

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.
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://. It is not allowed for broadcast scripts to refer to other files that run under the unencrypted http protocol.
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 CREATIVES

II.I TECHNICAL SPECIFICATION FOR HTML5 CREATIVES – 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 creative 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 creatives. Such functionality must be provided on the side of the creative code.

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

II.II TECHNICAL SPECIFICATION FOR HTML5 CREATIVES – 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

For all video creatives (**SPOT VIDEO, SPOT INTERACTIVE 1.0, SPOT E-COMMERCE, POWER SPOT**) a sound file in one of the formats listed below must be provided. **The maximum size of files that will be used in programmatic environment should not exceed 6MB.**

TVN MEDIA			
TECHNICAL SPECIFICATIONS OF ADVERTISING MATERIALS			
Files are accepted only through Transfer TVN Media https://transfer.tvnmedia.pl			
	<i>LINEAR TV</i> <i>Typ A (Addressable TV/HBB TV)</i>	<i>ONLINE</i> <i>Typ I (Internet+DAI OTT)</i>	
video			
CONTAINER	MXF OP-1a lub MOV (Quicktime)	MXF OP-1a lub MOV (Quicktime)	MP4
CODEC	XDCAM HD422	XDCAM HD422	mp4, H.264 / AVC
STREAM	50 Mb/s (CBR)	50 Mb/s (CBR)	=> 10 mbit/s
DISPLAY SPEED	25 Frames/s (fps)	25 Frames/s (fps)	25 Frames/s (fps)
COLOR SUBSAMPLING	4:2:2	4:2:2	
IMAGE RESOLUTION (PIXELS)	1920x1080	1920x1080	1920x1080
ASPECT RATIO	16:9	16:9	16:9
SCAN TYPE	interlaced/top field first	interlaced/top field first	progressive or interlaced/top field first
COLOR SPACE	EBU R103	EBU R103	EBU R103
audio			
TRACK ARRANGEMENT	2 (stereo) EBU R48: 2a	2 (stereo) EBU R48: 2a	2 (stereo) EBU R48: 2a
VOLUME	- 23LUFS (EBU R128 oraz ITU BS.1770-2)	- 23LUFS (EBU R128 oraz ITU BS.1770-2)	-23LUFS (EBU R128/ITU BS.1770-2)
FORMAT	PCM	PCM	AAC
SAMPLING RATE	48 kHz	48 kHz	48 kHz
SAMPLING RESOLUTION	16 lub 24 bit	16 lub 24 bit	
BITRATE AUDIO			at least 160kbit/s
Profile			High/Main
5 SECOND INTERVALS REQUIRED	YES	NO NOTE - If the spot is not a multiple of 5 sec., it will not be able to be used in DAI OTT	
VIDEO AND AUDIO IN A SINGLE FILE	YES	YES	YES
REQUIRED FULL-FRAME SPOTS	YES	YES	YES

Technical requirements of Advertising Materials intended for broadcasting in media operated by TVN Media

IV DETAILED SPECIFICATION OF AD FORMS - in the following sections there is a collection of advertising forms. Section IV.I (p.5-18) contains advertising forms available on all websites, excluding Eurosport. Section IV.II (p.19-21) contains advertising forms available only on Eurosport.

ATTENTION! If you want to measure indicators with JavaScript (js) scripts - it is possible to accept the js code, however in some cases it will be possible to use a pixel image or fragment without scripting.

IV.I ADVERTISING FORMS AVAILABLE ON WEBSITES, EXCLUDING EUROSPORT (for Eurosport, it is required to provide a separate creative with the appropriate dimensions listed in section IV.II on page 19)

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 creatives 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, smartphone, tablet

For displaying the creative on mobile devices Advertiser needs to deliver:

- .jpg/.png form of 600x150px
or
- .jpg, .png, .html5 of 300x60px or 300x120px

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, smartphone, tablet

For displaying the creative on mobile devices 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 News and Biz TVN webpages. 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, smartphone, tablet

For displaying the creative on mobile devices 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, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:

- .jpg,.png form of 600x150px
or
- .jpg, .png, .html5 of 300x60px or 300x120px

For displaying the creative on tablets Advertiser needs to deliver:

- .jpg,.png form of 750x200px

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, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:

- .jpg,.png form of 600x150px
or
- .jpg, .png, .html5 of 300x60px or 300x120px

For displaying the creative on smartphones Advertiser needs to deliver:

- .jpg,.png form of 750x200px

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: any size, taking into account the width of the website (we send the dimensions of a given website at the Client's request), under which the creative is invisible
- On Top creative: depending on the selected form and the given website

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 or 750x200px or 750x300px or 300x250px or 336x280px
- bar under the third and fifth and seventh article 750x100px or 750x200px or 750x300px or 640x340px or 300x250px or 336x280px

Weight: 60KB for static forms, 120KB for .html5

Accepted formats: .jpg, gif, png, html5

Devices: desktop, smartphone, tablet

For displaying the creative on smartphones Advertiser needs to deliver:

- replacement size 300x250px or 336x280 (also possible for emission within placeholder 300x50px or 300x60px or 300x120px)

9. SUPERBAR

Superbar is a form of advertisement displayed on the main site of TVN24. 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, smartphone, tablet

For displaying the creative on mobile devices Advertiser needs to deliver:

- a static superbar replacement creative in .jpg or .png 970x425px

10. BOX – NAVIBOX/RECTANGLE

Rectangle is a form of advertisement displayed on the right side of the page (desktop) and bars (mobile devices on Entertainment & Lifestyle websites). 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, smartphone (besides News&Business websites), tablet (besides 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. 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

14. 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 creative, 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 creatives 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 creatives emitted from the emission codes.

Vertical orientation:

Size: 360x640px

Weight: 60KB

Accepted formats: .jpg, .gif, .png

Devices: smartphone

Horizontal orientation:

Size: 640x360px

Weight: 60KB

Accepted formats: .jpg, .gif, .png

Devices: smartphone

15. RESTBOARD

Restboard is a graphic form of advertisement displayed during the pause of the content on Player.pl 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.

ATTENTION! The 5px border of the creative should not contain content that is important for the creative. Restboard is an element of the reach package on streaming platforms, it is broadcast only on Player.pl. In order to include broadcast on the MAX platform, Advertiser must also prepare and deliver the Pause Ad advertising form.

Size: 400x425px

Weight: 120KB

Accepted formats: .jpg, .png

Devices: desktop

16. PAUSE AD

Pause Ad is a graphic form of advertisement displayed on the MAX platform, appearing 3 seconds after the user initiates a pause at any time during the video content. The form is not clickable. It is possible to plan interaction with the user using the QR code included in the creative.

ATTENTION! The creative must include the "Advertisement" label. The format template in the .ai file, together with the label, can be downloaded and further edited [here](#). Pause Ad is an element of the reach package on streaming platforms, it is displayed only on MAX. In order to include displaying on the Player platform, the Restboard advertising form must also be prepared and provided.

Size: fullscreen, 1920x1080px, 150dpi

Weight: max 300KB

Accepted formats: .png

Devices: desktop, smartphone, tablet, CTV

17. PARALLAX

Parallax is a graphic form of advertisement displayed in the middle section of the page on the tvn24.pl/tvnwarszawa and the home page of dziendobry.tvn.pl. Clicking the creative redirects the user to its landing page.

Size: 300x600px

Weight: 70KB for static forms, 140KB for .html5 (.html5 with a non-standard size, adjusted to the width of the container (responsive creatives))

Accepted formats: .jpg, .gif, .png, .html5

Devices: smartphone, tablet

18. SCREENING TOP

Screening Top is an advertising form displayed on the tvn24.pl/tvnwarszawa and the home page of dziendobry.tvn.pl, integrating 2 creatives: wallpaper and the On Top ad - Billboard/Double Billboard/Triple Billboard/Wideboard/Double Wideboard. On Top and the wallpaper form the entire creative. The wallpaper should be created in such a way that it fits the page on which it is placed. It is important that after placing it on the page it gives the impression of being part of the service. Clicking the creative redirects the user to its landing page.

Size: billboard + wallpaper – billboard sizes 970x250px or 750x200px or 750x100px; **wallpaper size** 1920x2500px

Weight: billboard size - max 70KB, for html5 max 140KB; **wallpaper size** - 200KB

Accepted formats: billboard: .jpg, .png, .gif, .html5; **wallpaper:** .jpg

Devices: desktop

19. TOP PREMIUM

Top Premium is an advertising form displayed in the upper part of the page on the tvn24.pl/tvnwarszawa and the main page of dziendobry.tvn.pl, above the navigation bar. The call2action "rozwiń" button expands the format to a larger size. Clicking on Top Premium, both in the collapsed and expanded version, redirects the user to its landing page.

ATTENTION! the creative, when folded and unfolded, constitutes one graphic file – a board. The inscription "ADVERTISEMENT" in the upper left corner of the safe zone.

Desktop size: board: 1920x650px (must be in one graphic file), visible area of the creative before expanding: 1920x150px, visible area of the creative after expanding: 1920x500px; **scroll bar:** 1920x75px (separate graphic file); **collapse/expand button:** 150x50px

Mobile size: board: 710x360px (must be in one graphic file), visible area of the creative before expanding: 320x60px, visible area of the creative after expanding: 320x300px; **scroll bar:** 710x60px (separate graphic file); **collapse/expand button:** 80x40px

Weight: desktop max 200KB; **mobile** max 100KB

Accepted formats: desktop .jpg, .png, .gif; **mobile** .jpg, .png

Devices: desktop, smartphone, tablet

20. NATIVE AD

Native Ad is an advertising form displayed on tvn24.pl/tvnwarszawa and the home page of dziendobry.tvn.pl. Native ads match both the style and the function of the materials displayed to the user, among which they are placed. Native ads are attractive to users because they are consistent with the content being viewed and do not distract attention. The size depends on the size of the editorial module displayed on various devices - fluid. Clicking the creative redirects the user to its landing page.

ATTENTION! DIRECT ADVERTISING MARKING: If the creative refers to the Client's Landing Page - when setting the creative in the BODY section, enter "ADVERTISEMENT". If the creative refers to a campaign inside the TVN group services - when setting the creative in the BODY section, enter "PROMOTIONAL MATERIAL"

Desktop and tablet size: fluid image min. 960x540px, title max 30 characters

Smartphone size: board: fluid image min. 780x540px, title max 90 characters

Weight: max 70KB

Accepted formats: .jpg, .png

Devices: desktop, smartphone, tablet

21. COMMERCIAL BREAK

Commercial Break is a form of advertising that appears on a layer between articles on the News and BIZ TVN websites.. It is a scalable format and automatically adjusts to the screen resolution and size of the user's browser window. Clicking the creative redirects the user to its landing page.

Size: flat banner, 300x250, 336x280, 320x480 (recommended)

Weight: 70KB for static forms, 140KB for .html5

Accepted formats: billboard: .jpg, .png, .html5, .gif; wallpaper: .jpg

Devices: desktop, smartphone, tablet

22. 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 or 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 300x250px or 336x280 (also possible for emission within placeholder 300x50px or 300x60px or 300x120px)
- for Rozrywka aggregate, .jpg, .png, .html5 form of 300x120px, 320x50px or 300x250px

23. 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)

24. PLAYER'S WIDE THEATRICAL BRANDING

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: 1364x664px

Weight: 150KB

Accepted formats: .jpg, .gif, .png, .html5

Devices: desktop

25. 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 display 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 be 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 landing page.

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)

26. 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

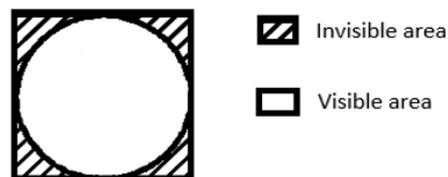
Product price

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



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 EUROSPOORT - a separate creative is required if you want to display on Eurosport, creatives 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 landing page 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 creative with dimensions of 320x50px

For displaying the creative on tablets Advertiser needs to deliver:

- .jpg, .png, .html5 creative 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 landing page 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 creative with dimensions of 320x50px

For displaying the creative on tablets Advertiser needs to deliver:

- .jpg, .png, .html5 creative with dimensions of 728x90px

3. ON TOP MAX FORMAT - EUROSPOORT 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 landing page 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 creative with dimensions of 320x50px

For displaying the creative on tablets Advertiser needs to deliver:

- .jpg, .png, .html5 creative 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 landing page.

Size: Maximum size is 970x250px (otherwise available 750x200 or 750x100 or 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 300x120

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 creative's landing page.

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 landing page of the creative.

Size: 300x600px

Weight: 60KB for static forms, 120KB for .html5

Acceptable formats: .jpg, .gif, .png, .html5

Devices: desktop