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Ad Guide

Addressable TV
in Germany
V. 1

Content

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Addressable TV Overview

Technical Specifications

Display Ad Format
Delivered always as one file,
for JPG with a black background

File Type
PNG or JPG

File Size
Individual by format

Third-Party Redirect
No

Third-Party Tracking
Generally possible via smartclip
anonymisation proxy for
impressions and clicks.

Requirements
The smartclip anonymisation proxy must
not be recognised as "Fraud".
For this purpose, the proxy user agent
("smartclip-atv") has to be approved by
the tracking provider. Click trackers may
not contain redirects to pages.

Yellow Button Interaction
Click-to-Microsite and Click-to-Video,
maximum length of 55 seconds.

All formats can be used without
interaction as a pure branding format.

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Technical Specifications

Mandatory Requirements for All Display Advertising Formats

– Advertising disclaimer
- All display formats must include a clearly visible/readable disclaimer labelling the advertisement
- Font size minimum of 22px, typeface Helvetica
- Background monochrome; font colour must stand out clearly from background colour
- Elements in the immediate vicinity (e.g. yellow button) must not be larger than the advertising label

– A blue button with the label "data protection" must be included

– No relevant information such as logos or text may be placed in the safe area (45x25px) nor within the navigation bar (1280x84px)

Supplementary Requirements for Interactive Ads

– For interactive ads, a yellow button with the corresponding call-to-action must also be included

– Click-to-video:
- The start of the video must be clearly indicated with a respective notification or CTA (e.g. "Start video now")
- Maximum video length of 55 seconds

Animations

– Simple animations can be realised using the GIF format (maximum of 700 KB), but with a maximum of 10fps

– More complex animations must be mapped using a VPAID. For reasons of quality assurance and the special requirements in the HbbTV environment, we strongly recommend implementation with specialised and experienced developers. For further information (costs, required material, as well as contact to specialised developers), please contact the ATV implementation team: cm.atv@smartclip.de

Delivery Times and Lead Times

Physical Ads
– Minimum of 5 working days before campaign start
– Minimum of 10 working days before campaign start for dynamic ads based on external data sources (e.g. weather targeting)

Microsites / smartclip Template
– Delivery of all assets (videos, static imagery) minimum of 10 working days before campaign start
– Production based on the template, technical control and going live is done by smartclip

Microsites / External Development (Custom Microsites)
– Handover of the final microsite at least 10 working days before campaign start
– Technical control and going live in smartclip infrastructure is done by smartclip

Special Information Regarding OTC Products, Casinos and Betting Companies

OTC
The mandatory disclaimer for advertising related to pharmaceutical products must be included in all ad formats. The brand/agency can choose if the note is displayed throughout the whole duration of the ad or separately at its end.

Casinos and Betting Shops
Please comply with the official laws regarding advertising for gambling. In Germany, the declaration of age restrictions, addiction warnings and the "Schleswig-Holstein-Hinweis" are mandatory and need to be displayed throughout the whole duration of the ad.

Additional Information

smartclip reserves the right to stop the delivery of advertising material or microsites if:

– Complaints from viewers / users arise following the start of the campaign

– It subsequently turns out that the advertising material or the microsites disrupt or impair the performance or use of the TV programming

– The advertising media or the microsite mislead the viewer / user

– Any part of the ad (including the display file, video or microsite) does not comply with the regulations or applicable law

In case of any interrupted deliveries, the smartclip support team will connect with the brand / agency in order to fulfil the planned campaign as soon as possible.

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# Addressable TV Advertising Formats

SwitchIn XXL

Visible for 10 seconds after switching into a new channel, the SwitchIn XXL (also known as L-banner) guarantees high attention levels for your advertising message. The format design is flexible and can be static, animated, dynamised by real-time data or interactive with a yellow button (click-to-video; click-to-microsite).
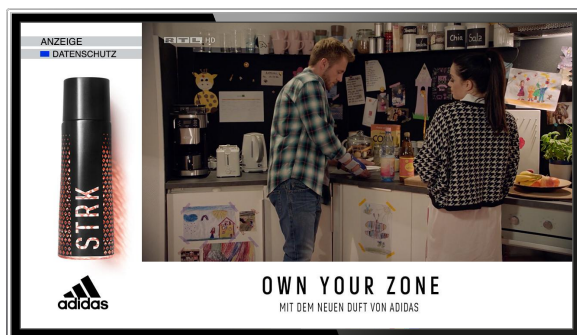
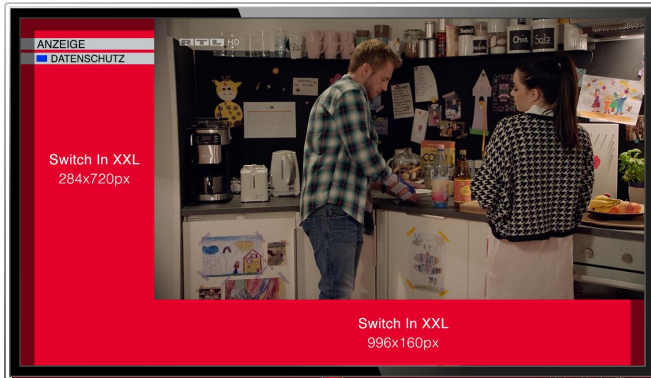### SwitchIn XXL Creative as Pure Branding Format

The designs of all formats can be static or animated
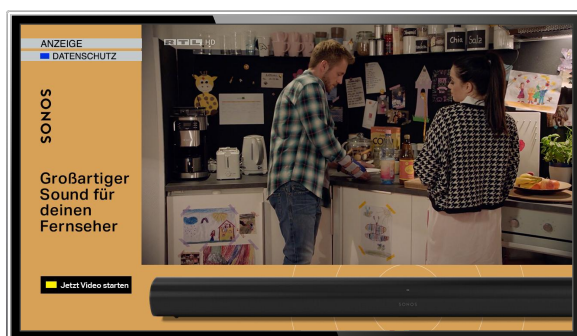
SwitchIn XXL Creative with Yellow Button Interaction

– Click-to-Video
– Click-to-Microsite

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SwitchIn XXL

Mandatory Requirements for All Display Ads

– The fixed positions of the disclaimers "Advertisement" and "Data Protection" are specified and must be included as shown in the template

– No relevant information such as logos or text may be placed in the safe area (45x25px) nor within the navigation bar (1280x84px)

Technical Specifications

File Type
JPG, PNG

Dimensions
284x720px + 996x160px
delivered as one file!

File Size
max. 250 KB

Download Template
https://bit.ly/2B7ju22

SwitchIn XXL with Yellow Button Interaction

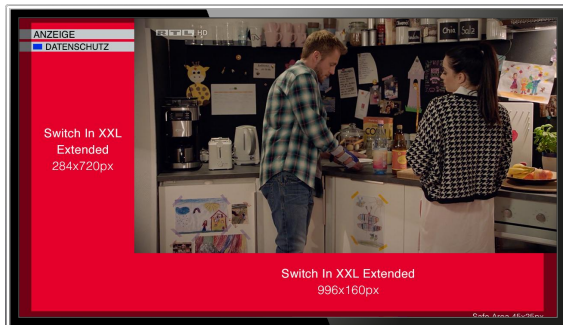Interactive ads require a yellow button including distinct labelling.

Click-to-Video
The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now".

Maximum video length of 55 seconds.

Advertising disclaimers and safe are restrictions are mandatory!

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SwitchIn XXL Extended

Visible for 15 seconds after switching channels and including a **mandatory animation**, the SwitchIn XXL Extended is the ideal format for more complex designs. In addition to the obligatory animation, the design can be further enriched with dynamic real-time data or the interactive feature of the yellow button (click-to-video; click-to-microsite).

Animated Branding Format

Animated with Yellow Button Interaction
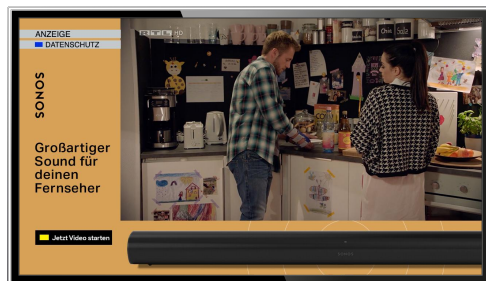
Technical Specifications

File Type
Gif or VPAID

Dimensions
1280x720px
delivered as one file!

Display Duration
15 seconds

File Size
max. 250 KB

Download Template
https://bit.ly/3ejCtES

SwitchIn XXL Extended with Yellow Button Interaction

In the case of interactive advertising media, a "yellow button" with the corresponding note must also be included.

Click-to-Video
The clear text reference to the start of a video must be included in the advertising media, e.g. "Start video now".

Maximum video length of 55 seconds.

Advertising disclaimers and safe are restrictions are mandatory!

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SwitchIn Zoom

Visible for 10 seconds after switching into a new channel, the SwitchIn Zoom offers the same features as the SwitchIn XXL with a larger branding area. The format design is flexible and can be static, animated, dynamised by real-time data or interactive with a yellow button (click-to-video; click-to-microsite).

Pure Branding Format

Yellow Button Interaction

Technical Specifications

File Type
JPG, PNG

Dimensions
1280x720px
delivered as one file!

File Size
max. 250 KB

Download Template
https://bit.ly/2M0dY3v

SwitchIn Zoom with Yellow Button Interaction

In the case of interactive advertising media, a "yellow button" with the corresponding note must also be included.

Click-to-Video
The clear text reference to the start of a video must be included in the advertising media, e.g. "Start video now".

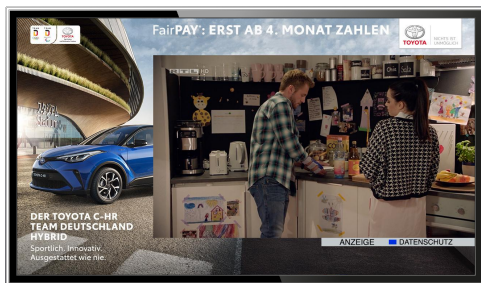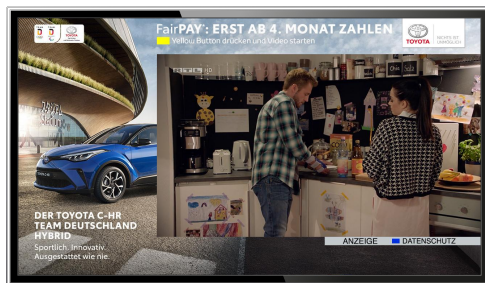Maximum video length of 55 seconds.

Advertising disclaimers and safe are restrictions are mandatory!

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SwitchIn Masthead

The SwitchIn Masthead is an exclusive ad format displayed for 10 seconds directly after turning on the TV for the first time of the day. The maximum advertising space allows for creativity and the flexible design can be static, animated, dynamised by real-time data or interactive with a yellow button (click-to-video; click-to-microsite).

Pure Branding Format

Yellow Button Interaction

Technical Specifications

File Type
JPG, PNG

Dimensions
1280x720px
delivered as one file!

File Size
max. 250 KB

Download Template
https://bit.ly/3eBkvOr

SwitchIn Masthead with Yellow Button Interaction

In the case of interactive advertising media, a "yellow button" with the corresponding note must also be included.
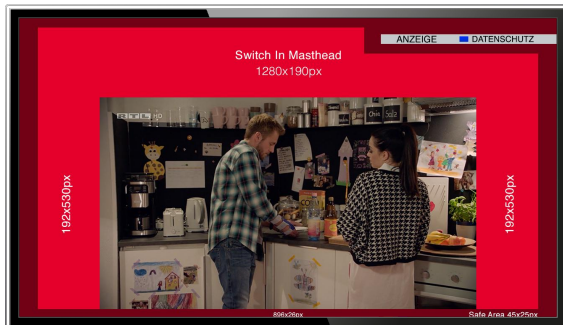
Click-to-Video
The clear text reference to the start of a video must be included in the advertising media, e.g. "Start video now".

Maximum video length of 55 seconds.

Advertising disclaimers and safe are restrictions are mandatory!

SwitchIn Spot

The SwitchIn Spot is shown directly after switching into a new channel and has a maximum duration of 10 seconds. The SwitchIn Spot is surrounded by a SwitchIn XXL frame (L-banner) with the TV channel branding and a countdown indicating the remaining duration of the spot.

Pure TV Transmitter Mask

TV Transmitter Mask with Yellow Button
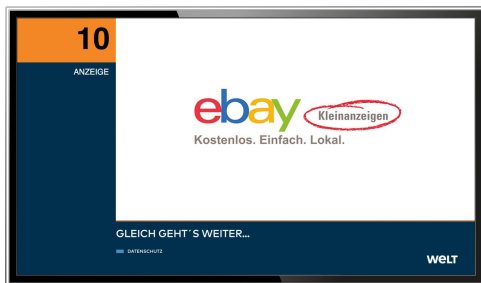
Technical Specifications

Video Type
MP4, H.264

Image Size
1280x720px

Profile
4.0 high, optimised for web

Loudness
~-23 LUFS https://bit.ly/2tLtyat

Frame Rate
25fps

Bit Rate
192/2000 KBit/s max. a/v Bit rate

Spot Length
max. 10 seconds
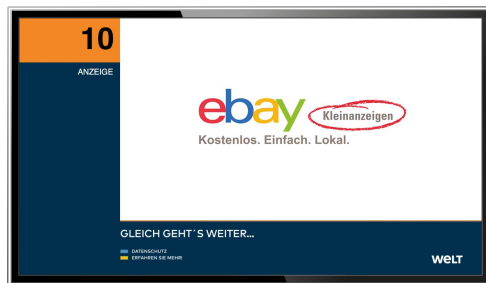
SwitchIn Bumper

The SwitchIn Bumper is shown directly after switching into a new channel and has a maximum duration of 6 seconds. The SwitchIn Spot is surrounded by a SwitchIn XXL frame (L-banner) with the TV channel branding and a countdown indicating the remaining duration of the spot.

Pure TV Transmitter Mask

TV Transmitter Mask with Yellow Button

Technical Specifications

Video Type
MP4, H.264

Image Size
1280x720px

Profile
4.0 high, optimised for web

Loudness
~-23 LUFS https://bit.ly/2tLtyat

Frame Rate
25fps

Bit Rate
192/2000 KBit/s max. a/v Bit rate

Spot Length
max. 6 seconds

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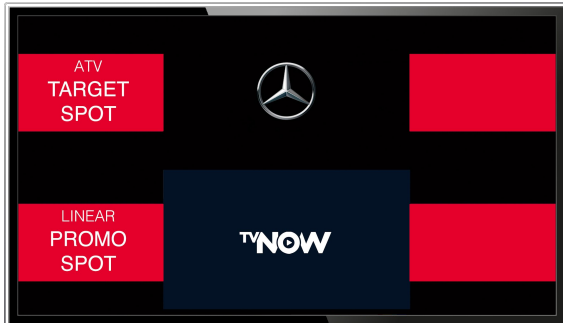
Target Spot

The target spot replaces the last position of an ad break by delivering a single addressable video ad into the broadcast stream. This first step of personalising the classic ad break offers a wide range of targeting options for your video advertisement.

Household 1 (Linear Program)

Household 2 (Target Spot)

Technical Specifications

Video Type
MP4, H.264

Frame Rate
25fps

Image Size
1280x720px

Bit Rate
192/2000 KBit/s max. a/v Bit rate

Profile
4.0 high, optimised for web

Spot Length
20 seconds

Loudness
~-23 LUFS https://bit.ly/2tLtyat

Click-to-Video

Overview

A click-to-video campaign combines display and video elements. The yellow button interaction actively engages the viewer and thus increases the advertising memory. The yellow button field appears on the addressable display ad and by clicking it on the remote control, the full commercial can be viewed.

Technical Specifications

Video Type
MP4, H.264

Frame Rate
25fps

Image Size
1280x720px

Bit Rate
192/2000 KBit/s max. a/v Bit rate

Profile
4.0 high, optimised for web

Spot Length
max. 55 seconds

Loudness
~-23 LUFS https://bit.ly/2tLtyat

Videos of 55 seconds or longer must be switched to a microsite.

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Click-to-Microsites

Requirements & Workflow

Addressable TV microsites must comply with the HbbTV / CE-HTML standard.
The development of HbbTV microsites requires appropriate know-how and access to
HbbTV devices for development and testing. All microsites are hosted on the smartclip
infrastructure and undergo a technical check on various TV sets before going live.

Creation of Microsites with smartclip Templates

– smartclip enables the production of microsites based on standardised templates

– The lead time and implementation effort can thus be minimised to 5-10 days

Recommendation
Download templates here:

Microsite Basic
https://bit.ly/3et7hDe

Microsite Advanced
https://bit.ly/2XG4tfd

External Development of Microsites (Custom Microsites)

– Generally, the development of microsites by external service providers is possible

– smartclip checks all microsites on different HbbTV devices to ensure error-free operation

– smartclip accepts no responsibility for delays caused by incorrectly created microsites

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Microsite Templates

smartclip offers standardised templates for quick and easy microsite implementation, as a basic microsite or as an advanced microsite with a gallery.

Once graphics, videos and static images are delivered as specified, smartclip can take care of the implementation, technical control and live placement of the microsite as well as of the tracking and reporting, via the programme "Matomo". The lead time is 5-10 working days from delivery of assets until the ad goes live.

Premium Features
The integration of further dynamic elements (e.g. external databases, dealer search, competitions) is possible subject to consultation with the smartclip team.

Basic Microsite Example

– Ideal for the communication of additional product information by integrating links, QR codes, hotlines, contact information etc.
– The TV picture is integrated on the microsite, so that the viewer can still follow the TV programme
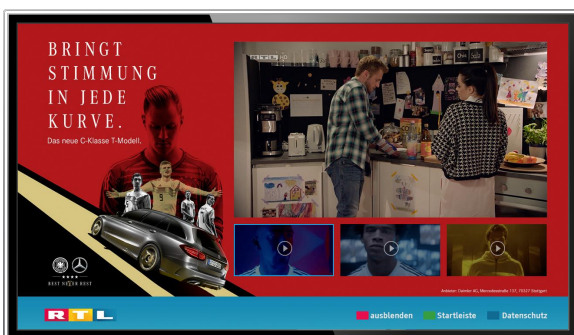
Advanced Microsite with Picture Gallery / Video Gallery Example

– Flexible number of images or videos
– Vertical or horizontal arrangement of the navigation
– The TV picture is integrated on the entry page of the microsite and disappears upon viewer interaction
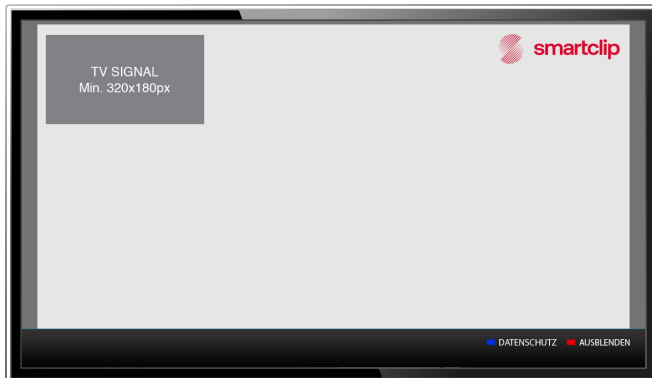
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Microsite Templates

Notes for all Microsites

– Take into account the safe area (45x25px) and navigation bar (1280x84px)
– Consider space for the TV programme window with a minimum of 320x180px (positioning variable)

Technical Specifications

File Type
JPG, PNG

Dimensions
1280x720px

Download Basic Template
https://bit.ly/3et7hDe

Download Advanced Template
https://bit.ly/2XG4tfd

Advanced Microsite Picture Gallery

– Images for picture gallery (PNG or JPG, max. 200 KB)
– Thumbnails (PNG or JPG, max. 100 KB)
– Focus / highlight color

Advanced Microsite Video Gallery

– Videos (MP4, H.264, 1280x720px, 25fps, Profile 4.0 high, 192/1800 Kbit / s max. A / v bitrate, web optimised, loudness ~ -23 LUFS
– Thumbnails (PNG or JPG, max. 100 KB)
– Focus / highlight color

Advertising disclaimers and safe are restrictions are mandatory!

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Custom Microsite

When creating microsites by external developers and agencies, a lead time of at least **10 working days** must be observed from the material handover to smartclip until they go live.

- The hosting takes place exclusively in smartclip infrastructures
- The use of an anonymisation proxy for external resources is possible by arrangement
- Microsite must be HbbTV / CE-HTML compatible and tested accordingly on HbbTV devices
- smartclip will release the microsite upon technical acceptance
- HbbTV test equipment for technical control
  - Samsung 2012+, LG 2012+, Philips 2012+, Panasonic 2012+, Sony 2012+

This is a representative selection of test devices, however, errors on individual devices cannot be ruled out.

Recommendations & Notes

Video player features
- stop, pause, start (fast forward and fast rewind)
- Fullscreen / split screen toggle
- Preview images are available for all assets and are displayed correctly

Preloader
- The app and videos display the battery status

Appearance
- Fonts, image sizes and user experience are optimised for TV screens

Informations & Tools

General HbbTV specifications
- http://www.hbbtv.org

Firefox HbbTV plugins
- Fire HbbTV Dev Environment https://chrome.google.com/webstore/detail/hybridtv-dev-environment/ljmkgjilkcmdokbgofbmjnkobejhhapc
- Hybrid TV viewer https://addons.mozilla.org/en/firefox/addon/hybridtvviewer/

Validators
- http://hbbtv-live.irt.de/validator/

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Custom Microsite

Notes for all Microsites

– Take into account the safe area (45x25px) and navigation bar (1280x84px)
– Consider space for the TV programme window with a minimum of 320x180px (positioning variable)

Technical Specifications

Video Encoding
2Mbit/s maximum; smooth playback on all devices, correct scaling and positioning of the videos

MP4, H.264, 1280x720px, 25fps, Profile 4.0 high, 192/1800 Kbps max. a / v bitrate, web optimised, loudness ~ -23 LUFS - see https://bit.ly/2tLtyat

Image File
Background image max. 200 KB
Thumbnails max. 100 KB

Navigation, Active Elements and Submenus

– Navigation path must be understandable and functional
– All active elements must be selectable
– Submenus must have a "back" button
– Design and usability must be optimised for TV use
– Adequate loading times for launch and interactions

All requests may only take place within the smartclip domain. Anonymisation proxy for integrating external tracking services and server use scripts. Check using network sniffer (Charles / Fiddler) JSONP / CORS restrictions

Advertising disclaimers and safe are restrictions are mandatory!

Custom Microsite

A navigation bar must be included on the microsite. The red button has the function of closing the microsite, the green button leads to the homepage of the TV channel (only applicable for RTL, VOX, RTL Nitro, RTLplus, Super RTL and n-tv) and the blue button opens information on data protection and imprint. The advertiser has to provide the legal notice copy.

– For the integration of data protection copy: https://bit.ly/37iZsO8
– The navigation bars of VOX, RTL, RTL Nitro, RTLplus, n-tv and Super RTL contain channel branding
– A generic channel bar is displayed for all other channels
– In order to get the respective TV channel name, the value of the GET parameter "channel", which is transferred when the microsite URL is called up, can be used
  ○ http://[MICROSITE_URL]?trxid=[TRX_ID]channel=[CHANNEL_ID]&mode=[MODE]

– Overview of URL parameters microsite
  [TRX_ID]
  Matomo Tracking ID. The value must be read from the microsite and set
  [CHANNEL_ID]
  ○ RTL: rtl.hbbtv.x.de.smartclip
  ○ VOX: vox.hbbtv.x.de.smartclip
  ○ RTL Nitro: rtlnitro.hbbtv.x.de.smartclip
  ○ RTLplus: rtlplus.hbbtv.x.de.smartclip
  ○ n-tv: ntv.hbbtv.x.de.smartclip
  ○ Super RTL: superrtl.hbbtv.x.de.smartclip

  The country abbreviations for the corresponding country are mandatory (here "de" for Germany)
  [LOCODE]
  Matomo data protection mode (soft / silent / strict). The value is used for the Matomo opt-in / opt-out functionality

– The URLs of the channel bars are:
  ○ RTL http://cdn.digitaltext.rtl.de/launchbar/index.html?show=launchbar
  ○ VOX http://cdn.digitaltext.vox.de/launchbar/index.html?show=launchbar
  ○ RTL Nitro http://cdn.digitaltext.rtl.de/launchbar/index-rtlnitro.html?show=launchbar
  ○ RTLplus http://cdn.digitaltext.rtl.de/launchbar/index-rtlplus.html?show=launchbar
  ○ n-tv http://cdn.digitaltext.rtl.de/launchbar/index-ntv-de.html?show=launchbar
  ○ Super RTL http://p-hbbtv.superrtl.de/hbbtv/

Microsite Tracking

smartclip Microsite Templates

- The microsite is tracked via "Matomo" by smartclip
- Standard reporting is already integrated in the smartclip templates
- smartclip regularly makes the processed data available

Custom Microsite

- Matomo can be used in custom microsites and individual trackers by arrangement
- Own tracking integration via anonymisation proxy can be implemented to a limited extent

Microsite GDPR Compliance

In order to comply with the current GDPR, microsites in some countries (e.g. Germany) have to offer a function for Matomo opt-In / opt-Out. Instructions for this can be found here: https://bit.ly/3cy1qLe

Standard Tracking Features

- Duration of stay
- Visits
- Unique visitors
- Distribution of calls by smart TV manufacturer

Microsite Tracking

Matomo Script Tags for Microsite Tracking

The **ID** is transferred to the microsite via **GET** parameters ("trxid"). The parameter must be read from the microsite and set.

```
<script type="text/javascript">
        var _paq = _paq || [];
        _paq.push(["setDomains", ["*.cdn.smartclip.net"]]);
        _paq.push(['trackPageView']);
        _paq.push(['enableLinkTracking']);
        (function () {
        _paq.push(['setTrackerUrl', 'http://trax.smartclip.net/matomo.php']);
        _paq.push(['setSiteId', ID]);
        var d = document, g = d.createElement('script'), s =
d.getElementsByTagName('script')[0];
        g.type = 'text/javascript';
        g.async = true
        g.defer = true;
        g.src = 'http://trax.smartclip.net/matomo.js';
        s.parentNode.insertBefore(g, s);
        })();
    </script>
```

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Microsite Tracking

Matomo Custom Trackings for Microsites

The following custom tracking is also available:

– VTR of videos (start / 25% / 50% / 75% / 100%)
– Views of other elements (images, videos)
– Calls to sub-pages (imprint, privacy, etc.)

To do this, the following JavaScript code snippets must be added to the respective event handlers on the microsite:

<!-- Impressions/Actions -->
paq.push(['trackEvent','Custom Tracking','Impression','Page[Name]']);
paq.push(['trackEvent','Custom Tracking','Impression','Video[Name]']);
paq.push(['trackEvent','Custom Tracking','Impression','Image[Name]']);
_paq.push(['trackEvent','Custom Tracking','Impression','Info']);
_paq.push(['trackEvent','Custom Tracking','Impression','Privacy']);
_paq.push(['trackEvent','Custom Tracking','Impression','About']);
_paq.push(['trackEvent','Custom Tracking','Impression','Close']);
_paq.push(['trackEvent','Custom Tracking','Impression','Search']);
_paq.push(['trackEvent','Custom Tracking','Impression','Purchase']);

<!-- Video View-Through Tracker -->
paq.push(['trackEvent','Custom Tracking','Video[Name] VT','Start']);
paq.push(['trackEvent','Custom Tracking','Video[Name] VT','25%']);
paq.push(['trackEvent','Custom Tracking','Video[Name] VT','50%']);
paq.push(['trackEvent','Custom Tracking','Video[Name] VT','75%']);
paq.push(['trackEvent','Custom Tracking','Video[Name] VT','Complete'])

*please replace [Name] with meaningful names.

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Contact Details

Delivery of Advertising Material and Communication During the Campaign

smartclip Addressable TV
Campaign Management

Contact Germany
Mail: cm.atv@smartclip.de

![smartclip logo]

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