

# TECHNICAL SPECIFICATIONS RTL DIGITAL MEDIA

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## 1. ONLINE VIDEO

### STREAMSPOT

Your video can be displayed in RTL's high quality content. The supplied source material should be of high quality to ensure correct performance. The stream spot can be displayed in combination with a companion banner. This is a half banner connected to the video-display.

The video must meet the following specifications:

#### Video

- Video type MP4 with H264 video
- Dimensions: 720x404 of 16:9
- AAC audio (R128 audio)
- Max bitrate: video 1000 kbps, audio 128 kbps
- Maximum file size: 10 mb

### DELIVERY

#### Direct

Hosting RTL: material including trackers

Note: RTL is responsible for transcoding the optimal video format. Therefore there is no maximum file size when RTL hosts the video.

#### VAST 3.0

- Material can be supplied using VAST 3.0. Page 8 contains the guidelines for delivering material.
- It is not allowed to adjust material without deliberating with RTL.

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### INTERACTIEVE STREAMSPOT

The interactive pre-roll provides powerful possibilities to interact with your target audience. For example: the consumer can scroll through offers in an interactive action commercial. It is also possible to enrich your pre-roll with social media features. The interactive pre-roll is a custom ad that offers lots of possibilities in terms of interaction and animation. If you would like to learn more on the possibilities and specifications, please contact RTL's Traffic employees via [online.traffic@rtl.nl](mailto:online.traffic@rtl.nl)

Standaard specificaties:

- VPAID 3.0
- Bestandstype: HTML 5
- Dimensions: 16:9 preferred
- Video type MP4 met H264 video
- AAC audio (R128 audio )
- Max bitrate: video 1000 kbps, audio 128 kbps

### PRE-ROLL TAKEOVER

The pre-roll takeover is an interactive pre-roll that is partly shown outside the video player. The layer can communicate with the stream spot. The combination of remarkably large screen and interactive elements is very powerful. The interactive pre-roll is a custom ad that offers a lot of possibilities in terms of interaction and animation. Please consult with RTL Traffic via [online.traffic@rtl.nl](mailto:online.traffic@rtl.nl) for the possibilities and the exact specifications.

Standaard specificaties:

- VPAID 2.0
- Bestandstype: HTML 5
- Dimensions:
  - In video: 16:9 preferred
  - Layer: Schermvullend
- Video type MP4 met H264 video
- AAC audio (R128 audio )
- Max bitrate: video 1000 kbps, audio 128 kbps

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### 2. DISPLAY & RICH MEDIA

#### Desktop

##### **Banner**

Size: 468x60 px

Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

##### **Expandable banner**

Size: Folded: 468x60 px

Expanded size: Expand downwards is permitted to a maximum of 468x120

Supported file types: HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Expands: On mouse-over with a 0.75 second delay or click initiated. Ad should close when the user takes the mouse off.

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: Uitgeklapt mag audio worden gebruikt totdat de uiting weer inklapt

##### **Leaderboard**

Size: 728x90 px

Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

##### **Medium Rectangle**

Size: 300x250 px

Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

##### **Large Rectangle**

Size: 336x280 px

Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### Floorad

Format: Background width: 100% (folded)  
Height: max 90 px(Expanded max 450 pixels)  
Width: Max 600px  
Close Button: Clearly visible in the upper right corner  
Audio: User initiated Specs IAB  
Animation: Up to 15 seconds  
Framerate: Maximaal 30 fps  
Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*  
Max file size: 100 KB

### Half page ad

Size: 300x600  
Supported file types: GIF, JPG, PNG \* , HTML 5 3<sup>rd</sup> partytag\*  
Max file size: 100 KB

### Billboard

Size: 970x250 px  
Supported file types: GIF, JPG, PNG \* , HTML 5 3<sup>rd</sup> partytag\*  
Max file size: 100 KB  
Video: Third party served video is permitted if hosted externally (max 2 MB)  
Audio: User initiated Specs IAB

### Homepage takeover/ Roadblock

Details: combination of clickable background with all IAB sizes on the homepage. Applies to RTL Nieuws, Buienradar and the RTL channel and program sites. For full specs and templates, contact [online.traffic@rtl.nl](mailto:online.traffic@rtl.nl).

### Push Up Billboard

Format: Background width: 100% (folded)  
Height: max 250 px(Expanded max 500 pixels)  
Width: Max 1000 px  
Close Button: Clearly visible in the upper right corner  
Audio: User initiated Specs IAB  
Animation: Up to 15 seconds  
Framerate: Maximaal 30 fps  
Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*  
Max file size: 100 KB

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### Skyscraper

Size: 120x600 pixels

Supported file types: GIF, JPG, swf \*

HTML 5 \*\*

Max file size: 40 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

### Wide Skyscraper

Size: 160x600 px

Supported file types: GIF, JPG, swf \*

HTML 5 \*\*

Max file size: 40 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

### Push Down Billboard

Size: 970x250 / 970x500 px

Expanded size: Expand downwards is permitted to a maximum of 300px

Supported file types: HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Audio: User initiated Specs IAB

### Interstitial

Format: The layer is served from a nondisplay size (0\*0 pixels) and is centered on the page served with a maximum size of 400px \* 500px

Max file size: 150 KB

Close button: Clearly visible in the upper right corner

Details: The layer must be self-closing after a maximum of 10 seconds

## Smartphone

### Single mobile banner

Size: 320x50 pxen indien mogelijk 640x100 px(Retina)

Supported file types: GIF, JPG, PNG, HTML 5 \*\* MRAID compliant

Max file size: 50 KB

### Double size banner

Size: 320x100 pxen indien mogelijk 640x100 px(Retina)

Supported file types: GIF, JPG, PNG, HTML 5 \*\* MRAID compliant

Max file size: 50 KB

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### Medium Rectangle

Size: 300x250 px

Supported file types: GIF, JPG, PNG, HTML 5 \*\* MRAID compliant

Max file size: 50 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

### Half page banner

Size: 320x240 px

Supported file types: GIF, JPG, PNG, HTML 5 \*\* MRAID compliant

Max file size: 50 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

### Interstitial

Size:

Portrait Mode: 320x480, 640x960 (high resolution)

Landscape Mode: 480x320, 960x640 (high resolution)

Supported file types: GIF, JPG, PNG \*

HTML 5 \*\* MRAID compliant

Max file size: 100 KB

## Tablet

### Medium Rectangle

Size: 300x250 px

Supported file types: GIF, JPG, PNG, HTML 5 \*\* MRAID compliant

Max file size: 50 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

### Leaderboard

Size: 728x90 px

Supported file types: GIF, JPG, HTML 5 3<sup>rd</sup> partytag\*

Max file size: 100 KB

Video: Third party served video is permitted if hosted externally (max 2 MB)

Audio: User initiated

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### Interstitial

Size:

Landscape: 1024x768, 2048x1536 (high resolution)

Portrait Mode: 768x1024, 1536x2048 (high resolution)

Supported file types: GIF, JPG, PNG \*

HTML 5 \*\*, MRAID compliant

Max file size: 150 KB

### 3. NON-SPOT

#### WEBVERTORIAL RTL NIEUWS

Size: 620px \* 280px

Max file size: 45 KB

Special features: Full visual or text enriched with images possible.

#### ADVERTORIAL NEWSLETTER RTL

Image: 213px \* 118px

Title: 20 characters (including spaces.)

Text: 200 characters (including spaces.)

Details: Advertorial is produced by RTL

### 4. DELIVERING MATERIAL

Material must be e-mailed to [online.traffic@rtl.nl](mailto:online.traffic@rtl.nl) at least 3 working days before the campaign starts.

Rich Media material should be delivered at least 5 working days before the campaign starts.

3rd party tags

RTL supports 3rd party codes.

Rich Media Creatives (HTML 5 for both display and video) can only be handled as a 3rd party ad-serving code.

If you are unable to supply us with a 3rd party redirect 3rd party ad-serving code you can contact Ad Technology 035 - 711 39 99 of [adtechnology@rtl.nl](mailto:adtechnology@rtl.nl).

Rich Media Preferred Supplier

If you have any questions regarding the creation of Rich Media we would like to refer you to our preferred Rich Media supplier Weborama (via [sales@weborama.nl](mailto:sales@weborama.nl) / 020 524 6690).

# TECHNICAL SPECIFICATIONS

## RTL DIGITAL MEDIA

### APPENDIX

#### TECHNICAL SPECIFICATIONS FOR THIRD PARTY VIDEO AD SERVICES USING SOLID 3.0

IAB's Video Ad Serving Template (VAST) specification is a universal XML schema for serving ads to digital video players, and describes expected video player behavior when executing VAST--formatted ad responses. SPOT broadcasters support the VAST standard for video ad measurements. VAST also defines the location of the video ad on the media server. To provide a consistent and reliable response for viewers on multiple devices and to prevent format-connection errors, SPOT Broadcasters prefer to service their clients by streaming Video-ads on their own servers. If for some reason this is not desired the third party media server should adhere to a number of minimal requirements. The requirements for use within the SPOT network of broadcasters are specified here. In case of doubt please contact the broadcaster.

#### RECOMMENDATIONS FOR THIRD PARTY MEDIA SERVER FOR VIDEO ADS

##### FORMATS

The media server should support play-out for multiple devices such as mobile, tablet, desktop, gameconsole, smarttv and all others popular devices. The formats should support all connection types including 3G, 4G and Wifi and support multiple bit rates and resolutions and must support start of playout before the entire file has downloaded ("progressive") for formats that support this. The mediaserver should support byte-range requests.

##### BANDWIDTH

Using a major CDN is recommended. For Peak performance a media server should support a high number simultaneous users, as is the case with live events in combination with an exclusive campaign. When supporting multiple campaigns the available bandwidth and number of simultaneous connections should be increased proportionally. The service should also support a bandwidth in accordance with the expected number connections and bitrates. The provider should ensure that the stability of the platform is not compromised when the maximum number of connections or the maximum bandwidth is exceeded.

##### CONTENT

The content quality should be compliant with EBU R128 for loudness and ITU-R BT.709 for colors. For further information we refer to SPOT Broadcast specifications.