

▶ **SMART TV AD FORMATS**

SPECIFICATIONS

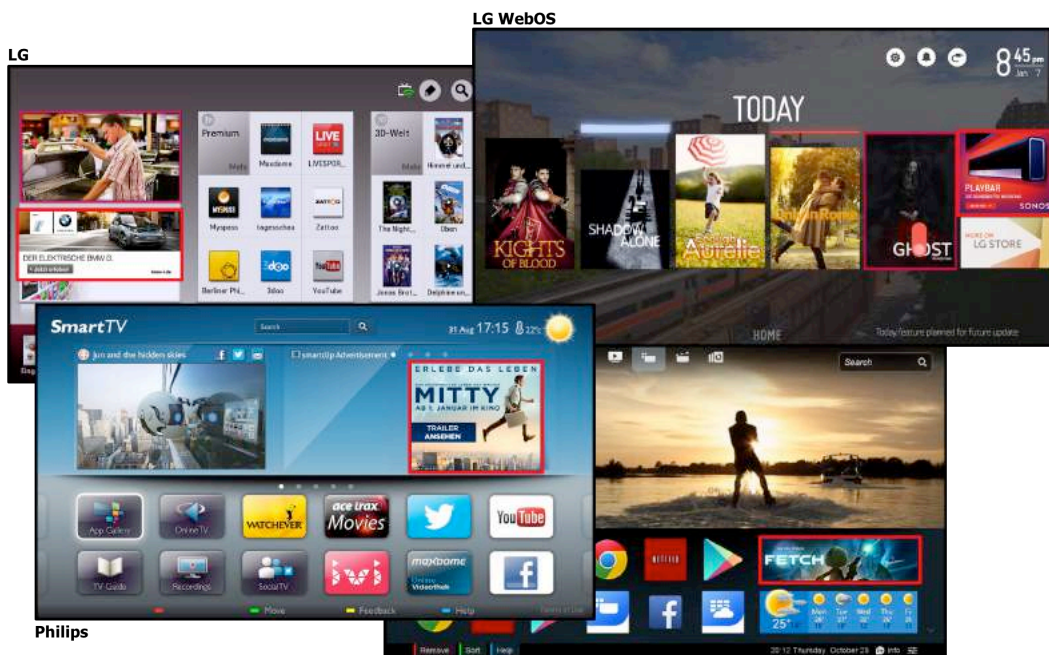
VERSION 2.0

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1. Smart TV Platform Ads (First Creative)

1.1 Basic ad package



FORMATS:

LG	Philips
▶ 360x150	▶ 300x250
▶ 300x250	▶ 360x96 (2014)
▶ 970x90	
▶ 728x90	

TECHNICAL REQUIREMENTS:

- ▶ **File type:** PNG (static, not animated)
- ▶ **File size:** 700kb maximum

PLEASE NOTE:

- ▶ All formats required in order to ensure delivery of campaign volume

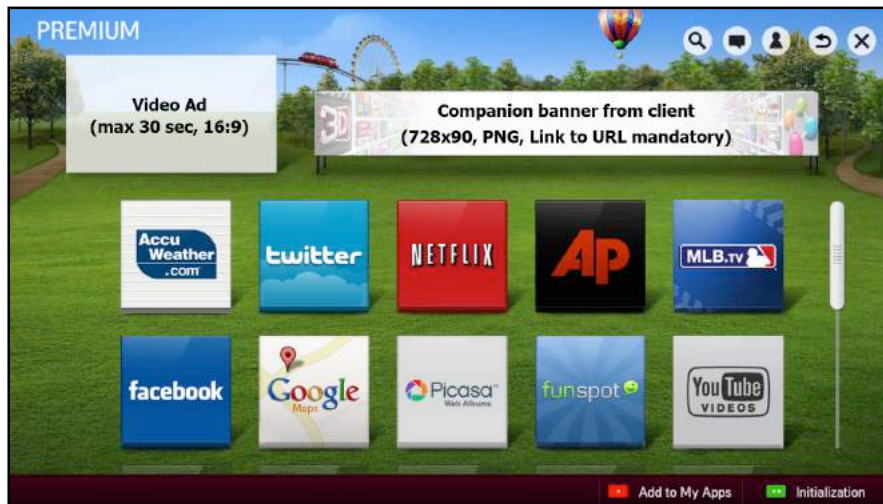
DELIVERY:

- ▶ Minimum 5 working days before campaign start to cm.ctv@smartclip.com

1.2 PIP format (LG)

The LG Smart TV platform also offers a direct placement of a video ad – which can be combined with a companion banner.

OPTION 1



OPTION 2



1.3 1x1 client tracker

The client's impression and click tracker has to be 1x1 and redirectable (HTTP 302 redirectable). The click tracker is not allowed to redirect to a landing page.

If the click tracker isn't 1x1 and redirects to a landing page, we have the option to make it redirectable. To make it redirectable please provide us with the required macro and a clear instruction how this is to be added to the click tracker. Otherwise we cannot implement the click tracker. Please note that for this option we cannot be held responsible for any discrepancies.

2. Click options & Second Creative

	Click to Video	Click to Image	Click to Microsite	Click to Website	Click to Application
LG	✓	✓	✓	✓	✓
Philips	✓	✓	✓	X	✓

2.1 Click to Video

Most of the values here are minimum values. If not stated explicitly they may be higher (better) than the given values.

Video dimensions	Video length	Format	Frame rate	Video compression
1280 x 720 (16:9 aspect ratio)	Unlimited	<ul style="list-style-type: none"> ▶ .mov, ▶ .avi ▶ .mp4 	24 – 30 fps	Any native quicktime, h.264
Bitrate	Key frame interval	Audio codec	Recommended file size	3D videos
1500 kb/s	Every 24 frames	AAC, 128 kb/s, 44kHz, Stereo	Max. 50 MB per minute of video length	On request*

PLEASE NOTE:

- ▶ No anamorphic videos
- ▶ No black end and start frames
- ▶ Longer videos need more buffering time until the video starts playing
- ▶ *3D videos: As most devices support 3D functionality, Smart TV platform ads can link to 3D videos instead of normal videos (please check availability with smartclip in advance). Detailed specifications and introduction to companies specialized in producing 3D videos can be provided on request.

DELIVERY:

- ▶ Minimum 5 working days before campaign start to cm.ctv@smartclip.com

2.2 Click to Image

TECHNICAL REQUIREMENTS:

- ▶ **File type:** PNG
- ▶ **Format:** 1280x720; 1920x1080

DELIVERY:

- ▶ Minimum 5 working days before campaign start to cm.ctv@smartclip.com

2.3 Click to Website

- ▶ Only available for LG Smart TVs
- ▶ Needs to be checked by LG in order to ensure good user experience

2.4 Click to App

Brands can create specific branded applications for Smart TV platforms and redirect users to this content. An application must be developed according to the SDK (Software Development Kit) of each CE-manufacturer. In addition to the required specifications the application has to run through the approval process of each manufacturer.

TECHNICAL REQUIREMENTS:

For detailed information and sign-up for app development please go to:

- ▶ **LG:** <http://developer.lge.com/resource/tv/RetrieveOverview.dev>
- ▶ **Philips:** <http://www.yourappontv.com/home>

PLEASE NOTE:

- ▶ The whole process of building and implementing a branded Smart TV app can take 6 weeks to a few months, depending on available resources at all parties involved (process management, content production, reviews,...), QA process, number of bug fixes,...
- ▶ If required smartclip can introduce you to companies specialized in app production

2.5 Click to Microsite

There are two types of Smart TV Microsites available on LG and Philips:

“Basic” Microsite



“Advanced” Microsite



2.5.1 Basic Microsite



COMPONENTS:

- ▶ Full screen Background Image
- ▶ Auto play Video

SET UP:

- ▶ Lead time: 1 week min. after a mutual kick-off call
- ▶ All assets must be delivered as specified to cm.ctv@smartclip.com
- ▶ Including a limited amount of streaming and storage (50 GB for storage, 250 GB for streaming, 30.000 sessions/month)

TECHNICAL REQUIREMENTS:



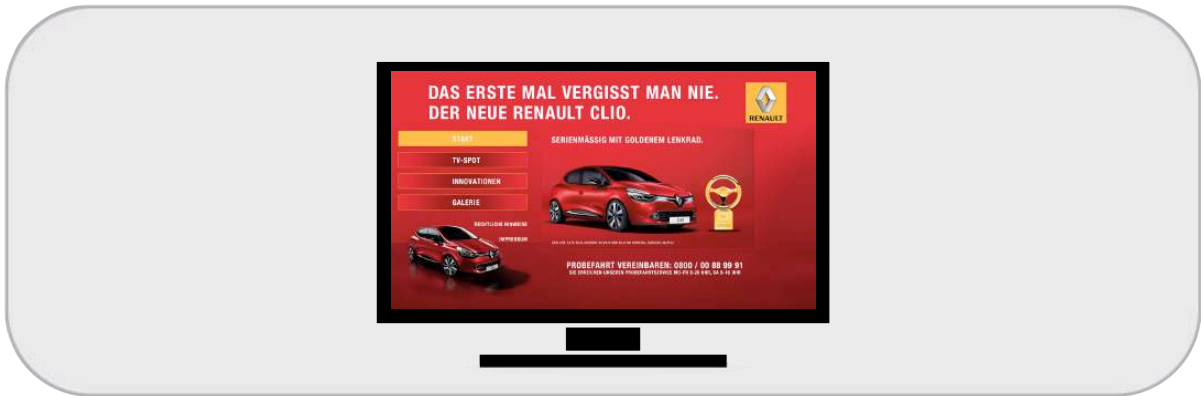
BACKGROUND-IMAGE:

- ▶ 1280x720 JPG, PNG or GIF (not bigger than 100K)
- ▶ **Please notice SAFE AREA:** no text or any information outside this area
- ▶ Text must be included in background image
- ▶ Recommended font size for TV screens: 18 or bigger

VIDEO:

- ▶ **Format:** MP4 (MPG2, WMV)
- ▶ **Codec:** h.264, Main Profile (Level 3.1), 860kb/s, 720p progressive, 25 frames/s, variable bitrate (about 1-2 Mbit)
- ▶ **Streaming Mode:** Off
- ▶ **Fast Start:** On
- ▶ **Audio:** AAC, 128kbs, 48kHz, 16 bit

2.5.2 Advanced Microsite



COMPONENTS:

- ▶ Full screen background image
- ▶ Menu with variable number of menu items
 - ▶ Video/image galleries
 - ▶ QR-codes, text
 - ▶ contact forms, votings
- ▶ Content area

SET UP:

- ▶ Lead time: 2 weeks min. after a mutual kick-off call
- ▶ All assets must be delivered as specified to cm.ctv@smartclip.com
- ▶ Including a limited amount of streaming and storage (50 GB for storage, 250 GB for streaming, 30.000 sessions/month)

MENU STRUCTURE & SUB PAGES:

Vertical menu



Horizontal menu

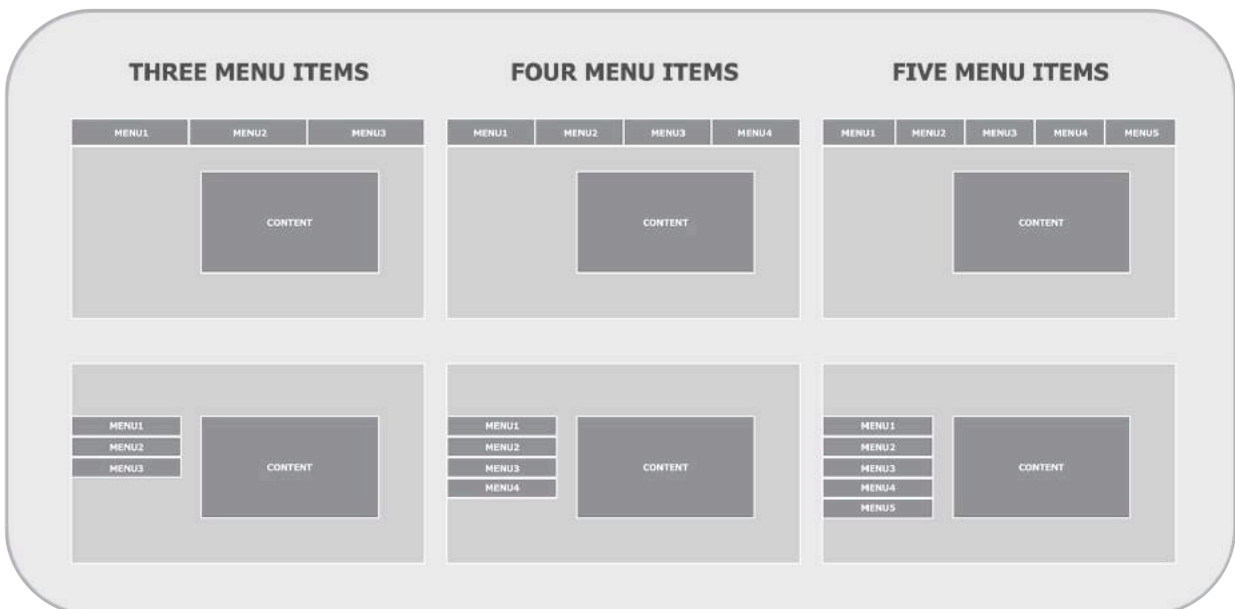


- ▶ Vertical or horizontal menu with 3-5 menu items
- ▶ On each page of the microsite all elements are placed at the same position
- ▶ The content container is always located at the right side but filled with different content (video, images).

TEMPLATE OVERVIEW:

Fixed templates and custom layout available:

- ▶ **Horizontal menu structure:** 3-5 menu items
- ▶ **Vertical menu structure:** 3-5 menu items
- ▶ **Custom layout:** free positioning of content area and menu

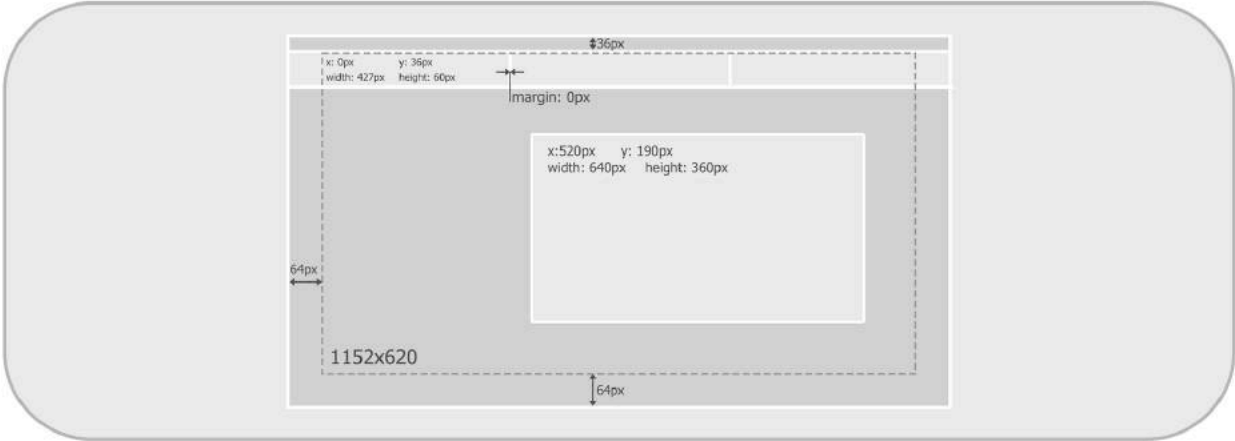


SAFE AREA:

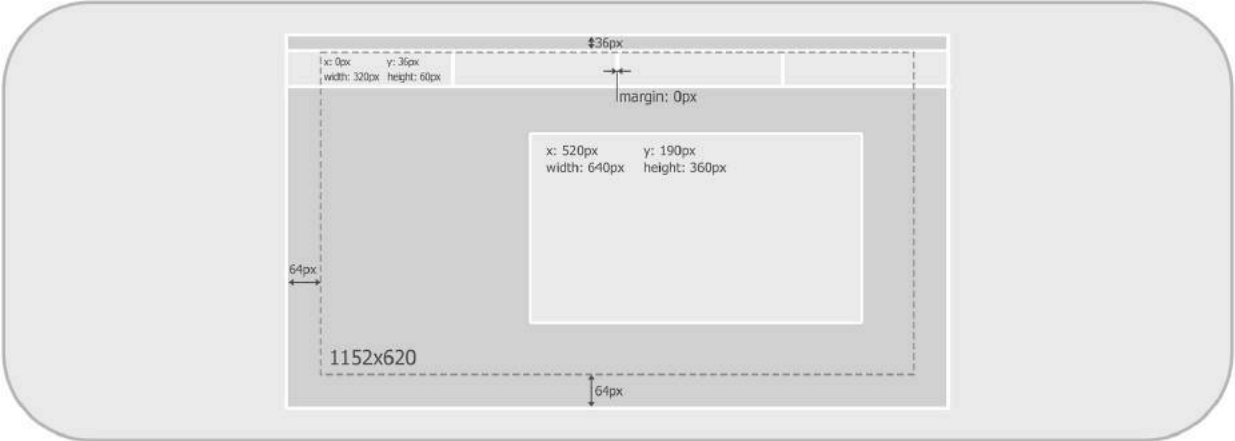


FIXED TEMPLATE:

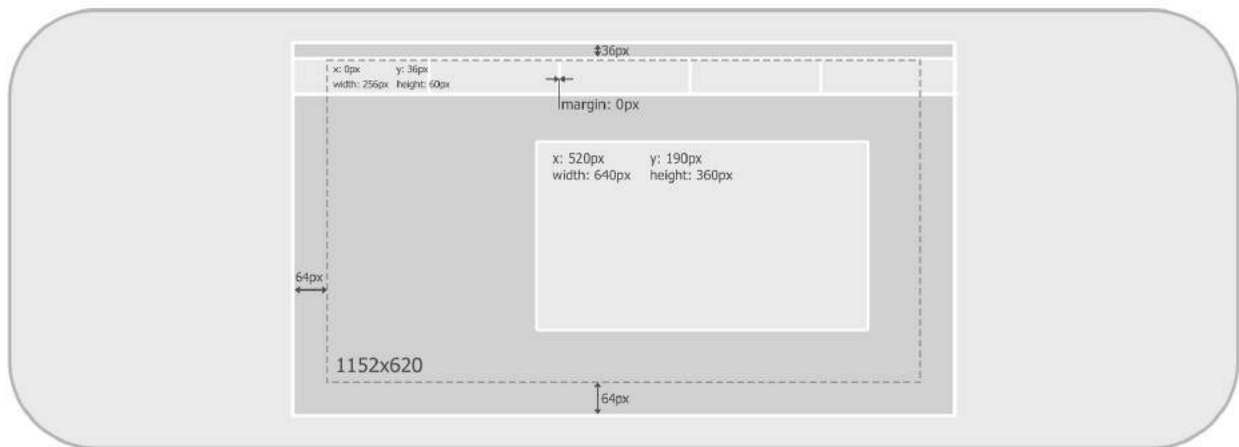
Horizontal menu with 3 menu items



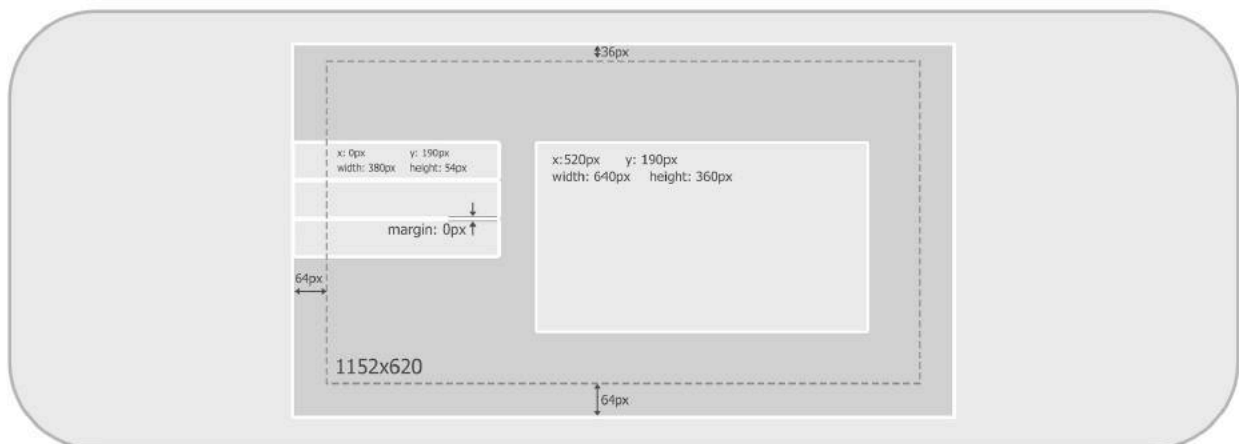
Horizontal menu with 4 menu items



Horizontal menu with 5 menu items

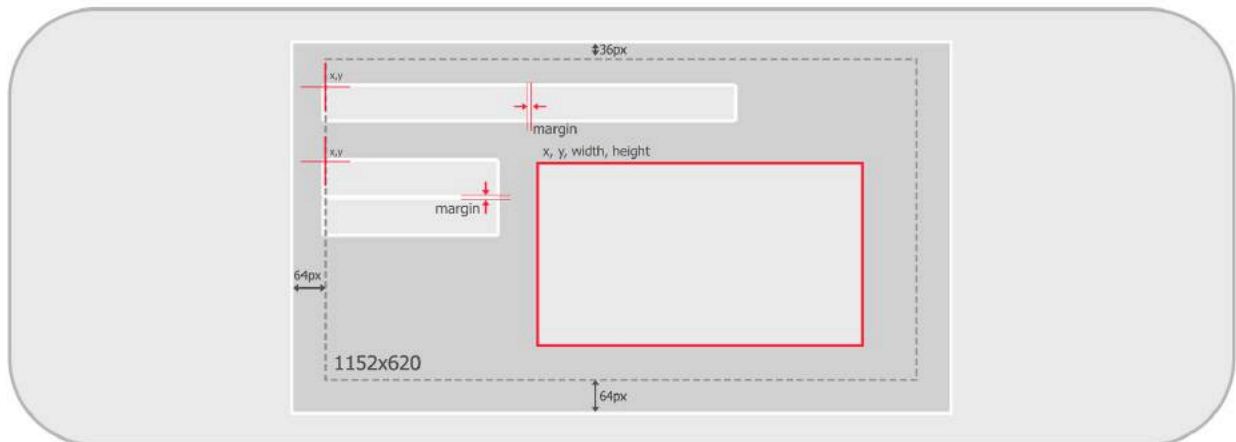


Vertical menu with 3 menu items



CUSTOM LAYOUT:

Free positioning of content area and menu:



Settings:

- ▶ **menu_layout:** [horizontal|vertical]
- ▶ **menu_x_position:** int (Position menu on x-axis)
- ▶ **menu_y_position:** int (Position menu on y-axis.)
- ▶ **menu_item_margin:** int (On vertical layout set margin bottom, on horizontal layout set margin right on each menu item.)
- ▶ **content_x_position:** int (Position content on x-axis.)
- ▶ **content_y_position:** int (Position menu on y-axis.)
- ▶ **content_width:** int
- ▶ **content_height:** int

BACKGROUND IMAGE:

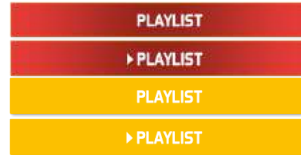
1280x720 JPG, PNG or GIF (not bigger than 100K)



MENU ITEMS:

Menu items have to be delivered in four stages:

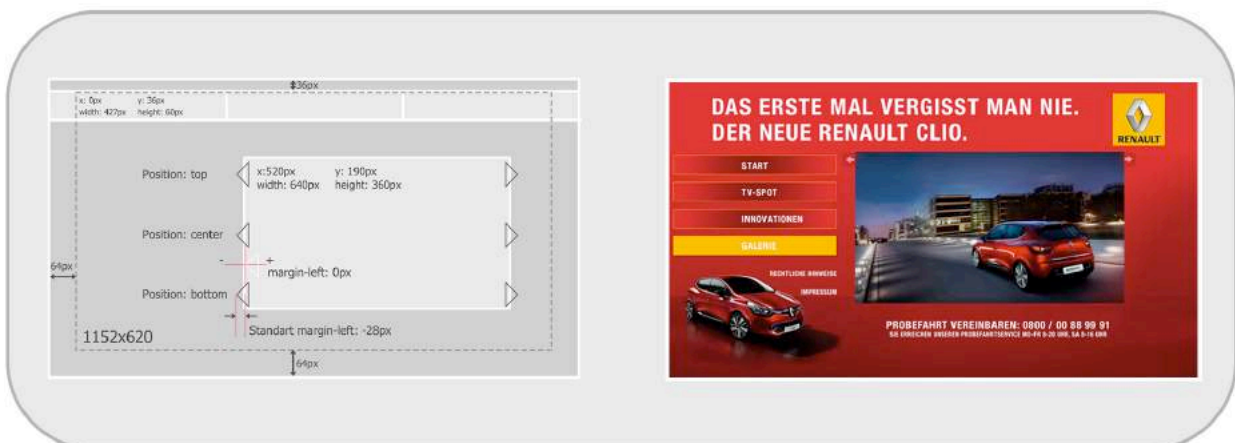
- ▶ **Default**
- ▶ **Focus**
- ▶ **Active**
- ▶ **Focus and active**



Graphic formats should be jpeg or png and each background graphic should be max. 40K. A menu item can have it's own app background.

IMAGE GALLERY:

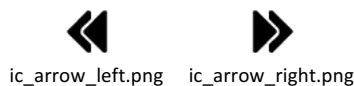
Gallery arrows can be positioned at the top, in the center or at the bottom. Arrow margin may vary from -50px to +320px.



Settings:

- ▶ **Slide show:** [true | false] Slides automatically to next image with given slide show interval
- ▶ **Interval:** [0-10s] Time to slide to next image
- ▶ **Position:** [top | center | bottom] Position of gallery arrows
- ▶ **Margin:** [-50 – 320px] Margin for gallery arrows

- ▶ **Assets:**

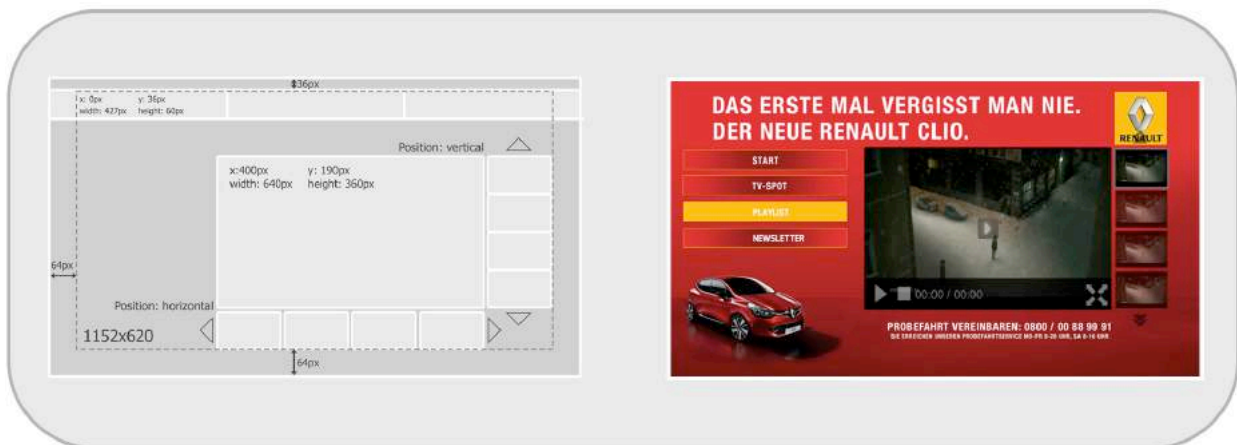


Different stages are shown by opacity

Gallery arrows are shown on > 1 images. Images should be < 100K.

VIDEO PLAYLIST:

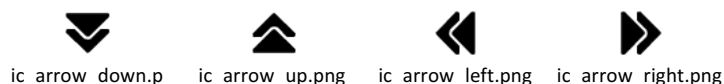
The video playlist can be placed on the right or at the bottom. The playlist size is dynamically calculated to hold 4 video thumbnails with the same resolution of the content container.



Settings:

- ▶ **Position:** [right | bottom] Position of video playlist. Position right may not fit with the standard templates
- ▶ **Autoplay:** [true | false] Play video on start
- ▶ **Autoplaynext:** [true | false] Plays next video on video finish
- ▶ **Video_preview:** [string] If no preview image is set, image will be automatically generated from video
- ▶ Videos can be delivered in any format, they are automatically transcoded.
 - ❖ Format: MP4
 - ❖ Codec: h.264, Main Profile (Level 3.1), 860kb/s, 720p progressiv, 25 frames/s, variable bitrate (about 1-2 MBit)
 - ❖ Streaming Mode: Off
 - ❖ FastStart: On
 - ❖ Audio: AAC, 128kbs, 48kHz, 16 bit

▶ Assets:

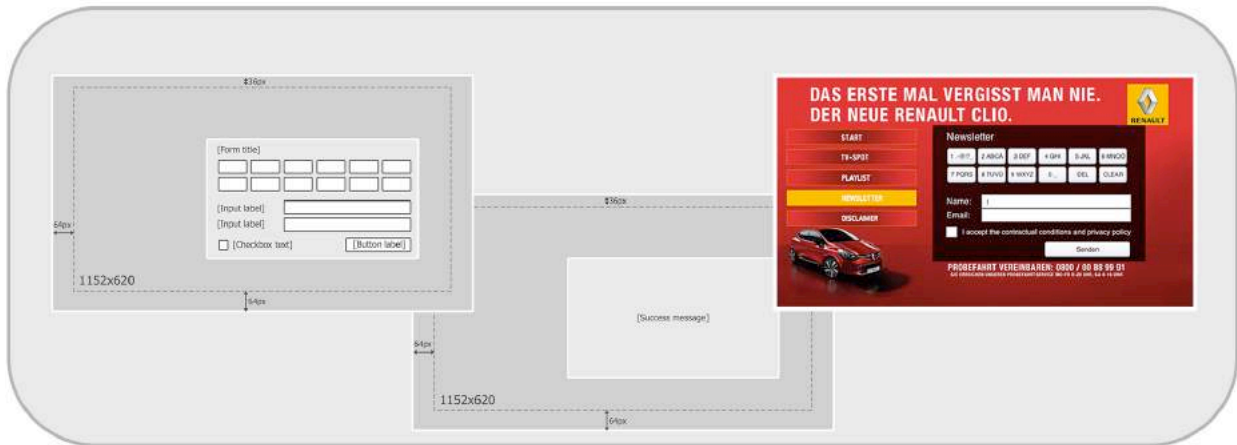


Different stages are shown by opacity

Video playlist is shown on > 1 videos

FORMS:

The advanced template supports simple newsletters and voting. The number of input fields depends on the size of the content area. The advertiser has to provide a disclaimer.



Settings:

- ▶ **Title:** **string** (Form title)
- ▶ **Input_type:** **[name|email|phone|free]** (Four different input types are supported)
- ▶ **Input_label:** **string** (Input field label.)
- ▶ **Button_label:** **string** (Send button label.)
- ▶ **Enable_checkbox:** **[true|false]** (Show checkbox.)
- ▶ **Checkbox_text:** **string** (For instance: „I accept the contractual conditions and privacy policy“)
- ▶ **Success_message:** **string** (Success message shown on submit form, i.e. „Thank you for your participation.“.)

Data:

Form data is saved as key value pairs. The results can be downloaded as excel sheet.

RENAULT DEMO

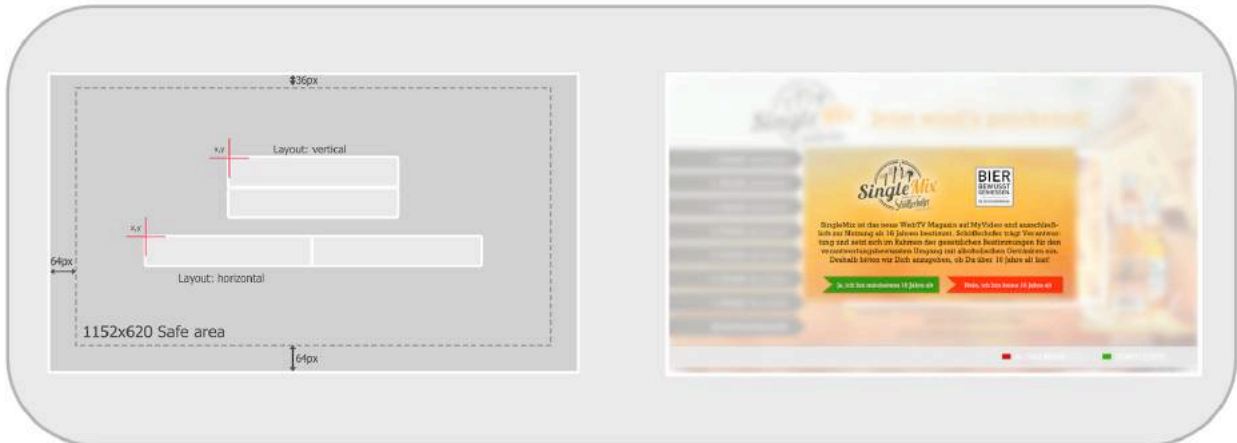
FORMULARAUSWERTUNG NEWSLETTER

ID	NAME (FREIES FELD)	EMAIL (FREIES FELD)	DATUM
2017	Roman	roman@gmx.de	26.07.2014 23:07
2016	Christoph	christoph@hotmail.de	26.07.2014 22:54
2015	Simone	simone@gmail.com	26.07.2014 22:50
2007	Hesham	hesham@aol.com	25.07.2014 16:48

ERZEUGT VON NEXXOMNIA AM 28.07.2014 12:09

AGE VERIFICATION SITE:





The age verification site is a simple background image. Only the two buttons can be positioned. The background should be delivered as jpeg or png format < 100K.



Settings:

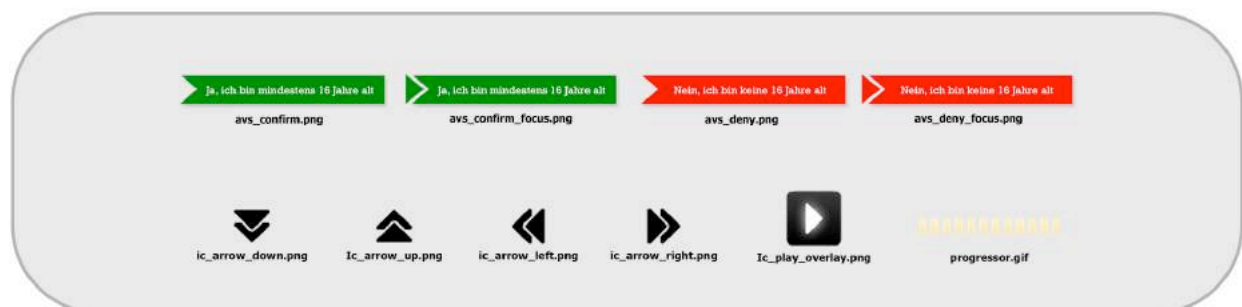
- ▶ **enable_avs:** [true | false] (activate avs page)
- ▶ **layout_buttons:** [horizontal | vertical] (Buttons are horizontally or vertically placed, the button size is determined by the graphics size)
- ▶ **button_position_x:** int (Position buttons on x-axis)
- ▶ **button_position_y:** int (Position buttons on y-axis)

- ▶ **Assets:**

			
avs_confirm.png	avs_confirm_focus.png	avs_deny.png	avs_deny_focus.png

STANDARD ICON SET:

The template uses a standard icon set. To use an own icon just place an image with the according name in the asset package.



- ▶ Call of a menu item as PI
- ▶ Gallery next image/previous image
- ▶ Image gallery
- ▶ Video start, pause, finish, average viewing time (videos > 1min)
- ▶ Average visit duration
- ▶ Sessions
- ▶ Visits
- ▶ Unique Users

PREPARING ASSETS:

The asset package consists of:

- ▶ A config file (see below); all sources can either be specified as links or as named in the zip file

```
<menu_item_image_default>startmenu-default.png</menu_item_image_default>
```

OR

```
<menu_item_image_default>http://myserver.de/assets/startmenu-default.png</menu_item_image_default>
```

- ▶ All resources that are described in the config file which are not links
- ▶ **Config file:**

```
<config>
  <name></name>
  <description></description>
  <template>[custom|hor_3|hor_4|hor_5|vert_3|vert_4|vert_5]</template>

  <!-- Just for custom layout-->
  <menu_layout>[horizontal|vertical]</menu_layout>
  <content_x_position></content_x_position>
  <content_y_position></content_y_position>
  <content_width></content_width>
  <content_height></content_height>
  <menu_x_position></menu_x_position>
  <menu_y_position></menu_y_position>
  <menu_button_margin></menu_button_margin>
  ...
</config>
```