

# Video Specifications

Status: Aug/2018

<b>Delivery</b>	<i>via weTransfer or similar</i>
<b>Delivery Address</b>	<a href="mailto:SMNads@sky.de">SMNads@sky.de</a>
<b>Handling Time</b>	<i>4 working days in advance for max. 5 creatives, +1 day for every additional 3 creatives (please visit <a href="http://skymedia.de">skymedia.de</a> for pricing and conditions)</i>

## Sky Go & DAI\* & Sky on Demand Streaming\*

\*Whitelisting of all User agents and AWS IP ranges compulsory. Ask Sky AdOps for more details

### Delivery of physical Creatives

#### Pre- & Post-Roll & Live Video Ad

Definitions and recommended specification for delivery of physical creatives.  
(The \*Total Data Rate includes the Video and Audio streams)

**Video Format / Codec:** MP4 using H.264 Codec

**Loudness Level:** EBU-R128 standard (Program Loudness -22 bis -24 LUFS und True Peak Level max. -1 dBTP)

**Max Length:** 30sec for Standard Prerolls, 89sec for Live Video Ad

**Video Data Rate:** minimum 7.7 Mbps (7.680 Kbps)

The more kilobits per second (kbps), the better the movie quality

**Optimized for:** Download since we will be transcoding here at Sky Media.

**Optimized for Web and Mobile:** Video has to have de-interlaced and / or progressive settings selected.

**NB:** Streaming - This setting tells the codec how much the data rate can vary above and below the data rate you choose. For online it packages up the video into chunks of around 10 seconds.

**Image Size:** minimum 1280\*720 px, this is an HD specific frame size and is necessary to ensure advertising copy is transferable across Sky's product landscape.

**Preserve Aspect Ratio:** e.g. if you change the image size from 4x3 to 16x9.

Use this option to specify an option in case the movie needs to be scaled to the new dimensions. Letterbox will scale the source proportionally to fit into the clean aperture, adding black bars to the top and bottom or sides as necessary. Crop centers, scales, and trims to the clean aperture.

Fit within dimensions adjusts to the destination size by fitting to the longest side, scaling if necessary.

**Frame Rate:** PAL 25 fps

**Key Frame:** Every 10 frames; the more often you specify a key frame (the lower the number), the better the video quality, but the bigger the file size.

Video Options, you get the following additional options: Main Profile

**Encoding Mode:** Best quality

Crop all overscan

**Total Data Rate:** minimum 8 Mbps (8.000 Kbps)

**Trackings:** Implementing 3rd party trackings is not obligatory for Sky Media. Only ad impressions measured by Sky Media will be invoiced. 3rd party reportings will never be used as calculation basis. 3rd Party trackings must be fully functional in secured (<https://>) and non-secured (<http://>) environments. Our adserver automatically uses the correct version based on the device requesting the ad. Permitted trackings are one impression tracking, four VTR trackings (Quartiles 0-100%) and one click command. Accepted Tracking providers are DoubleClick, Integral, Sizmek (not for Sky on Demand Streaming), Flashtalking, Mediamath, Meetrics. All sorts of retargeting trackings, placing cookies and other methods of collecting user data other than the admitted are not supported - those are e.g. Millward Brown, Atlas, Viant – vindico – (Acxiom and Viant), Innovid (Data enabled VPAID)

# skysport.de – Preroll & Postroll

## Delivery of physical Creatives

Definitions and recommended specification for delivery of physical creatives.

(The \*Total Data Rate includes the Video and Audio streams)

**Video Format / Codec:** MP4 using H.264 Codec

**Loudness Level:** EBU-R128 standard (Program Loudness -22 bis -24 LUFS und True Peak Level max. -1 dBTP)

**Max length:** 30s. for Standard Preroll & Postroll; 5s. for Preroll & Postroll for In-Match Clips (=Short-Form content)

**Video Data Rate:** minimum 7.7 Mbps (7.680 Kbps)

The more kilobits per second (kbps), the better the movie quality, this is key to ensuring quality is maintained when transcoding to lower video specs for the web or mobile.

**Optimized for:** Download since we will be transcoding here at Sky Media.

**Optimized for Web and Mobile:** Video has to have de-interlaced and / or progressive settings selected.

**NB:** Streaming - This setting tells the codec how much the data rate can vary above and below the data rate you choose. For online it packages up the video into chunks of around 10 seconds, this optimizes the amount of data your phone needs to ensure the smoothest play back of the video.

**Image Size:** minimum 1280\*720 px, this is a HD specific frame size and is necessary to ensure advertising copy is transferable across Sky's product landscape.

**Preserve Aspect Ratio:** e.g. if you change the image ratio from 4x3 to 16x9.

Use this option to specify an option in case the movie needs to be scaled to the new dimensions. Letterbox will scale the source proportionally to fit into the clean aperture, adding black bars to the top and bottom or sides as necessary. Crop centers, scales, and trims to the clean aperture.

Fit within dimensions adjusts to the destination size by fitting to the longest side, scaling if necessary.

**Frame Rate:** PAL 25 fps

**Key Frame:** Every 10 frames; the more often you specify a key frame (the lower the number), the better the video quality, but the bigger the file size. Video Options, you get the following additional options: Main Profile

**Encoding Mode:** Best quality; Crop all overscan

**Total Data Rate:** minimum 8 Mbps (8.000 Kbps)

**Trackings:** Implementing 3<sup>rd</sup> party trackings is not obligatory for Sky Media. Only ad impressions measured by Sky Media will be invoiced. 3<sup>rd</sup> party reportings will never be used as calculation basis. 3<sup>rd</sup> Party trackings must be fully functional in secured (<https://>) and non-secured (<http://>) environments. Our adserver automatically uses the correct version based on the device requesting the ad. Permitted trackings are one impression tracking, four VTR trackings (Quartiles 0-100%) and one click command. Accepted Tracking providers are DoubleClick, Integral, Sizmek, Flashtalking, Mediamath, Meetrics. All sorts of retargeting trackings, placing cookies and other methods of collecting user data other than the admitted are not supported - those are Millward Brown, Atlas, Viant – vindico – (Acxiom and Viant), Innovid (Data enabled VPAID)

# skysport.de – Display Ads

## Valid for delivery of physical creatives or Redirects

- **Format:** .png (no .jpg, no .gif, no .tif, no flash)
- **Animation:** minor animation allowed, but not animation, which acts as an Overlay or the like and hides/changes the html/style of the website; to be approved by Sky
- **Expansion:** minor expansion allowed, but not expansion, which act as an Overlay or the like and hides/changes the html/style of the website; to be approved by Sky
- **Sound:** sounds to be switched off by default
- **Redirects:** only JavaScript Tags or HTML5\*\*-zips allowed
- **Trackings:** Permitted trackings are one impression tracking and one click command. All sorts of retargeting trackings, placing cookies and other methods of collecting user data other than the admitted are prohibited. Implementing 3<sup>rd</sup> party trackings is not obligatory for Sky Media. Only ad impressions measured by Sky Media will be invoiced. 3<sup>rd</sup> party reportings will never be used as calculation basis. 3<sup>rd</sup> Party trackings must be fully functional in secured (<https://>) and non-secured (<http://>) environments. Our adserver automatically uses the correct version based on the device requesting the ad. Accepted Tracking providers are DoubleClick, Integral, Sizmek, Flashtalking, Mediamath, Meetrics. All sorts of retargeting trackings, placing cookies and other methods of collecting user data other than the admitted are not supported - those are Millward Brown, Atlas, Viant – vindico – (Acxiom and Viant), Innovid (Data enabled VPAID)

Ad Format	Dimensions (w x h)	Max File Size
Billboard <i>(Desktop only)</i>	970 x 250 px	150kb
Halfpage Ad	300 x 600 px	
Medium Rectangle <i>(Desktop + Mobile)</i>	300 x 250 px	
Superbanner	728 x 90 px	
Sponsorship Logo <i>(Desktop only)</i>	120 x 60 px	
Mobile Content Ad 6:1	320 x 50 px	
Mobile Sponsorship Logo	88 x 31 px	
Pageskin* <i>(only via Javascript Redirect) (Desktop only)</i>	1668 x 800 px	

### \*Added Notes for Pageskin / Wallpaper:

	Site	Dimensions	Border Panels	Page Width	Max File Size
Wallpaper	Sky Sports	1668 x 800 px	300 x 800 px	1024 px	150kb

Adobe Photoshop Template downloadable here: [http://media.sky.de/Display/Sky-HPTO-Takeover\\_Template.zip](http://media.sky.de/Display/Sky-HPTO-Takeover_Template.zip)

- Must NOT contain any text or be a solid block of colour.
- The wallpaper must NOT be clickable.
- Must be a complete image (i.e. must not frame the Leaderboard or page content).
- Left, right and bottom edges of wallpaper image must fade a solid colour (#EAEAE for SkySports.com Homepage and across all other section front pages it is #FFFFFF)

## Ad Serving:

- All Wallpaper must be 3rd Party ad served (JavaScript tags only, no iframes) loading through the Billboard ad tag.
- Wallpaper is only available when a Billboard is in use.
- We cannot run in a Leaderboard (728x90 px) or Billboard (970x250 px) for a Takeover with wallpaper.

## \*\*HTML5 Requirements:

HTML Head and body	<ul style="list-style-type: none"><li>• HTML5 ads must include: <code>&lt;!DOCTYPE html&gt;</code> declaration</li><li>• <code>&lt;html&gt;</code> tag</li><li>• <code>&lt;head&gt;</code> tag</li><li>• <code>&lt;body&gt;</code> tag</li><li>• Ad format size meta tag within the <code>&lt;head&gt;</code> tag. For example: <code>&lt;meta name="ad.size" content="width=300,height=250"&gt;</code></li><li>• Z-Index must be 999 or below</li></ul>
Ad entry point	The entry point to the ad should be a file called index.html. There should only be one index.html file in the root.
Upload requirements	All code and assets must be referenced using a relative path to resources included in the .zip file. No external references are allowed. If you want to use a 3rd party library, you must download it and include it in the HTML file using a relative path and you can only use one library.
Max file size	After all files have been archived into a .zip-folder it should not exceed <b>100 KB</b>
Handling Clicks	<p><b>When building your HTML5 zip bundle, please follow the requirements described below:</b> <a href="https://support.google.com/dfp_premium/answer/7042362#clicktagguideline">https://support.google.com/dfp_premium/answer/7042362#clicktagguideline</a> Here's an example of a click tag inserted in an HTML document:</p> <pre>&lt;html&gt; &lt;head&gt; &lt;meta name="ad.size" content="width=300,height=250"&gt; &lt;script type="text/javascript"&gt; var clickTag = "http://www.google.com"; &lt;/script&gt; &lt;/head&gt; [The rest of your creative code goes here.] &lt;/html&gt;</pre> <p>Your creative must use the click tag variable as the click-through URL:</p> <pre>&lt;a href="javascript:window.open(window.clickTag)"&gt; &lt;img src="images/dclk.png" border=0&gt; &lt;/a&gt;</pre>
Impressions Tracking	<p>We recommend implementing these manually at the end of the creative snippet within your HTML5 code :</p> <pre>&lt;img src="[THIRD_PARTY_IMAGE_TRACKER_URL]" style="width:1px;height:1px;position:absolute" /&gt;</pre>
Detail	<p>We can only traffick the HTML5 banner as 3rd party redirect. If we have to host the files on our side, we will need to test the creatives before.</p>
File type	<p>.ZIP The .zip-file should contain the HTML for the ad as well as any of the other following file types:</p> <p>.CSS .JS .HTML .PNG</p>