

# Video Specifications

Status: Mar/2020

**Delivery Address**  
**Handling Time**

[SMNads@sky.de](mailto:SMNads@sky.de)  
4 working days in advance for max. 5 creatives

## Video Ad / Bumper Ad / Sponsoring Ad

### Delivery of physical creatives & trackings via wetransfer or other webservices (not dropbox)

|                          |   |
|--------------------------|---|
| <b>Video Format:</b>     | <i>.mp4, .mov, .mxf</i>   |
| <b>Size &amp; Ratio:</b> | <i>minimum 1280 x 720 px in 16:9 or 4:3; portrait not allowed ( 9:16, 3:4)</i>                |
| <b>Loudness Level:</b>   | <i>EBU-R128 standard (Program Loudness -22 bis -24 LUFS and True Peak Level max. -1 dBTP)</i> |
| <b>Max Length:</b>       | <i>30" Video Ad / 6" Bumper Ad / 7-10" Sponsoring Ad</i>                                      |
| <b>Video Data Rate:</b>  | <i>minimum 7.7 Mbps (7.680 Kbps)</i>  |
| <b>Total Data Rate:</b>  | <i>minimum 8 Mbps (8.000 Kbps) TDR = Video + Audio streams)</i>                               |

#### Trackings:

- **Accepted tracking providers:** DoubleClick / GAM, Integral, Sizmek, Flashtalking, Mediamath, Meetrics.  
Other tracking providers can cause discrepancies.
- 3rd Party trackings must be fully functional in secured (<https://>) and non-secured (<http://>) environments.
- Whitelisting of all User agents and AWS IP ranges compulsory. Ask Sky AdOps for more details.
- Piggyback, .js Trackings, iframe trackings, retargeting trackings, placing cookies and other methods of collecting user data are not supported.
- If multiple trackings are to be implemented, all of them have to be provided individually
- **Not supported tracking providers:** Kantar Millward Brown, Atlas, Viant – vindico – (Acxiom and Viant), Innovid (Data enabled VPAID)

Implementing 3rd party trackings is not obligatory for Sky Media.

Only ad impressions measured by Sky Media will be invoiced. 3rd party reportings will not be used as calculation basis.

# skysport.de – Display Ads for Google Ad Manager

## Valid for delivery of physical creatives or Redirects

- **Format:** .png / gif / .jpg (no .tif, no flash)
- **Redirects:** ins-Tags, JavaScript Tags, or HTML5\*\*-zips
- **Animation:** minor animation allowed, always to be approved by Sky Media
- **Expansion:** minor expansion allowed, to be approved by Sky Media
- **Sound:** sounds to be switched off by default

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- Whitelisting of all User agents and AWS IP ranges compulsory. Ask Sky AdOps for more details.
- Retargeting trackings, placing cookies and other methods of collecting user data are not supported.
- **Not supported tracking providers:** Kantar Millward Brown, Atlas, Viant – vindico – (Acxiom and Viant), Innovid (Data enabled VPAID)

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| Ad Format                                    | Dimensions (w x h)                         |
|--|--|
| Billboard ( <i>Desktop only</i> )            | 970 x 250 px                               |
| Halfpage Ad ( <i>Desktop + Mobile</i> )      | 300 x 600 px                               |
| Medium Rectangle ( <i>Desktop + Mobile</i> ) | 300 x 250 px                               |
| Superbanner                                  | 728 x 90 px                                |
| Skyscraper                                   | 160 x 600 px                               |
| Frame Ad ( <i>Desktop Only</i> )             | 160 x 600 px + 160 x 600 px + 970 x 250 px |
| Wallpaper ( <i>Desktop Only</i> )            | 728 x 90 px, 160 x 600 px                  |
| Sponsorship Logo ( <i>Desktop only</i> )     | 120 x 60 px                                |
| Mobile Content Ad 2:1                        | 320 x 150 px, 300 x 150 px                 |
| Mobile Content Ad 4:1                        | 320 x 75 px, 300 x 75 px                   |
| Mobile Content Ad 6:1                        | 320 x 50 px, 300 x 50 px                   |
| Mobile Understitial                          | 320 x 416 px                               |
| Mobile Interstitial ( <i>nur In-App</i> )    | 320 x 416 px                               |
| Mobile Sponsorship Logo                      | 88 x 31 px                                 |

## HTML5 Requirements:

|                       |  |
|-----------------------|--|
| HTML<br>Head and body | <ul style="list-style-type: none"><li>• HTML5 ads must include: <b>&lt;!DOCTYPE html&gt;</b> declaration</li><li>• <b>&lt;html&gt;</b> tag</li><li>• <b>&lt;head&gt;</b> tag</li><li>• <b>&lt;body&gt;</b> tag</li><li>• Ad format size meta tag within the &lt;head&gt; tag. For example:<br/>&lt;meta name="ad.size" content="width=300,height=250"&gt;</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>300 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><br/>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.<br/>If we have to host the files on our side, we will need to test the creatives beforehand.</p>   |
| File type             | <p>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/.JPG/.GIF</p>   |