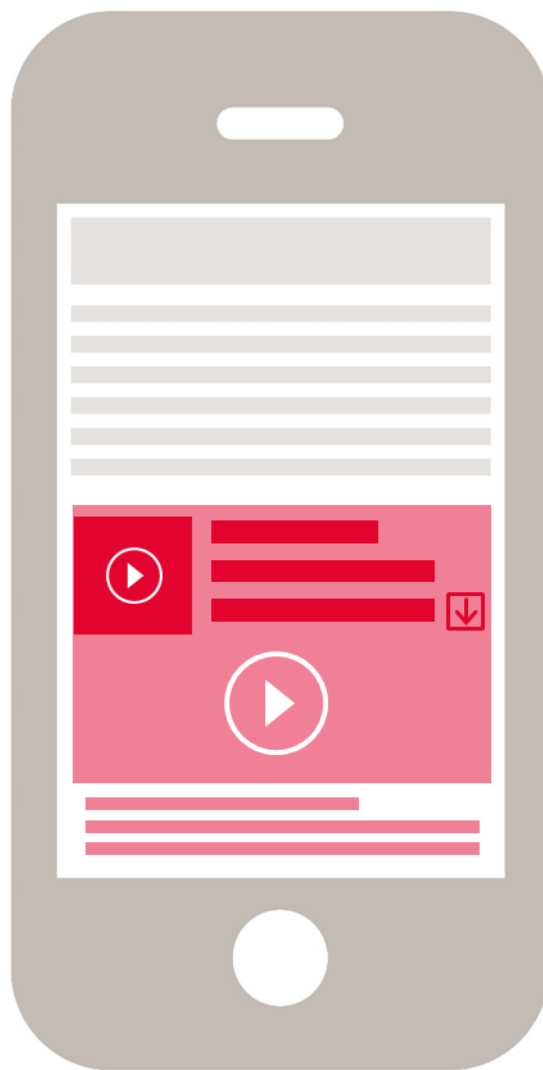


SPECIFICATIONS

# MOBILE VIDEO NATIVE TEASER



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### 1. Fact Sheet

The Mobile Video Native Teaser offers the perfect combination between native and mobile video advertising.


The ad teaser is placed directly in a topic-related environment and thus targeted in the area of interest of your target audience. Furthermore, the image element is equipped with a play button. By clicking on the image, the user can slide the creative to its full size and receive your video message, and with the integrated “close” button the advertising material returns to its original size.

If you have any questions, please contact:

E-Mail: [ads@united-internet-media.de](mailto:ads@united-internet-media.de)

Last update: 01.09.2020

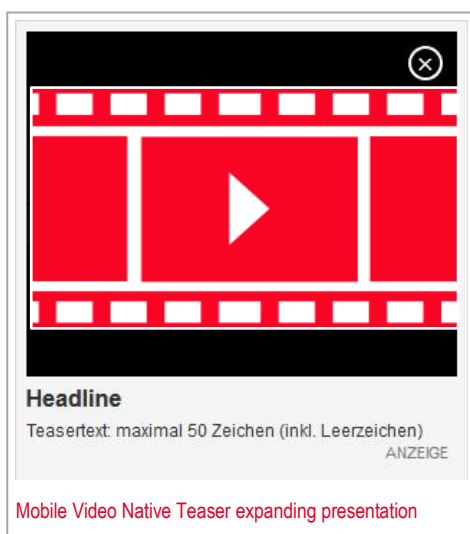
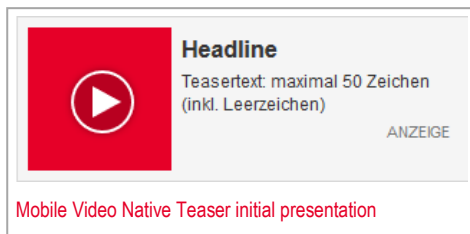
## 2. Data Sheet

Screen <sup>(1)</sup>	Ad type	Measurements (pixels)	File size / Video lenght	File format
	Mobile Video Native Teaser	<b>Teaser-Text:</b> Headline: max. 20 characters (including spaces) Text: max. 50 characters (including spaces) No special characters, no exclamation marks.	-	Text
		<b>Teaser-Bild:</b> 100 x 100 High resolution quality: 200 x 200	10 kB High resolution quality: 20 kB	Image
		<b>Video</b> 300 x 240	min. 5 sec to max. 30 sec <sup>(2)</sup>	Video <sup>(3)</sup>
		<b>Video-Grafik</b> 300 x 240 High resolution quality: 600 x 480	25 kB High resolution quality: 50 kB	Image

<sup>(1)</sup> Either the mobile or desktop view of our portals will be displayed on tablets depending on the user agent. The following criteria will determine the type of display: screen size, operating system, version, browser, browser version, portrait or landscape display, and its environment. Please note that this format is only shown in the mobile view.

<sup>(2)</sup> We recommend a length of 15 seconds.

<sup>(3)</sup> Please refer to the notes under point 7.



### 3. 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.

### 4. Submission Details

- 4.1. The ad or redirects must be submitted at least **three 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.
- 4.2. 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.
- 4.3. All ads are subjected to an internal check.

### 5. Display Details

- 5.1. Ads are always displayed in non-friendly iframes on portals operated by United Internet Media. Modifications may not be made to specific sites. United Internet Media does not specify any use of web development libraries.
- 5.2. Ad features (e.g. sticky, expanding, collapse, etc.) or permanent components of a specific type of ad (close button, interstitial, etc.) will be provided by United Internet Media and may not be implemented in the advertisement already. In addition, the ads may not interact with the page in any way.
- 5.3. Redirects with Rich Media templates that modify the page are not allowed as these may result in errors.
- 5.4. United Internet Media reserves the right to approve each individual motif. Advertisements that evoke extremely strong responses or impact the use of the site too dramatically may be rejected.
- 5.5. All ads have to be reviewed in advance to ensure that they comply with all guidelines and regulations governing the protection of minors. United Internet Media reserves the right to limit access/display time for the advertisement in line with any age restrictions, or reject the motif entirely.
- 5.6. United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.

### 6. Ad Serving / Tracking

- 6.1. It is not possible to submit redirects.
- 6.2. 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.
- 6.3. 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.
- 6.4. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 6.5. 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/>).

## 7. Audio, Video

- 7.1.** 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**.
- 7.2.** Please note that the video must be delivered without upstream or downstream idle (for example, technical leader, black, white or other empty frames)
- 7.3.** 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.

■ Delivery of the ad using the **raw format**

As part of our One Stop Video Handling, encoding is handled by United Internet Media.

Videocodec	DNxHD, ProRes422, XDCAM-HD422 or Quicktime Uncompressed
Framerate	min 25 frames per second
Resolution	300 x 240 px
Audiocodec	PCM (48 kHz / 24 Bit / Little Endian) - audio track 1 - Stereo left, audio track 2 - Stereo right
Maximale Lautstärke	-9 dB

■ 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
Resolution	300 x 240 px
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

- 7.4.** We refer to the United Internet Media Video Specifications here. For more information, please see: <https://www.united-internet-media.de/en/downloadcenter/specifications/>

## 8. Technical Requirements

- 8.1.** Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3rd party redirects (tracking pixels).

# Any questions?

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If you have any questions, please contact our team:

### **Media Campaign Management**

✉ E-Mail: [ads@united-internet-media.de](mailto:ads@united-internet-media.de)

