Technical requirements

I GENERAL REQUIREMENTS

1. All materials must be delivered at least **3 business days before** the start of the campaign. Rich Media materials must be delivered at least **5 business days before** the start of the campaign.

2. Audio can be initiated only by a user click. Exceptions are Pre-roll/Mid-roll in player.pl and vod.pl.

3. **The landing page URL cannot be longer than 2000 characters.**

4. It is not allowed to cover creatives containing transparent areas with invisible clickable buttons – only visible parts of the creative may redirect to the Advertiser's website (landing page) upon clicking.

5. It is forbidden to use scripting changing aspects of a browser (dimensions, position).

6. In case of video forms, codes for measuring number of views must be generated as an image <img_src>. These codes cannot be generated in JavaScript. In case of display forms, codes in Java Script are used. Codes for counting clicks in both cases should take the form of Redirect or should contain the URL.

7. Tracking codes must use secure protocol **https://**. Tracking codes that use only http:// protocol are not allowed.

8. 3rd party tags cannot generate scripts in language other than JavaScript (in particular – VBScript nor iFrame HTML tag). 3rd party tags must use secure protocol https://.

9. Ad creatives or 3rd party tags causing errors or warnings during an advertisement's delivery will not be accepted.

10. If a creative uses **'multi-click'** function (more than one clickTag), those clickTags should follow the following naming: clickTag1 for landing URL 1, clickTag2 for landing URL 2, etc. **Please pay special attention to the character's case.**

11. **If a creative is in a language other than Polish, it is necessary to add a Polish translation.** The subtitles must be an integral part of the creative.

II TECHNICAL SPECIFICATION FOR HTML5 CREATIONS

II.I TECHNICAL SPECIFICATION FOR HTML5 CREATIONS – all services besides Eurosport

Standard HTML creatives must be prepared according to the Google Ad Manager delivery specification and uploaded as a standalone HTML file or zipped in .zip format:

https://support.google.com/admanager/answer/7046799?hl=pl

https://support.google.com/richmedia/answer/2672517?sjid=4137577525799403611-EU#zippy=%2Cadd-an-exit-using-google-web-designer

When the Customer provides the HTML5 serving code, it must be tested and approved by TVN Media each time.

All components of the code must be hosted entirely by the Partner, e.g. Sizmek / GAM, or entirely on TVN Media servers.

It is important to correctly implement clickTag, which is described in the Google Ad Manager specifications. Creatives that will be prepared in Google Web Designer must be created in accordance with the rules of Google Ad Manager.

The admissible maximum creative weight (including the uploaded code) may be twice as large as the standard one (excluding JavaScript libraries). In this case, preloader (does not apply to layers) has to be prepared, i.e. light graphics that are displayed to users before the actual creation is downloaded. Creatives cannot use jQuery libraries.

Code must comply with Friendly iFrame and must not explicitly use global events. e.g. Window.onload.

TVN Media does not provide data related to user interaction within HTML5 creations. Such functionality must be provided on the side of the creative code.

For non-standard, expanded or video creations, TVN Media reserves the right to formulate additional requirements that must be met before broadcasting.

II.II TECHNICAL SPECIFICATION FOR HTML5 CREATIONS – only for Eurosport

HTML creatives are embedded on the website via <iframe> tag. Parameters are passed in creative file address after hash character (#) as PARAMETER_NAME=VALUE.
To read parameters inside the creative (i.a. click tracking scripts), the following code should be pasted at the beginning of <body> section:

```
<script type="text/javascript">
var parsed = (document.location.href.split('#')[1]||'').split('&');
var params = parsed.reduce(function (params, param) {
var param = param.split('=');
params[param[0]] = decodeURIComponent(param.slice(1).join('='));
return params;
}, {});
</script>
```

clickTags

Creative, in its main HTML file, should share a variable in which landing page URL can be put. This variable should get value from a parameter read automatically from creative URL, placed in params.clickTag (after executing the code mentioned above). In the following example a landing page URL should be passed to a global variable named clickTag:

```
<script>
...
clickTag=params.clickTag; //transfers the value decoded from the parameters
...
</script>
```

Elements of the creative

An HTML creative should consist of as few elements as possible. The fewer elements, the faster a creative would be loaded and displayed to the end user.
All elements should be found in one catalogue. All references to those element should be performed using the relative path (except files hosted on external servers).
CSS and JS files can be embedded inside the main HTML file. Images also can be embedded inside the main HTML file (with Base64 encoding), but it
may possibly increase time of creative loading in end user's browser.

The weight of HTML5 creative should be compatible with its equivalent in SWF/JPG creative. Each HTML5 code would be tested and inspected on the basis of content
by TVNMedia. All advertising materials must be delivered at least 3 working days before broadcast. None of the elements of the creative can interfere with the publisher's
websites nor with other creatives.

III VIDEO FILES

In case of video advertisements a video file with audio in one of the following formats is required:

Video format: XDCAM HD422 in .mov container **Aspect ratio:** 16:9 **Video Bitrate:** constant 50Mbps **Resolution:** 1920(W) x 1080(H) px **Frame rate:** 25 FPS **GOP:** preferred M=3 N=12 **Scan:** interlaced (upper field first) **Color sampling:** 4:2:2 **Video signal tolerance:** EBU R103 **Audio format:** preferred 1 track, 2 channels (stereo) EBU R48: 2a or 2 tracks with 1 channel **Audio level:** -23LUFS (EBU R128/ITU BS.1770-2) **Format:** LPCM **Audio sample size:** 48 kHz **Audio bitrate:** 16 or 24 bits **Video and audio in a single file.** **If a video creation is without Polish audio/voice-over, it is necessary to include Polish subtitles that are an integral part of the creation.**	**Video format:** . H264/AVC in .mp4 container **Aspect ratio:** 16:9 **Profile**: High **Video Bitrate:** >=15Mbps **Resolution:** 1920(W) x 1080(H) px **Frame rate:** 25 FPS **Scan:** interlaced (upper field first) or progressive **Audio format:** 1 track, 2 channels (stereo) EBU R48: 2a **Kodek**: AAC **Bitrate**: min. 160kbps **Audio level**: -23LUFS (EBU R128/ITU BS.1770-2) **Audio sample size:** 48 kHz **Video and audio in a single file.** **If a video creation is without Polish audio/voice-over, it is necessary to include Polish subtitles that are an integral part of the creation.**

IV DETAILED SPECIFICATION OF AD FORMS - in the following sections there is a collection of advertising forms. Section IV.I (p.5-14) contains advertising forms available on all websites, excluding Eurosport. Section IV.II (p.15-17) contains advertising forms available only on Eurosport.

ATTENTION! If you want to measure indicators with JavaScript (js) scripts:
- it is necessary to send static creatives (jpg, png). HTML5 emission is of course possible, but without the possibility of measuring with js scripts.
- currently, it is possible to accept a maximum of 1 js code per static creative.
- it is not possible to accept 1 js code for responsive creatives (Superbar, RMB). In this case, it is recommended to send separate static creatives for mobile:
  - for Superbar 360x160 px
  - in other cases 300x120 px

IV.I ADVERTISING FORMS AVAILABLE ON WEBSITES, EXCLUDING EUROSPORT (for Eurosport, it is required to provide a separate creation with the appropriate dimensions listed in section IV.II)

1. **STICKY AD**

Sticky Ad is a form of advertisement displayed on the layer above the website content, as an element attached to its bottom part. The form is displayed after scrolling the page, it follows the user maintaining a fixed position. Advertisement placed on a bar with white background. The form can be closed by clicking on the downward pointing arrow, placed above the top right side of the bar.

Size: 320x100px
Weight: 60KB for static forms
Accepted formats: .jpg, .png
Devices: smartphone

IMPORTANT! The creative should include a visible caption "REKLAMA" (meaning "advertisement") - it is Advertiser's responsibility. We also ask not to place any important elements of the creative (e.g. the caption "REKLAMA") in the upper right corner of the creative. A clear caption "zamknij" and the "cross" closing the advertisement should be included by the Advertiser each time only in the creations emitted from the emission codes.

2. ON TOP MAX FORMAT - BILLBOARD

Billboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 750x100px
Weight: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

For displaying the creative on smartphones Advertiser needs to deliver:
- .jpg/.png form of 600x150px
  or
- .jpg, .png, .html5 of 300x60px

3. ON TOP MAX FORMAT - DOUBLE BILLBOARD

Double Billboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 750x200px
Weight: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

For displaying the creative on smartphones Advertiser needs to deliver:
- .jpg/.png form of 600x150px
  or
- .jpg, .png, .html5 of 300x60px or 300x120px

4. ON TOP MAX FORMAT - TRIPLE BILLBOARD

Triple Billboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects a user to its landing page.

Size: 750x300px
Weight: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone

For displaying the creative on smartphones Advertiser needs to deliver:
- .jpg,.png form of 600x150px
  or
- .jpg, .png, .html5 of 300x60px or 300x120px

5. ON TOP MAX FORMAT - WIDEBOARD

Wideboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 980x150px
Weight: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

6. ON TOP MAX FORMAT – DOUBLE WIDEBOARD

Double Wideboard is a form of advertisement displayed in the upper centered part of the webpage. Clicking the creative redirects the user to its landing page.

Size: 980x300px
Weight: 80KB for static forms, 160KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

For displaying the creative on smartphones Advertiser needs to deliver:
- .jpg,.png form of 600x150px
  or
- .jpg, .png, .html5 of 300x60px or 300x120px

7. ON TOP MAX FORMAT - SCREENING

Screening integrates two forms of advertisements: wallpaper underneath the page content and an On Top advertisement (Billboard/Double Billboard/Triple Billboard/Wideboard/Double Wideboard depending on the webpage).
On Top and a wallpaper are an integral creative. Clicking the creative redirects a user to the landing page. The wallpaper should be created in such a way that it matches the page on which it will be placed. It is important that when it is placed on the website, it gives the impression of being part of the website.

ATTENTION! The wallpaper area visible on the screen may vary depending on the resolution of the monitor and the size of the browser window. The wallpaper is not autoscalable, so when creating it, it is important to place the advertising content as close to the website content as possible. Also note that wallpaper on lower resolutions and browser window sizes may be cut off. In this case, we recommend to place elements that are relevant to sales (CTA buttons, advertising slogans) on the top of the wallpaper, not on its sides. We encourage you to send the wallpaper in two size variants.

Size:
- wallpaper's size adjusted to the chosen website (dimensions of the main columns are different on different websites)
- chosen On Top form

Weight: 1mb

Accepted formats:
- wallpaper in .jpg
- On Top in .jpg, .gif, .png, .html5

Devices: desktop

8. BAR UNDER THE FIRST/THIRD/FIFTH/SEVENTH ARTICLE

Bar is a form of advertisement, usually displayed in the content of the website, between the news. Clicking the creative redirect's the user to its landing page.

Size:
- bar under the first article 750x100px, 750x200px, 750x300px, 300x250px, 336x280px
- bar under the third and fifth and seventh article 750x100px,750x200px, 750x300px, 640x340px, 300x250px, 336x280px

Weight: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, gif, png, html5
Devices: desktop, tablet, smartphone

For displaying the creative on smartphones Advertiser needs to deliver:
- replacement size 300x50px, 300x60px, 300x120px, 300x250px (size 300x250px available only on Dzień Dobry TVN and Lifestyle)

9. SUPERBAR

Superbar is a form of advertisement displayed on the main site of TVN24 and Eurosport. Clicking the creative redirect's the user to its landing page.

Size: 970x425px
Weight: 100KB for static forms, 200KB for .html5
Accepted formats: jpg, gif, png, html5
Devices: desktop, tablet, smartphone

For displaying the creative on smartphones and tablets Advertiser needs to deliver:
- a static replacement in .jpg or .png 970x425px

10. BOX – NAVIBOX/RECTANGLE

Rectangle is a form of advertisement displayed on the right side of the page. Clicking the creative redirects the user to its landing page.

Size: 300x250px
Weight: 50KB for static forms, 100KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, tablet, smartphone (tablet and smartphone without News&Business websites)

11. BOX - HALFPAGE

Halfpage is a form of advertising displayed on the right side of the page. Clicking the creative redirects the user to its landing page.

Size: 300x600px
Weight: 60KB for static forms, 120KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop

12. BOX – SKYSCRAPER

Skyscraper is a form of advertising displayed on the left or right margin of the page. Clicking the creative redirects the user to its landing page.

Size: 120x600px, 160x600px
Weight: 50KB
Accepted formats: jpg, gif, png, html5
Devices: desktop

13. INTERSTITIAL

Interstitial is a pop-up form of advertisement designed for mobile devices. The creative occupies entire mobile's screen, it closes automatically after 15 seconds. Depending on the orientation of a device (vertical/horizontal), a proper version of a creative has to be displayed, hence it is obligatory to prepare two versions of a creative – one for vertical and second for horizontal orientation. Within Advertiser's creation, TVN Media each time adds a clear caption "zamknij" (meaning "close") and a "cross" with a size of 50x20px in the upper right corner, which, when clicked, closes the creative. In case of sending creations with emission codes, the obligation to place the caption "zamknij" (meaning "close") and a "cross" is on Advertiser's side.

IMPORTANT! The creative should include a visible caption "REKLAMA" (meaning "advertisement") - it is Advertiser's responsibility. We also ask not to place any important elements of the creative (e.g. the caption "REKLAMA") in the upper right corner of the creative. A clear caption "zamknij" and the "cross" closing the advertisement should be included by the Advertiser each time only in the creations emitted from the emission codes.

Vertical orientation:
Size: 360x640px
Weight: 60KB
Accepted formats: .jpg, .gif, .png
Horizontal orientation:
Size: 640x360px
Weight: 60KB
Accepted formats: .jpg, .gif, .png
Devices: smartphone

14. RMB (RESPONSIVE MOBILE BANNER)

RMB is a form of advertisement displayed in the upper part of a website. It is a form of advertisement for smartphones only. Depending on the position of a mobile device (vertical/horizontal) the creative is automatically adjusted to the width of a website. Clicking the creative redirects the user to its landing page.

Size: 600x150px
Weight: 50KB
Accepted formats: .jpg, .png
Devices: smartphone

15. RESTBOARD

Restboard is a graphic form of advertisement displayed during the pause of the VOD material on the right side of the player's window or in the middle (depending on the fact whether there are other VOD materials being advertised during the pause). Clicking the creative redirects the user to its landing page.

! 5px frame should not include any important information (text/key graphics).
Size: 400x425px
Weight: 120KB
Accepted formats: .jpg, .png
Devices: desktop

16. IN ARTICLE

In Article is a form of advertisement displayed within the content of the articles on webpages. Clicking the creative redirects the user to its landing page.

Size: 750x100px or 750x200px for News and Biz TVN aggregate; 750x100px, 750x200px or 750x300px for Rozrywka aggregate
Weight: 70KB for static forms, 140KB for .html5
Accepted formats: .jpg, .gif, .png, .html5
Devices: desktop, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:
- for News and Biz TVN aggregate, .jpg, .png , .html5 form of 300x120px or 320x50px;
- for Rozrywka aggregate, .jpg, .png , .html5 form of 300x120px, 320x50px or 300x250px

17. OVERLAY

Overlay is a graphical form of advertisement displayed in the lower area of a VOD player during the broadcast of the video material. It disappears after 10 seconds. Clicking the creative redirects the user to its landing page.

Size: 960x60px
Weight: 50KB
Accepted formats: .jpg, .png
Devices: desktop (player.pl, vod.pl), smartphone (vod.pl)

18. PLAYER'S WIDE THEATRICAL BRANDING (desktop for player.pl and vod.pl, smartphone only for tylko vod.pl)

Player's Wide Theatrical Branding is a form of advertisement displayed under the video content, 64 px wider upwards and downwards (2px safety margin) and 204 px wider in left and right direction (2px safety margin) than the video content. Video content is positioned above the central part of the layer with branding. The video player's size is 960x540px. In all cases, Advertiser should provide a complete form – a full graphic with a background for the unused space left behind. Clicking the creative redirects the user to its landing page.
The exact visualization of the Branding can be sent at the Advertiser's request.

Size: for the desktop creative, a full-format border 1364x664px; for mobile creative 640x510px (visible ad elements are a 640x50 bar above the player and 640x100 bar below the player)
Weight: for the desktop and mobile version 150KB
Accepted formats: for desktop .jpg, .gif, .png, .html5, for mobile .jpg and .png
Devices: desktop (player.pl, vod.pl), smartphone (vod.pl)

19. INTERACTIVE VIDEO ADVERTISEMENT 1.0

Interactive Video Advertisement 1.0 is a form of Rich Media advertisement displayed (depending on the type of creative - preroll, midroll) before or during the broadcast of the actual video material. The weight of the material is unlimited. In addition, in the material in its right part, there are clickable icons with a description. Their number depends on the type of player that serves the advertisement.

WARNING! In case of video forms, the codes for views must be generated as an <img_src> image. These codes cannot be generated in JavaScript. They must prepared in accordance with the general specification of video files in section III on page 4.

Clicking on the Interactive Video Advertisement 1.0 form redirects to the creative's destination address.

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

Acceptable formats: .png
Dimensions: icon size 70x70px
- **desktop:** up to 5 icons of size 70x70px
- **RWD services (mobile except for the application):** possibility to display up to 3 icons
The length of the text at the icon: maximum 30 characters
Maximum weight: 7KB
Background: transparent
Devices: desktop, smartphone (except applications), tablet (except applications)

20. E-COMMERCE SPOT

An e-commerce spot is a Rich Media video advertisement that appears (depending on the type of creative - preroll, midroll) before or during the broadcast of the actual video material. The weight of the material is unlimited, in accordance with the specification in section IIII on page 4. Additionally, in the advertising material during its broadcast, in its left part, there is a board with elements (icons) of the Advertiser's products, which represents the elements included in the spot - maximum 4 pieces. The icons are added to the board when they appear on the video material (Advertiser defines the time of their appearance, the so-called "timecodes").

For Rich Media advertisements, materials should be delivered not later than 5 working days before the start of broadcasting.

Icon: 150x150px; .jpg or .png; up to 100KB;
Timecode of the material: the exact moment in which a specific icon will appear
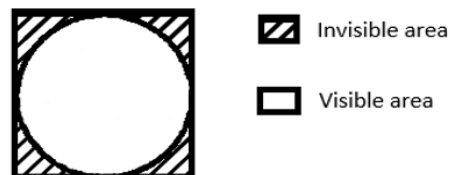**URL:** to which the icon should lead
Product price
Product name: maximum 24 characters including spaces
Product ID: product ID from the Advertiser's store
The count code of clicking on the icon
Devices: desktop

Invisible area

Visible area

WARNING! The product icon should be square shaped. The content of the icon that should be displayed must be in the visible area, centered in relation to the icon. When creating the icon, follow the attached graphics, indicating visible and invisible areas.

IV.II ADVERTISING FORMS AVAILABLE ON EUROSPORT - a separate creation is required if you want to display on Eurosport, creations prepared for the Eurosport's requirements cannot be used on other websites.

1. **ON TOP MAX FORMAT - BILLBOARD**

Billboard is a form of advertising displayed in the upper, middle part of the website under the driver on the home page and under the video on articles and other subpages. In case of the video section, this form appears above the video player. Clicking on Billboard takes you to the destination address of the creative.

Size: 750x100px
Weight: 60KB for static forms, 120KB for .html5
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:
● .jpg, .png, .html5 creation with dimensions of 320x50px
For displaying the creative on tablets Advertiser needs to deliver:
● .jpg, .png, .html5 creation with dimensions of 728x90px

2. **ON TOP MAX FORMAT - DOUBLE BILLBOARD**

Double Billboard is a form of advertising displayed in the upper, middle part of the website under the driver on the home page and under the video on articles and other subpages. Clicking on Billboard takes you to the destination address of the creative
Size: 750x200px
Weight: 70KB for static forms, 140KB for .html5
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:
● .jpg, .png, .html5 creation with dimensions of 320x50px
For displaying the creative on tablets Advertiser needs to deliver:
● .jpg, .png, .html5 creation with dimensions of 728x90px

3. ON TOP MAX FORMAT - EUROSPORT SPONSORSHIP BANNER

Eurosport Sponsorship Banner is a form of advertising displayed in the upper, middle part of the website under the driver on the home page and under the video on articles and other subpages. In case of the video section, this form appears above the video player. Clicking on Billboard takes you to the destination address of the creative.

Size: 970x250px
Weight: 70KB for static forms, 140KB for .html5
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:
- .jpg, .png, .html5 creation with dimensions of 320x50px

For displaying the creative on tablets Advertiser needs to deliver:
- .jpg, .png, .html5 creation with dimensions of 728x90px

4. BAR UNDER THE FIRST/THIRD/FIFTH/SEVENTH ARTICLE

The bar is a form of advertising displayed in the content of the website between articles. Clicking on the bar takes you to the creative's destination address.

Size: Maximum size is 970x250px (otherwise available 750x200, 750x100, 300x250)
Weight: 60KB for static forms, 120KB for .html5
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:
- fallback creative with dimensions of 300x250

5. BOX - NAVIBOX/RECTANGLE

Navibox is a form of advertising usually displayed on the right column of the website (next to the article). Clicking on Navibox takes you to the creation's destination address.

Size: 300x250px
Weight: 50KB for static forms, 100KB for .html5
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop

6. BOX - HALFPAGE

Halfpage is a form of advertising displayed on the right column. Clicking Halfpage takes you to the destination address of the creative.

Size: 300x600px
Weight: 60KB for static forms, 120KB for .html5
Acceptable formats: .jpg, .gif, .png, .html5
Devices: desktop