

SPECIFICATIONS

MULTI SCREEN

IN-PAGE VIDEO



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1. Fact Sheet

A large variety of our In-Page Advertising formats can be played as a moving image (video).

As part of our One Stop Service (Video Handling) you can deliver your videos in raw or encoded form. The encoding is carried out by United Internet Media. In doing so, your creative will be optimized by us in various In-Page formats and converted across all screens. Without additional effort for you!

If you have any questions, please contact:



E-Mail: ads@united-internet-media.de

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2. General United Internet Media Requirements

The General Terms and Conditions <https://www.united-internet-media.de/en/general-terms-and-conditions/> and General Advertising Guidelines <https://www.united-internet-media.de/en/downloadcenter/general-guidelines/> are applicable here. Any violations of the points listed above or applicable law will automatically lead to the advertisement being declined.

3. General Requirements for the Delivery of Videos

- 3.1. The ad or redirects must be submitted at least **5 working days** before the start of the campaign.
If the files are not sent on time, United Internet Media cannot guarantee that the campaign will start as scheduled, or that the ads will be integrated without any errors.
- 3.2. Please note the **additional creative-specific specs**.
- 3.3. The length of the video must be at least 5 seconds and at a maximum of 30 seconds long. We recommend a length of **15 seconds**.
- 3.4. Please note that the video must be delivered without upstream or downstream idle (for example, technical leader, black, white or other empty frames)
- 3.5. In case of not using the video player by United Internet Media, the user must be able to pause the video at any time. Likewise, the sound as well as the loop of the ad have to be deactivated by default (also note: 6. Details on delivery). The video player of United Internet Media fulfils this condition in advance.
- 3.6. Resolution and video size
 - Unless otherwise determined, the resolution of the video should be equal to the size of the video
 - In advertising forms where the video does not occupy the entire advertising space, the following applies:
 - The video may not exceed the size of the advertising format / space itself. The same applies to expanding or dynamic advertising formats in the biggest possible condition.
 - If the video does not occupy the full ad space within its format, the size of the video can be freely selected, up to the maximum size of ad space.
 - The resolution of the video corresponds to the size of the video area in the general creative (for example: a video within a billboard (970 x 250 pixels) with the size of 300 x 250 pixels has a resolution of 300 x 250 pixels).
- 3.7. The file weight of the video should not exceed 4 MB, because ads above this file size will not play correctly in Chrome Web Browser.
- 3.8. All ads must correspond to our defined specifications. Elements that do not comply with these specifications will not be used, and United Internet Media will not correct or install them.
- 3.9. All ad formats are subjected to an internal check.
- 3.10. Ad identification:
 -  : The ad must be clearly identifiable as an advertisement. It may only copy or imitate content on the pages with advance approval from United Internet Media. If necessary, it must be labelled with the words "Advertisement" or "Ad".
 -  : To indicate to the user that this is an ad, and not editorial content:
-w- in one of the four corners, high-contrast type colour, sans serif typeface, min. 9 pt.
If this label is missing, United Internet Media reserves the right to incorporate it.

4. Details on the Delivery of Physical In-Page Videos

- United Internet Media offers the option to deliver videos in either raw or encoded form. We recommend the raw format, in order to achieve the best possible video quality.
- As part of our One Stop Video Handling, encoding is handled by United Internet Media.

4.1. Delivery of the ad using the **raw format**

Videocodec	DNxHD, ProRes422, XDCAM-HD422 or Quicktime Uncompressed
Framerate	min. 25 frames per second
Audiocodec	PCM (48 kHz / 24 Bit / Little Endian) – audio track 1 - Stereo left, audio track 2 - Stereo right
Maximum volume	-9 dB

4.2. Delivery of the ad using the **encoded form**

When delivering a video that has already been encoded, all three file formats (**webm, mp4, ogv**) are required in order to ensure the highest possible cross-browser compatibility.

Videocodecs	video/mp4 - avc1.42E01E video/webm - VP8 or VP9 video/ogg - Theora
Propotion	16:9
File Format	*.webm *.mp4 *.ogv
Framerate	25 frames per second
Audiocodecs	video/mp4 - mp4a.40.2 video/webm - Vorbis video/ogg - Vorbis
Maximum volume	-9 dB

4.3. Delivery of **graphics** for physical in-page videos (valid for point 4.1. and 4.2.)

For the consistent optimal presentation of the creative, two graphic elements are needed.

Type	Usage	Description of the presentation	File size	Resolution
Video graphic	Poster graphic	Before the video starts	40 kB	Booked creative size
	Klickout graphic	After the video stops		
	Fallback graphic	Browser settings do not support the video format		
Video background	Background graphic ⁽¹⁾	Should the video not fully occupy the available ad space, the video should be outlined ⁽²⁾	40 kB	Size of the booked advertising space ⁽³⁾

⁽¹⁾ Alternatively: Background coloring (hexadecimal code) or graphic tile (image format jpeg or png). By default, the video background is black (#000000)

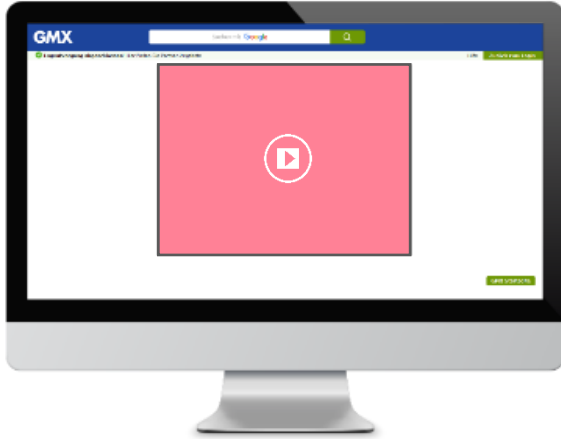
⁽²⁾ By default, a 16:9 video is vertically centered and displayed in full width. If requested, the video can be freely positioned within the background area.

Therefor specify the position value of the x-and y-axis of the video. Please note in your creation that the video is above the background graphic.

Example: MaxiAD+ Bigscreen

Ad Space: 640 x 480 px

Video Area: 640 x 360 px (16:9)



Video-Grafik: 640 x 480 px; completely visible



Video-Background: 640 x 480 px; through the video (640 x 360 px) overlaid

5. Details for the Delivery of Redirects

- A redirect delivery should provide the ability to query the user's bandwidth to deliver the video at the best bandwidth detected. If the creative does not have bandwidth recognition, United Internet Media limits the delivery exclusively to broadband users.
- Should the client be using his own video player within the ad, the following video specifications must be followed, except for the file-related specifications.

Videocodecs*	video/mp4 - avc1.42E01E video/webm - VP8 oder VP9 video/ogg - Theora
Propotion	16:9
File Format*	*.webm *.mp4 *.ogv
Framerate	25 frames per second
Audiocodecs*	video/mp4 - mp4a.40.2 video/webm - Vorbis video/ogg - Vorbis
Maximum volume	-9 dB
Redirect	If solely the video is delivered as a playable medium via redirect, it has to comply with the VAST2 standard. On delivery of the complete ad (including videoplayer) as a redirect, this has to be present as iFrame or script tag.

* Recommendation to ensure the greatest possible cross-browser compatibility

6. Display Details

- 6.1. On delivery on our German portals: an automatic loop of the ad is not possible. For delivery on our Austrian and / or Swiss portals: an automatic looping of the commercial is possible
- 6.2. On mobile devices there is no auto play possible due to browser / operating system restrictions.
- 6.3. Volume control and sound reproduction
 - The sound is disabled by default. It can be activated by user interaction.
 - As in the case of mobile devices, the video only starts with a click / touch on the play button within the video area, the sound is activated by default with the current media volume of the device and can not be regulated by the video player. The regulation of the volume is controlled over the physical keys (louder, softer) of the device.

7. Ad Serving / Tracking

- 7.1. External tracking pixels may be integrated to count clicks and impressions. These must be unattached from the corresponding destination URLs and also allow for clicks to be tracked by United Internet Media.
- 7.2. It is necessary to notify United Internet Media in advance and coordinate the intended use of view time/visibility measurements or other expanded tracking methods featuring scripts. United Internet Media reserves the right to reject this type of tracking.
- 7.3. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 7.4. All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and must be able to respond to its signalling. Please note the "TCF 2.0 Notes" (<https://www.united-internet-media.de/en/downloadcenter/specifications/>).

8. Technical Requirements

- 8.1. Hhttps is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects / sources.

Any questions?

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