

Ad Specifications

In-Stream & Out-Stream Video

This revised document has been developed to provide guidance on delivering appropriate assets and building scalable creatives – applicable to In-Stream and Out-Stream placements.

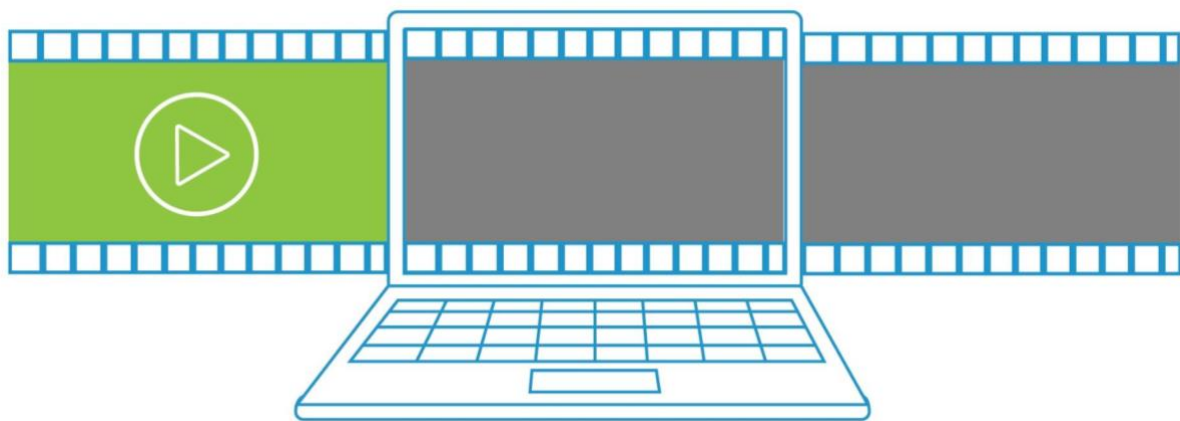
While many of the recommendations stated here are technical standards of the ad-tech industry and some depend on the ad format, this list serves general principles of SpotX Europe (formerly smartclip) for video advertising creatives:

- ⇒ No anamorphic videos
- ⇒ No black end and start screens
- ⇒ Audio signal has to be EBU R-128 compliant (DE)
- ⇒ 1 creative per flight/order/booking (additional creatives on request)
- ⇒ SpotX delivers the ads also on Mobile and Smart TV devices. To avoid counting discrepancies, please make sure that your ad server accepts all user agents
- ⇒ We only accept VAST 2.0 wrapper according to the IAB Standard
- ⇒ The final VAST inline creative (post wrappers) has to include MP4 media files
- ⇒ No script tracking!

In-Stream Video

Pre-Roll

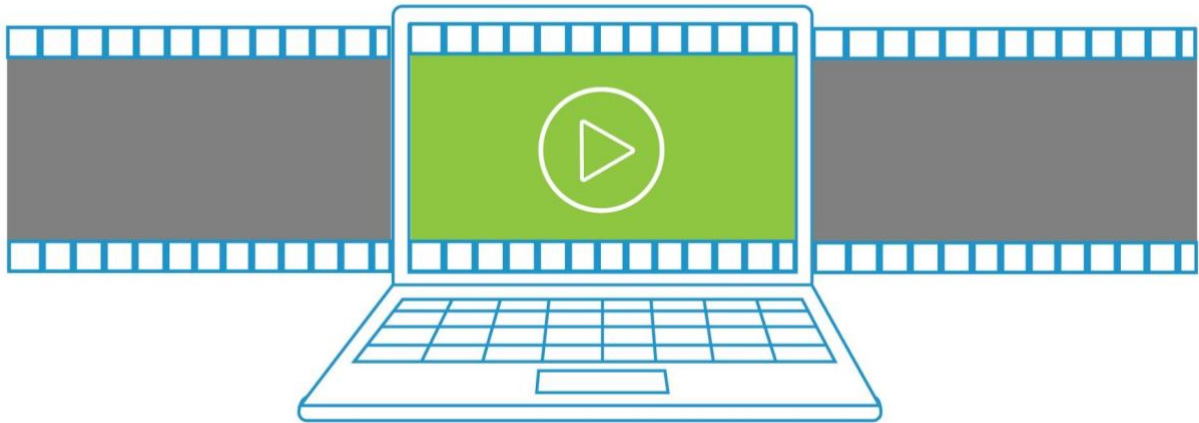
A short clip that is placed before the actual video content. This placement generates an above-average level of attention and greater user involvement.



Example: <http://www.flashtalking.net/de-cgn/smartclip/adgallery/data/pre/pre-ard.mp4>

Mid-Roll

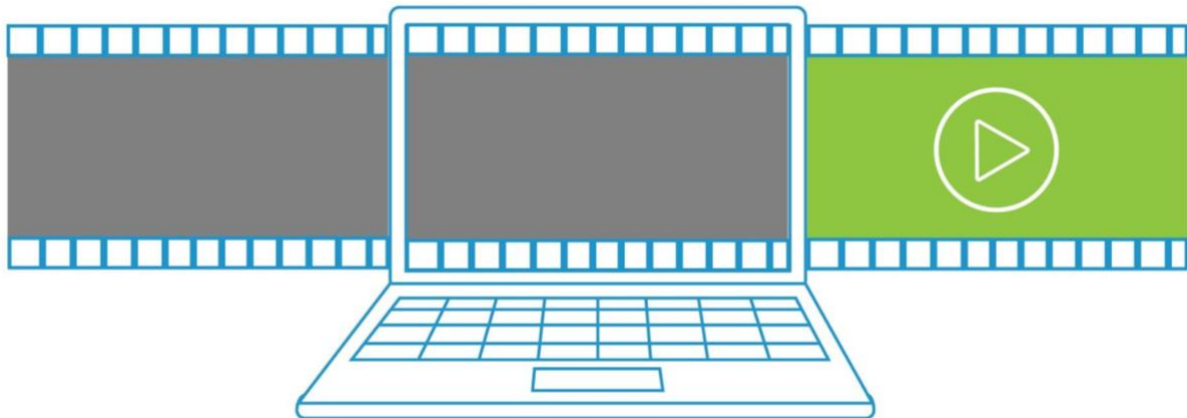
The Mid-Roll is a mid-video clip that works like a conventional advertising break. The Mid-Roll generates a high level of attention and has an excellent advertising impact.



Example: <http://www.flashtalking.net/design/smartclip/adgallery/data/mobile/mobile-1-disney.mp4>

Post-Roll

This clip is shown after the actual video. Post-Rolls are extremely effective, because the users intentionally choose to watch them and give them their full attention. The viewer is now open for something new, which means Post-Rolls score high values for user involvement and response.



Example:

<http://www.flashtalking.net/de-cgn/smartclip/adgallery/data/pre/pre-mcd.mp4>

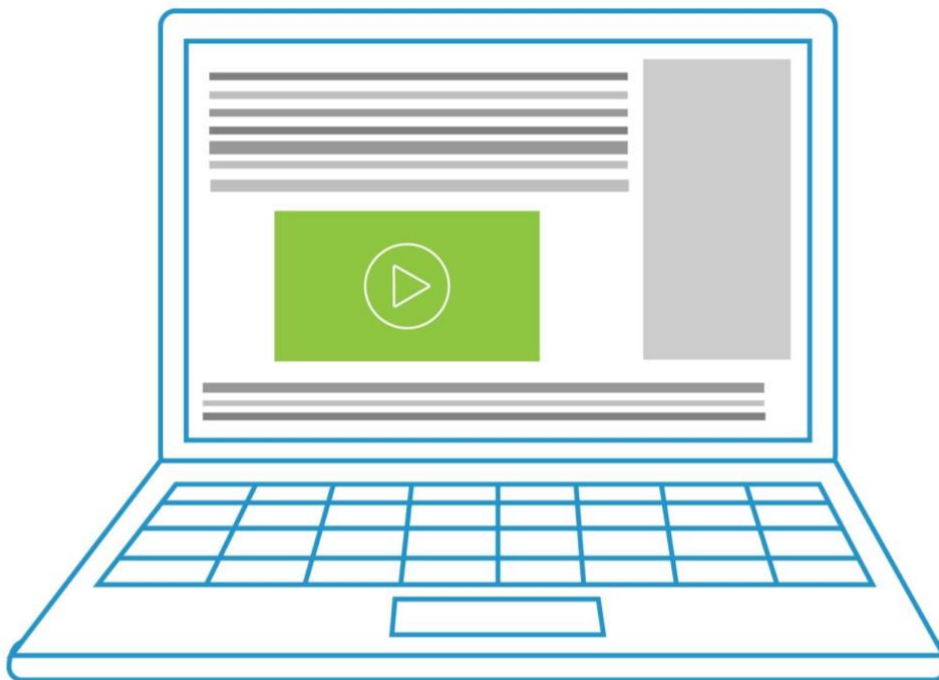
TECHNICAL REQUIREMENTS FOR PRE-/MID-/POST-ROLL:

File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	Max. 30 seconds
Length Bumper Ad	6 seconds only
Aspect ratio	16:9 (standard widescreen)
Resolution	640x360, 1280x720, 1920x1080 (preferred)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

Out-Stream Video

Intxt Classic

This video ad format is integrated into the natural reading flow within article pages and can also be positioned on other subpages with high dwell time, for example on download or result pages. The video ad starts at 50 % visibility. After the video has finished, the player disappears. This non-intrusive format provides high awareness and is perfectly suited for a combination with in-stream video ads to increase reach.



Examples:

<http://dev.smartclip.net/showroom/outstream/intxt/single.html>

<http://www.flashtalking.net/de-cgn/smartclip/adgallery/data/inbanner/inbanner-2-mondelez.mp4>

<http://www.flashtalking.net/de-cgn/smartclip/adgallery/data/inbanner/inbanner-2-vw.mp4>

TECHNICAL REQUIREMENTS FOR INTXT CLASSIC:

File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	Max. 30 seconds
Aspect ratio	16:9 (standard widescreen)
Resolution	640x360, 1280x720, 1920x1080 (preferred)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

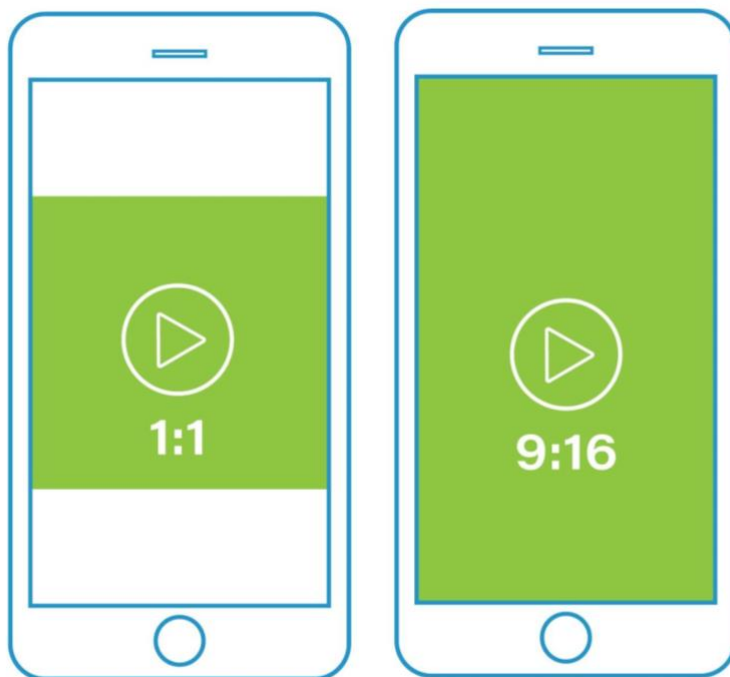
Intxt Square/ Vertical

InTtxt Square will show a 1:1 square video, while InTtxt Vertical is loading a 9:16 vertical ad on mobile devices. Both are using the technology of the SpotX Europe (formerly smartclip) InTtxt player including all its settings. The player works for HTML5 mobile environments. InTtxt Square starts in the heart of professional content. The sound always needs to be activated by the user.

The InTtxt Square player will automatically check for a square creative and try to display the video. If there is no 1:1 square creative inside a VAST, the player will automatically switch to 16:9 and display InTtxt 16:9 instead.

Instead, if there is no 9:16 vertical creative inside a VAST, the InTtxt Vertical player will automatically switch to 1:1 and display an InTtxt Square. But if there is also no square creative, a 16:9 InTtxt video creative will be displayed.

The video chain looks like: Vertical → Square → 16:9 on mobile devices.



Examples:

Square - <http://dev.smartclip.net/showroom/outstream/square/single.html>

Vertical - <http://dev.smartclip.net/showroom/outstream/vertical/single.html>

TECHNICAL REQUIREMENTS FOR INTXT SQUARE:

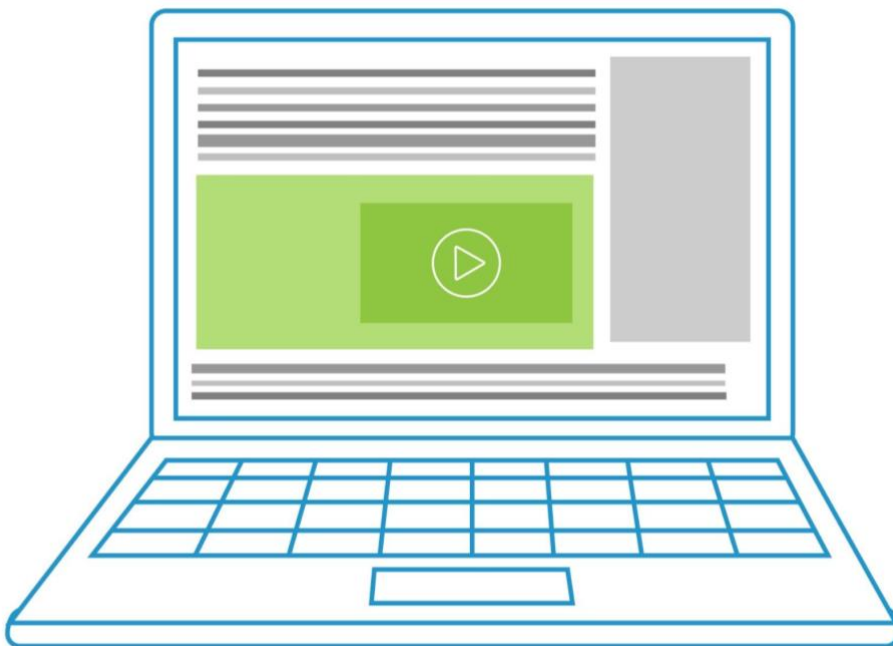
File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	No restriction (30 seconds preferred)
Aspect ratio	1:1 (square video)
Resolution	320x320, 640x640, 1280x1280, 1920x1920
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

TECHNICAL REQUIREMENTS FOR INTXT VERTICAL:

File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	No restriction (30 seconds preferred)
Aspect ratio	16:9 (vertical video)
Resolution	360x640, 720x1280, 180x320
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

Intxt Branded Player

InTxt Branded Player by SpotX Europe (formerly smartclip) is based on the smartIntxt technology including all its settings and is a standalone video player designed to show a video advertisement with interactive graphic elements surrounding the video element. The player works in both classic desktop as well as in HTML5 mobile environments. The advertisement will appear inside a specified element or try to automatically position itself in the page. While readers scroll down a page, the player will initialize and start playing the ad as it enters the visible area.



Example:

http://dev.smartclip.net/showroom/outstream/intxt_branded/single.html

TECHNICAL REQUIREMENTS FOR VIDEO:

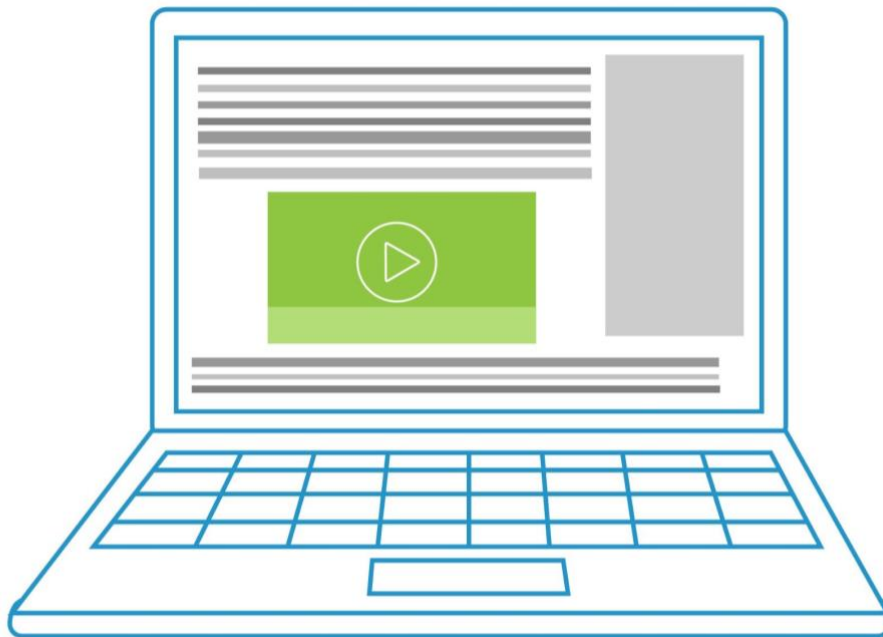
File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	No restriction (30 seconds preferred)
Aspect ratio	16:9 (standard widescreen)
Resolution	640x360, 1280x720, 1920x1080 (preferred)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

TECHNICAL REQUIREMENTS FOR DISPLAY:

Assets	640x360 (JPG, PNG, in total 100 kB)
Backup Image	640x360 (max. 40 kB)
Animated Backup Image	640x360 HTML5 file (zip)

InTtxt Interactive

InTtxt Interactive by Spotx Europe (formerly smartclip) is based on the smartInttxt technology including all its settings and is a standalone video player designed to show a video advertisement with interactive graphic elements surrounding the video element. The player works in both classic desktop as well as in HTML5 mobile environments. The advertisement will appear inside a specified element or try to automatically position itself in the page. While readers scroll down a page, the player will initialize and start playing the ad as it enters the visible area. InTtxt Interactive allows clients to integrate a form of display ad banner inside of their InTtxt video. It does not matter where the client would like to have the animated banner: Top, Bottom, Left, Right, Frame, Left and Right.



Example:

http://dev.smartclip.net/showroom/outstream/intxt_interactive/single.html

TECHNICAL REQUIREMENTS FOR VIDEO:

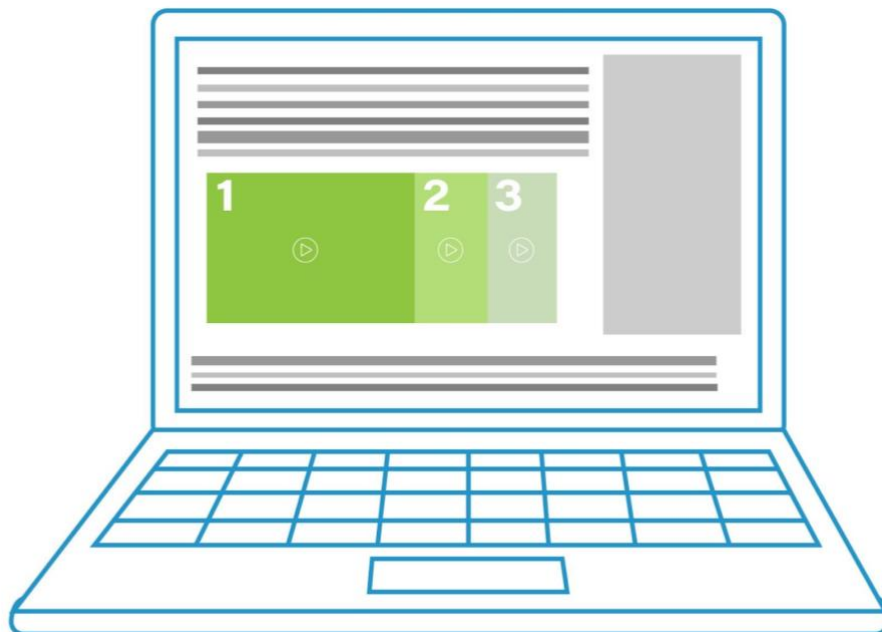
File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	No restriction (30 seconds preferred)
Aspect ratio	16:9 (standard widescreen)
Resolution	640x360, 1280x720, 1920x1080 (preferred)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

TECHNICAL REQUIREMENTS FOR DISPLAY:

Assets	640x120 (top/bottom) or 100x360 (left/right) JPG, PNG, in total 100 kB
Backup Image	640x120 (top/bottom) or 100x360 (left/right); max. 40 kB
Animated Backup Image	640x120 (top/bottom) or 100x360 (left/right); HTML5 file (zip); OVERLAY above the video

Intxt Spot Select

InTtxt Spot Select by SpotX Europe (formerly smartclip) is based on the smartInttxt technology including all its settings and is a standalone video player designed to show a combination of video and display advertisement in the editorial content of a webpage which usually displays a long body of text. The player works in both classic desktop as well as in HTML5 mobile environments. The advertisement will appear inside a specified element or try to automatically position itself in the page. While readers scroll down a page, the player will initialize and start playing the ad as it enters the visible area.



Examples:

http://dev.smartclip.net/showroom/outstream/intxt_spotselect/single.html

<https://creativepreview.flashtalking.net/p/BkmgQuz1E>

<https://creativepreview.flashtalking.net/p/BJAfp07kE>

TECHNICAL REQUIREMENTS FOR VIDEO:

File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	No restriction (30 seconds preferred)
Aspect ratio	16:9 (standard widescreen)
Resolution	640x360, 1280x720, 1920x1080 (preferred)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)

TECHNICAL REQUIREMENTS FOR DISPLAY:

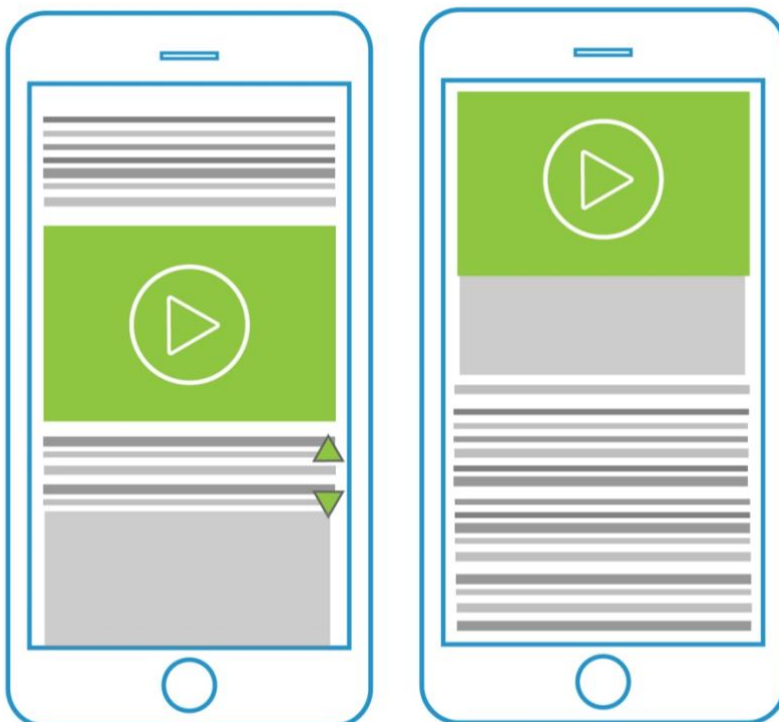
Assets	640x360 (JPG, PNG, in total 100 kB)
Backup Image	640x360 (max. 40 kB)
Animated Backup Image	640x360 HTML5 file (zip); OVERLAY above the video

InSwipe

InSwipe by SpotX Europe (formerly smartclip) is based on the smartIntxt technology and is a standalone video player designed to show video advertisement in the content of a webpage which usually displays a long body of text. The player works in HTML5 mobile as well as in desktop environments. The sound always needs to be activated by the user, while the player starts automatically at >50% viewability like every of our Out-Stream formats.

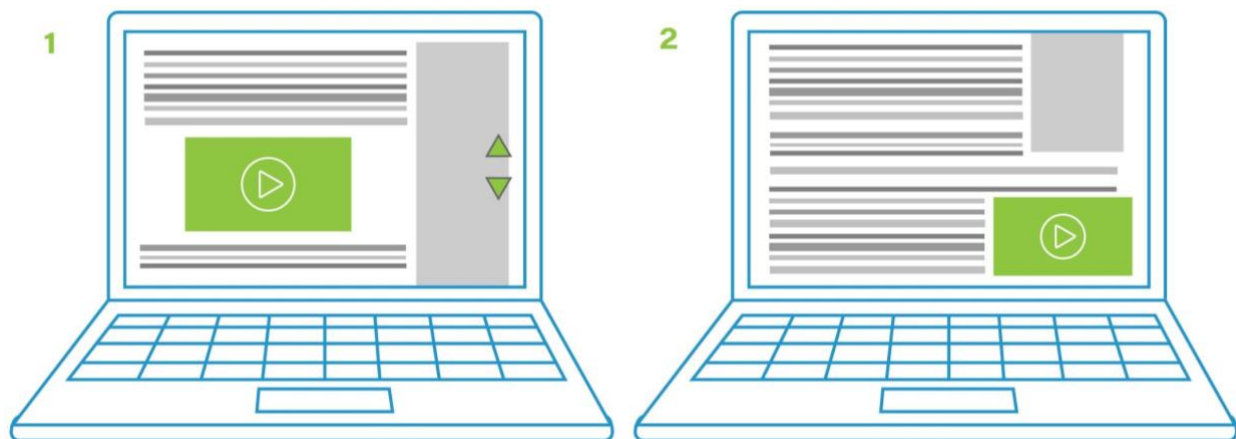
Mobile

When the user scrolls on his mobile phone, the InSwipe ad remains sticky at the top of the page (1/3 of mobile display), while he or she can still read the website's content (2/3 of the display). The video ad is skippable at any time by the user via an easy swipe to the left or right (mobile) or pressing a skip button (desktop).



Desktop

When the user scrolls to read e.g. an online article and the InSwipe player begins to move out of the user's view, the video switches (at less than 50% viewability) to the bottom right corner of the webpage. A skip button always appears after 6 seconds for InSwipe desktop when a VAST 3 (or higher) creative is shown, which has a skip-offset defined in its XML.



Example:

<http://dev.smartclip.net/showroom/outstream/inswipe/single.html>

TECHNICAL REQUIREMENTS FOR VIDEO:

File Type	MOV, MP4, MPG
File Size	Max. 200 MB
Length	No restriction (30 seconds preferred)
Aspect ratio	16:9
Resolution	640x360, 1280x720, 1920x1080 (preferred)
Frames/sec.	24-30 fps
Video Bitrate	Min. 2000 Kbps (VAST Redirects max. 1500 Kbps, 800 Kbps recommended); SSL, wrapper VPAID is not supported!
Audio	Min. 128 Kbps, 44 kHz, Stereo, ACC or MP3 (preferred)