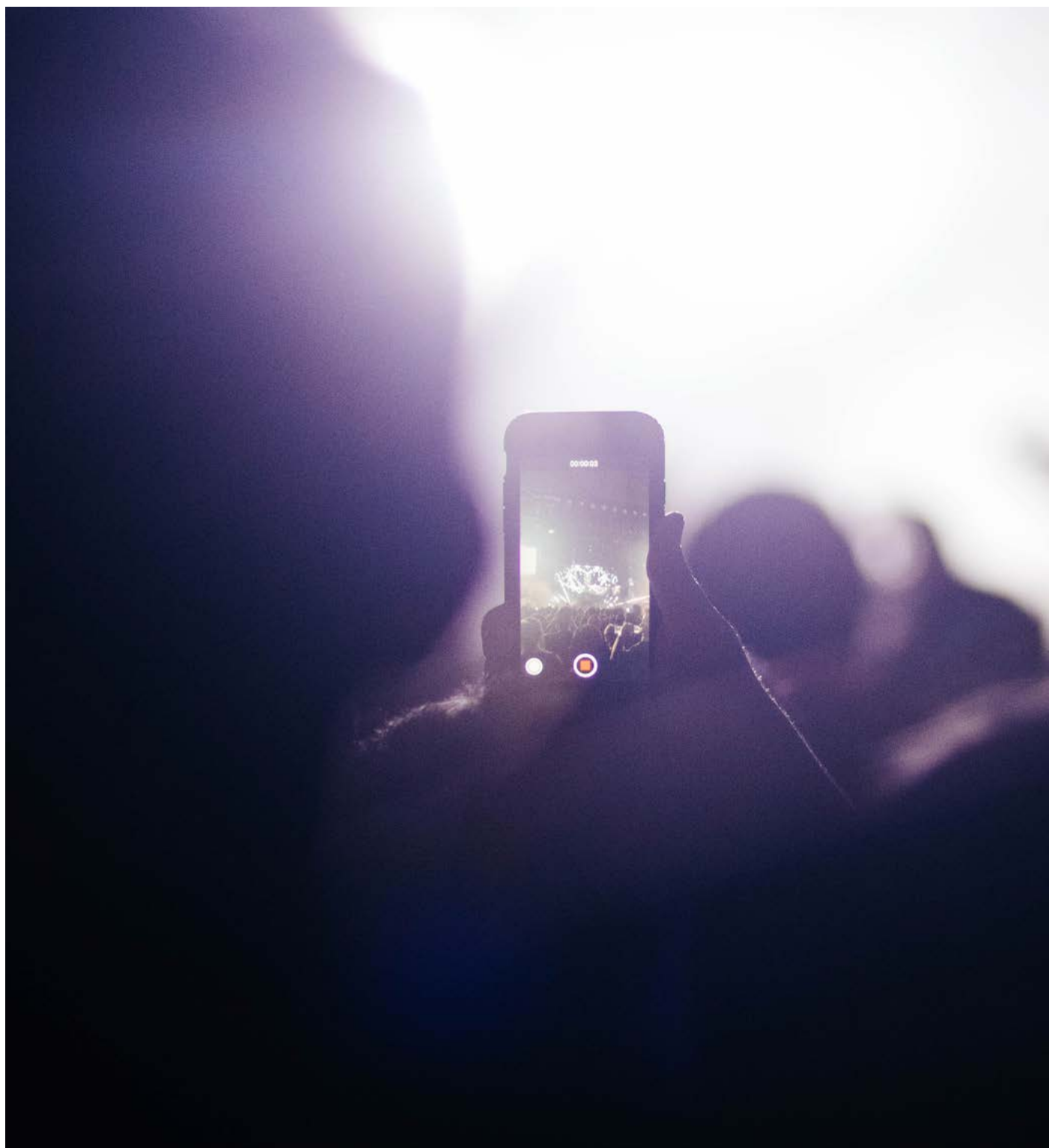


TECHNICAL SPECIFICATIONS

ONLINE VIDEO 2018



MEDIALAAN
maak het mee



DE PERSGROEP
ADVERTISING
LET'S TALK

GENERAL INFORMATION

CONTACT

- digital.adops@medialaan.be
- 02 254 61 06

DELIVERY TERMS

Cfr. Late creative policy

Delivery via D-mat: 3 business days before the start of the campaign

Delivery via Traffic team: 3 business days before the start of the campaign

TECHNICAL CONTEXT

A video ad will be processed by Medialaan:

- The video will be transcoded to H264 MP4, so it can be used on all platforms in progressive download.
No adaptive formats are included.
- Aspect ratio will be converted to ensure 16:9

The transcoded video will then be placed in the streaming farm and the corresponding URL can be used by traffickers in the ad server.

ADSERVING

All ads will be served by FreeWheel.

TRACKING & REDIRECT

THIRD PARTY TRACKING URL

Third party tracking url can be used to measure ad metrics (not content metrics). It provides details on user interaction (viewing and clicking) with creatives for reporting and analytics purposes.

MEDIALAAN TV ADVERTISING allows two kinds of tracking urls:

- Impression tracker to measure how many impressions a creative has made
- Tracker to measure how much of the creative the viewer has seen (25%, 50%, 75%, 100% = full view)
- Click tracker to measure how many clicks that a creative has made with the following additional data:
 - Screen resolution
 - Browser
 - Operation system

Remarks:

- These should be delivered together with the material and have the same delivery deadline.
- We're not responsible for discrepancies that might occur between the results of FreeWheel and those from third party vendors. For more details about this topic please check the online FreeWheel helpdesk.

THIRD PARTY REDIRECT

MEDIALAAN does not allow redirected video ads. All video ads must be served by our FreeWheel server or the MEDIALAAN private server.

DELIVERY VIA DMAT

The video should be delivered at D-MAT.

- Info concerning delivery can be found on www.abma-bvam.be
- Mention "preroll" or "online" in the title
- The clickurl (obligated) and trackers (optional) should be delivered at digital.adops@medialaan.be

TECHNICAL QUALITY

As much care goes into broadcasting TV commercials as into the programs themselves. Consequently, the same quality requirements apply for material and finish. MEDIALAAN TV ADVERTISING can refuse to accept commercials which fail to satisfy these requirements.

The reasons for rejecting a commercial include a lack of homogeneity of the images, blurred images, poor color quality, asynchronous sound and images, spoken text that is incomprehensible, printed text that is illegible, and other shortcomings.

SOUND FORMAT

See D-MAT specs

DELIVERY VIA THE TRAFFIC TEAM

We prefer delivery by D-MAT. If not, a test file is required to confirm correct specs and quality.

The video file (obligated), click url (obligated) and trackers (optional) should be delivered at digital.adops@medialaan.be

- .mp4, .mov as extension are allowed
- No flash-files (.swf)
- **Clickable format:** A click url is obligated! Don't forget to send us the click url of the landing page.
- **Third party tags and tracking url's** are allowed. Please check the adops team in advance.
- There is no maximum weight: during the conversion the weight will be adapted to suit online streaming.
- ! Program Loudness: integrated -23 LUFS, following the R128 norm

ATTENTION!

- If these recommendations are followed correctly the quality of the converted video will be high enough to stream online.
- If the quality of your video file is not high enough, the traffic team might refuse to use it.
- The reasons for rejecting a commercial include a lack of homogeneity of the images, blurred images, poor color quality, asynchronous sound and images, spoken text that is incomprehensible, printed text that is illegible, and other shortcomings.

