

SPECIFICATIONS

# MULTI SCREEN

## IN-STREAM VIDEO

PRE-ROLL | POST-ROLL | SHUFFLE-ROLL | BUMPER AD



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## 1. Fact Sheet

With the Pre- and Post-Roll placement within the video content of our portals, your spot enjoys an exclusive solitaire position. With the Pre-Roll format, you play your advertising message BEFORE the video selected by the user and get their attention. With a Post-Roll you can subsequently end the editorial video content with your advertising message below. In Germany, only one commercial is usually played before or after editorial video content.

Shuffle-Rolls combine the benefits of both formats, Pre-Roll and Post-Roll. They are distributed with a predetermined weighting on the two advertising spaces before and after the content.





Bumper Ads are particularly short commercials that are being played BEFORE the content. They have a total length of a maximum of 6 seconds. Due to the briefness of the ad, they are particularly effective on small screen.

If you have any questions, please contact:

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

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## 2. Data Sheet

Screen <sup>(1)</sup>	Ad type	Measurements(pixels)	File format <sup>2)</sup>	Video lenght (seconds)
	Pre-Roll	1.024 x 576 to max. 1.920 x 1.080 (16:9)	Video	min. 5 to max. 30 <sup>(2)</sup>
	Post-Roll	1.024 x 576 to max. 1.920 x 1.080 (16:9)	Video	min. 5 to max. 30 <sup>(2)</sup>
	Shuffle Roll	1.024 x 576 to max. 1.920 x 1.080 (16:9)	Video	min. 5 to max. 30 <sup>(2)</sup>
	Bumper Ad	1.024 x 576 to max. 1.920 x 1.080 (16:9)	Video	max. 6

<sup>(1)</sup> Responsive format, which can dynamically adapt depending on the viewport.



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

### 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 **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.
- 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.
- 4.4. 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.
- 4.5. Please note, that the video must be delivered without upstream or downstream idle (for example, technical leader, black, white or other empty frames).
- 4.6. In case of not using the video player by United Internet Media, the user must be able to pause the video at any time. The video player of United Internet Media fulfils this condition in advance.

### 5. Details on the delivery of physical in-stream 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.

5.1. 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

## 5.2. Delivery of the ad using the **encoded form**

Videocodec	video/mp4 - H.264
Propotion	16:9
File Format	*.mp4
Framerate	min. 25 frames per second
Audiocodec	video/mp4 - AAC
Maximum volume	-9 dB

## 6. Details for delivery as redirect

- 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.

Videocodec	video/mp4 - H.264
Propotion	16:9
File Format	*.mp4
Framerate	25 frames per second
Audiocodec	video/mp4 - AAC
Maximum volume	-9 dB
Redirect	The delivery must be based on the VAST standard in a version from 2.0 up to and including 4.0. Delivery based on the VPAID standard is only possible after prior consultation.

## 7. Display Details

- 7.1.** 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.
- 7.2.** 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.
- 7.3.** United Internet Media reserves the right to determine and enforce frequency capping when it comes to the number of times an ad is displayed.
- 7.4.** The customer is responsible for cross-device/cross-browser compatibility.

- 7.5. Due to the case of mobile devices, where the video only starts by 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.
- 7.6. On mobile devices (smart phones and tablets) no auto play is possible due to browser / operating system restrictions.

## 8. Ad Serving / Tracking

- 8.1. 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.
- 8.2. 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.
- 8.3. Tracking, cookies and similar technologies that process personal data must comply with the current privacy regulations.
- 8.4. 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/>).

## 9. Technical Requirements

- 9.1. Https is necessary for all ads shown on United Internet Media portals. This is also relevant for 3<sup>rd</sup> party redirects/sources.

# Any questions?

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If you have any questions, please contact our team:

### **Media Campaign Management**

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