

1. ONLINE VIDEO - RTL
2. PREMIUM DISPLAY & MIXED IAB - AD ALLIANCE
3. DISPLAY ADVERTISING - DPG MEDIA

## 1. ONLINE VIDEO

### RTL STREAMSPOT

Display your video message in RTL's high-quality content library. To ensure the proper display of your message on different devices (from mobiles to tv screens) we have the following requirements concerning the source material.

Standard specifications:

	Type	Resolution	Bitrate	Bitrate Audio
High	MP4 & WebM with H264 video	1920x1080	3500	128
Mid	MP4 & WebM with H264 video	1280x720	2000	128
Low	MP4 & WebM with H264 video	640x360	640	96

### DELIVERY

Content has to be mailed at least one working day before the start of the campaign to [connect@adalliance.nl](mailto:connect@adalliance.nl).

#### **Third party served – VAST:**

- Content can be delivered using at least VAST 2 Wrapper
- You are not allowed to change content without consulting RTL
- Digital Video Ad Serving Template (VAST) 2.0 – [More here](#).
- As of now (October 2019) Excel file types from 1997 to 2003 are no longer accepted when they have extensions .DOC, .DOT, .XLS, .XLT, .PPT, .POT. Please use the file extension .XLSX.
- Third party served ads using a VAST Wrapper are not compliant with our DAI (Dynamic Ad Insertion) and Videoland environment.
- The third party creative, as well as the pixels in the creative, must be equipped with a GDPR consent macro to forward the TCF 2.0 string in the chain. Also to identify vendors. Example: [gdpr\\_consent=\\${GDPR\\_CONSENT\\_123}](#)

**Direct Content:**

RTL Digital Media will transcode your material to the optimal video format, and will host the content, so there are no maximums for delivery.

- Video type mp4 with H264 video
- Dimensions: 1920x 1080
- AAC audio (R128 audio)
- Min bitrates: video 4000 kbps; audio 128 kbps
- Minimum file size: 10 mb
- Third party trackers to be delivered using an SSL protocol
- Third party trackers not allowed in our 'kids environments'
- Third party viewability is web only
- As of now (October 2019) Excel file types from 1997 to 2003 are no longer accepted when they have extensions .DOC, .DOT, .XLS, .XLT, .PPT, .POT. Please use the file extension .XLSX.

**YouTube:**

From 21 May 2018 Google no longer allows third party tagging and ad serving by vendors that have not been expressly approved by Google.

Within RTL packages this has consequences for campaigns that are partially or entirely displayed on our YouTube channels.

**Third party served:**

YouTube only allows third party served by Google DCM (VAST 4). [To test compatibility use this.](#)

**Direct content:**

RTL Digital Media will transcode your material to the optimal video format, and will host the content, so there are no maximums for delivery.

- Video type mp4 with H264 video
- Dimensions: 1920x 1080
- AAC audio (R128 audio)
- Min bitrates: video 4000 kbps; audio 128 kbps
- Minimum file size: 10 mb
- Third party trackers to be delivered using an SSL protocol

Please note: YouTube only allows third party tracking by a select group of vendors. [Please check this for the most recent overview.](#)

**NB:** From 1 September 2020, third party ad tracking is only allowed in Google Ads Data Hub (ADH). There are two options for tracking ads in ADH:

1. Tracking with client id:

The measurements conducted by Doubleverify, IAS and MOAT (Viewability), Nielsen and Comscore (Reach) are exclusively managed in Google Ads Data HUB. RTL needs the following assets to continue with the tracking of these campaigns in YouTube:

- client\_id
- reporting\_id (optional)

In some cases, extra information may be essential. If so, we will directly contact you to manage it the correct way.

2. Tracking with pixels:

All the remaining 3rd party measurement vendors who support ADH (you can find the list of third party vendors who support ADH [here](#)) can provide pixels. Google stated that they will recognize the pixels to assign it to the right ADH account.

**Interactive streamspot:**

Our interactive streamspot offers high-performance options to get into direct contact with your target audience. For example, with an interactive commercial in which the consumer can scroll through promotions in your message, but also by enriching your message with social media applications. The interactive streamspot is a custom ad that offers many options for interaction and animation. Please use [online.traffic@adalliance.nl](mailto:online.traffic@adalliance.nl) to contact RTL's Traffic employees for more information about other possibilities and exact specifications.

Standard specifications:

	Type	Video Type	Resolution	Bitrate	Bitrate Audio
High	VPAID JS 2.0	MP4 & WebM with H264 video	1920x1080	3500	128
Mid	VPAID JS 2.0	MP4 & WebM with H264 video	1280x720	2000	128
Low	VPAID JS 2.0	MP4 & WebM with H264 video	640x360	640	96

## 2. PREMIUM DISPLAY & MIXED IAB

Ad Alliance offers a variety of premium display and mixed IAB formats. These formats are displayed on a broad network of platforms and websites. Do not hesitate to contact [connect@adalliance.nl](mailto:connect@adalliance.nl) or alternative options.

### **DELIVERY**

Premium display content has to be delivered at least five working days before the start of the campaign to [connect@adalliance.nl](mailto:connect@adalliance.nl). The content for a 'Transformer' has to be delivered to [connect@adalliance.nl](mailto:connect@adalliance.nl) at least two weeks before the start of the campaign.

### **Premium display:**

#### **Autonative**

Look [here](#) for the technical specifications of the Autonative. Mock-ups are optional.

#### **Interscroller**

Look [here](#) for the technical specifications of the Interscroller. Mock-ups are optional.

#### **OVX Header**

Video: single MP4 (advice: max. 20 MB and max. 30 sec.), minimum of 1280 x 720 pixels and an aspect ratio of 16:9.

#### **Transformer**

Look [here](#) for the technical specifications of the Transformer. Mock-ups are optional.

### **Mixed IAB:**

#### **Size and maximum weight**

- Billboard: 970x250 pixels, max 100 KB
- Rectangle: 336x280 pixels (medium rectangle: 300x250 pixels), max 100 KB
- Leaderboard: 728x90 pixels, max 100 KB
- Halfpage ad: 336x560, 336x600, 300x500 or 300x600 pixels, max 100 KB
- Mobile halfpage ad: 300x250 or 320x240, max 100 KB

#### **General accepted formats**

- 3rd party tags: may contain HTML, Javascript
- image: JPG, PNG or (animated) GIF
- HTML

### 3. DISPLAY ADVERTISING - DPG MEDIA

DPG Media is responsible for display advertising on the RTL platforms. You can deliver the specs directly to DPG Media. [Look here for more information.](#)