it was loaded beforehand. (→ which means that it should not be included in <body> or other HTML-elements of the site.

• The size of tracking-pixels, tracking-SWF and tracking-IFrames has to remain the same. Also, they should not create color pixels.

• Ads must not overwrite native JavaScript-functions, not even temporarily. In particular, neither document write nor document writeln can be overwritten.

• One solution that works for the last 3 requirements is to place the following style specifications: position: absolute; left: -5000px;

• Tracking pixels can also be provided with the help of JavaScript by simply assigning a new Image().src without producing an HTML-element.

• It is not sufficient to change width and height via attributes or style to 0px.

• Tandem Layer should be delivered via AdTag.

SevenOne Media reserves the right to reject 3rd party advertising material due to technical reasons. In the event of providing a 3rd party-redirect-script, please follow instructions for delivering 3rd-party-tags. The agency or 3rd party service provider is responsible for a proper implementation which includes correct placement and functionality of the whole advertisement.
Streaming & Sound

Requirements for streams:
- Streams should include an “on” and “off” button.
- Sound can only be activated by clicking on a “sound-on” button.
- The volume of an ad should be set at an adequate level.
- Please ensure that your advertising material is cache friendly (once the stream was delivered it should be loaded out of the browser cache).
- Streams should not cause delays when loading a site and therefore should only load subsequently (polite download).
- Streams are only allowed using 3rd-Party-redirects.

Sound
- Sounds are not allowed to loop.
- The volume of an ad should be set at an adequate level.
- Sound should be set to “off” by default.
- Sound can only be activated by clicking on a “sound-on” button. Mouseover is not permitted.
- Users should be in the position to stop sound by simply making a further click.
MOBILE VIDEO & DISPLAY
Mobile VideoAds & Display

Mobile VideoAds
Technical specifications for Mobile VideoAds & Display are the same as for InStream Videos Ads.

Mobile Display
Please find all information and specifications concerning Mobile Display Ads here:
https://www.sevenonemedia.de/technische-spezifikationen