

VISION 2022

# Technical specifications

New advertising performance

[francetvpub.fr](http://francetvpub.fr)



france•tvpublicité

# Introduction

**france•tvpublicité** is a member of ARPP (the French advertising self-regulatory organization) and complies with its ethical standards. Therefore, only advertising spots approved by ARPP may be broadcast on the network's digital platforms.

**All in-stream video campaigns are broadcast using the VAST 2.0 or 3.0 specification.**

- **The FTV player** (on France Télévisions websites only) is **VPAID** compliant only on desktop.
- As for **Rich Media** formats, we work with all the top names in the market: **Piximedia**, **MassMotion**, **Sizmek**, **Weborama**, **Google Campaign Manager**, **Teads**, **Sublime**, **Celtra**, **FlashTalking**, etc.

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VISION 2022 **The world is changing. So is advertising.**



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For customized formats, or formats not included on this list, please get in touch.



# 1

## General info & deliveries

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# Over-the-counter campaigns

## TECHNICAL SPECIFICATIONS

### T&Cs & delivery of technical elements

<b>Adress</b>	traffic.manager@francetvpub.fr
<b>Deadline</b>	72 working hours before the broadcast start date. Some customized formats have different deadlines.
<b>Elements required</b>	<ul style="list-style-type: none"><li>• Creations.</li><li>• Redirection URL or tracking elements.</li></ul>

### As standard, we accept the following per operation

(one operation = one line in the agreed insertion order):

- 2 redirects at most;
- 3 creations at most.

So, unless you instruct us otherwise, the broadcast will be split equally between the creations.

## SPECIFICATIONS FOR HTML5 CREATIONS

### The following must be taken into consideration for HTML5 creations:

- performance compatible with most web browsers on the market;
- the HTML5 animation starts via the **index.html** page;
- technical alternatives are managed via the **<noscript>** tag;
- delivery in a **ZIP folder** containing **15 files at most**;
- the paths referenced in the **HTML/scripting** code are relative;
- the scripts embedded in the deliverable are **optimized** to ensure that the animation runs smoothly (with just the basics), and may be obfuscated to optimize the size of the overall animation;
- if the HTML5 animation has a click through area that redirects users to a website, it must contain the following JavaScript code:  
`window.open(document.location.search.substr(1), »_blank »).`

### General guidelines:

<https://www.iab.com/guidelines/html5-for-digital-advertising-1-0-guidance-for-ad-designers-creativetechnologists/>



# Programmatic activations

## SPECIFICATIONS FOR REDIRECTS / THIRD PARTY VIDEO TAGS

- VAST 2.0 tags (recommended) or VAST 3.0 tags (max) for Desktop or Mobile broadcasts (web and apps).
- VPAID 2.0 tags (max) in JS format (no Flash) for Desktop broadcasts only.
- Inline XML Ad-type tags directly, or Wrapper XML Ad tags for up to two levels.

All elements must be secure/https.

No redirects/third-party tags for IPTV broadcasts (see IPTV specifications)

### Known use cases and recommendations:

- a VAST must contain the recommended media file, which should ideally be at the top of the list (see video media file specifications);
- a VAST may not include a wrapped VPAID;
- a VPAID must be unique and may not wrap another VPAID;
- just one viewability measurement system per redirect (IAS, Moat, Google ActiveView, etc.).

### T&Cs & delivery of technical elements

Adress

programmatisation@francetvpub.fr

## IPTV SPECIFICATIONS

- The francetvpub VAST provided by the ad network (such as Créative) must be used in the DSP for broadcasting.
  - To obtain this VAST, you must provide us with the following before activation:
    - a video file that meets the specifications for the video media file, along with its ARPP approval (alternatively, if you do not have a video file, you may upload a VAST tag directly to the ad server so that we can retrieve the media file from there);
    - where necessary, a single, third-party print tracking pixel (optional) (img or secure/https pixels; no JS pixels)
- a francetvpub VAST tag will be returned to you in 24-48 working hours.

To sum up the IPTV environment in the DSP setup: no targeting/blacklists, no capping, no clicks, no pre-bids, no third-party tracking (viewability measurement, coverage/target, etc.).

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## Video specifications

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## Promotional video messages



The video format consists in showing the advertiser's promotional video message in an advertising funnel before playing the video (pre-roll) or during the video (mid-roll).

The screenshot shows the france.tv website interface. At the top, there are navigation links for 'chaînes', 'séries & fictions', 'documentaires', and 'cinéma', along with a search bar labeled 'Rechercher...'. The main content area features a video player with a promotional message for the Audi Q5 Sportback. The video is titled 'Nouvelle Audi Q5 Sportback Le futur nous anime.' and is labeled 'publicité - 2 sec'. The video player includes a play button and volume controls. To the right of the video player, there is a sidebar titled 'à voir ensuite' (to watch next) with three recommended video thumbnails and titles.

à voir ensuite	
	<b>C à vous</b> Invités : Claude Lelouch et Me Jean... diffusé le 07/09   53 min
	<b>C à vous</b> Invités : Sébastien Le Fol et Anne-Cécile... diffusé le 03/09   54 min
	<b>C à vous</b> Invités : Thomas Piketty et Mahi Traoré diffusé le 02/09   53 min

### **Films hosted by France Télévisions Publicité**

Films are deemed to be hosted by the network if they are part of a campaign that does not use redirect URLs or are not delivered via IPTV.

Please specify the advertiser, the product, and the campaign in question.



# Video specifications



Parameters	HD
Format	MPEG4
Extension	.mp4
Codec	H.264/AVC
Profile	Main or High
Frame rate	25 images/second
Image size	1920/1080
Display aspect ratio	16:9
Target bitrate	5 Mbps
Scan type	Progressive
Codec	AAC
Channel Layout	Stereo
Sampling rate	48 kHz
Sample size	16 bits
Target bitrate	256 Kbps

# VAST redirect



**!!We ONLY accept VAST 2.0 or 3.0 redirects for Desktop content!!**

The content must be delivered for testing at least four working days before being uploaded online.

**Compatible redirects VAST 2.0, 3.0**

- **Video** : must be in mp4 format
- **Aspect ratio** : 16/9
- **Delivery four working days before being uploaded online, to allow time for testing**
- **French**

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## Display specifications

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# Leaderboard / Superleaderboard



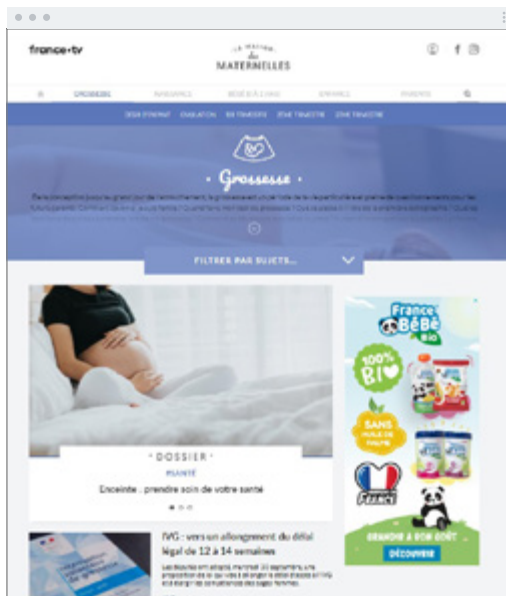
## Format (LxH) :

Super Leaderboard: 1 000x90 px  
Leaderboard: 728x90 px

• **Weight:** Maximum 60 KB

• **Formats accepted:** Html 5/GIF/JPEG/Redirect

# MPU / Monster MPU



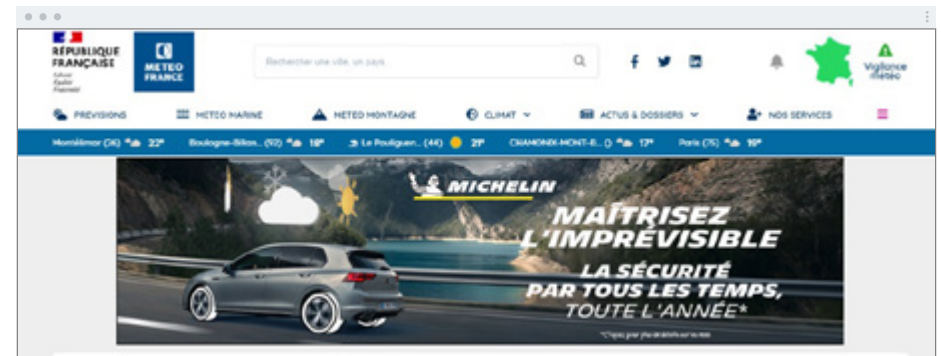
## Format (LxH) :

MPU: 300x250 px  
Monster MPU: 300x600 px

• **Weight:** Maximum 70 Ko

• **Formats accepted:** Html 5/GIF/JPEG/Redirect

# Masthead



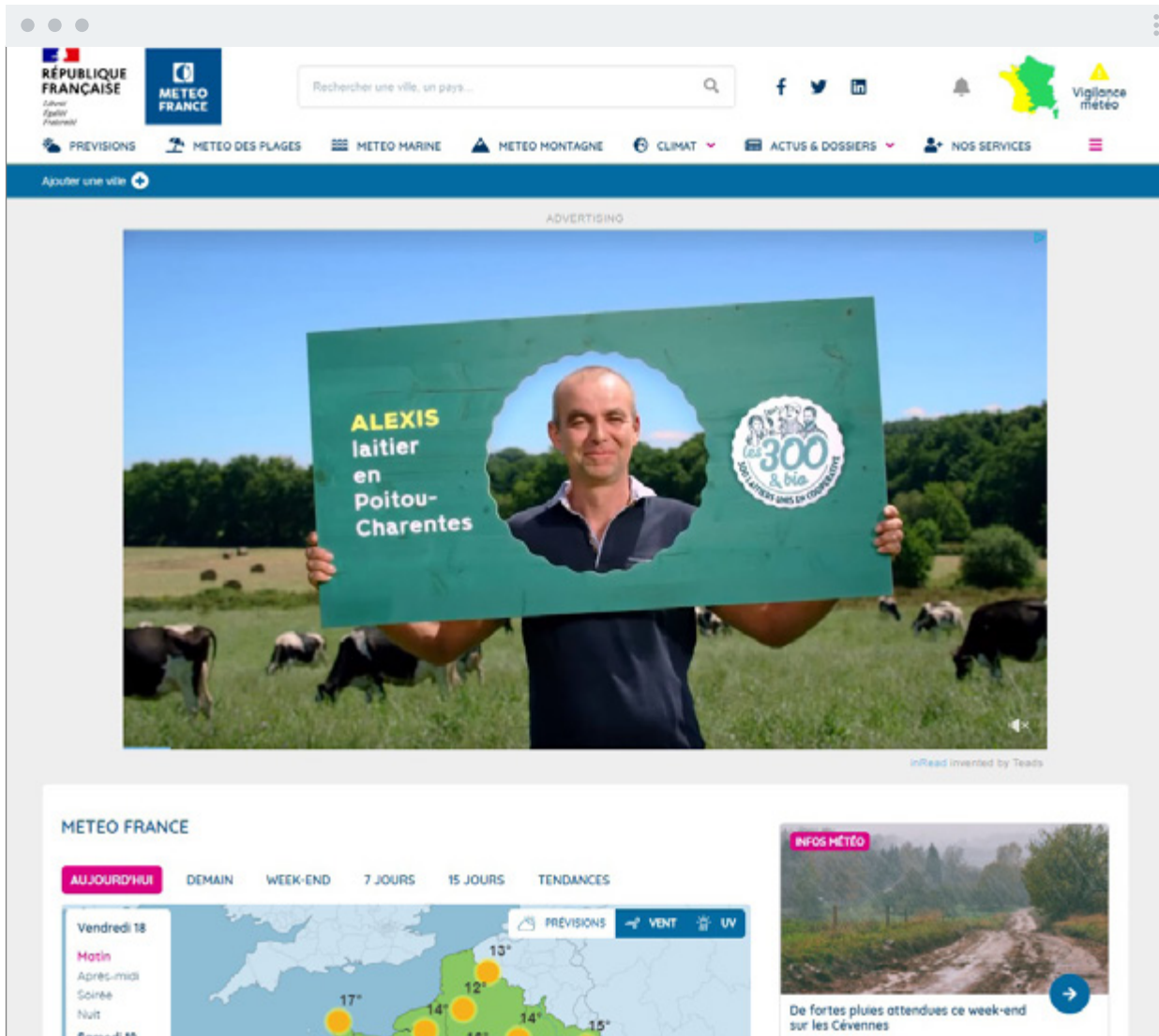
• **Format (LxH) :** 1 000x250 px + 970x250 px

• **Weight:** Maximum 70 Ko

• **Formats accepted:** Html 5/GIF/JPEG/Redirect



# InBoard (Teads Format)



Over the counter  
& Programmatic

## Elements required:

All we need is a video file  
and a URL!

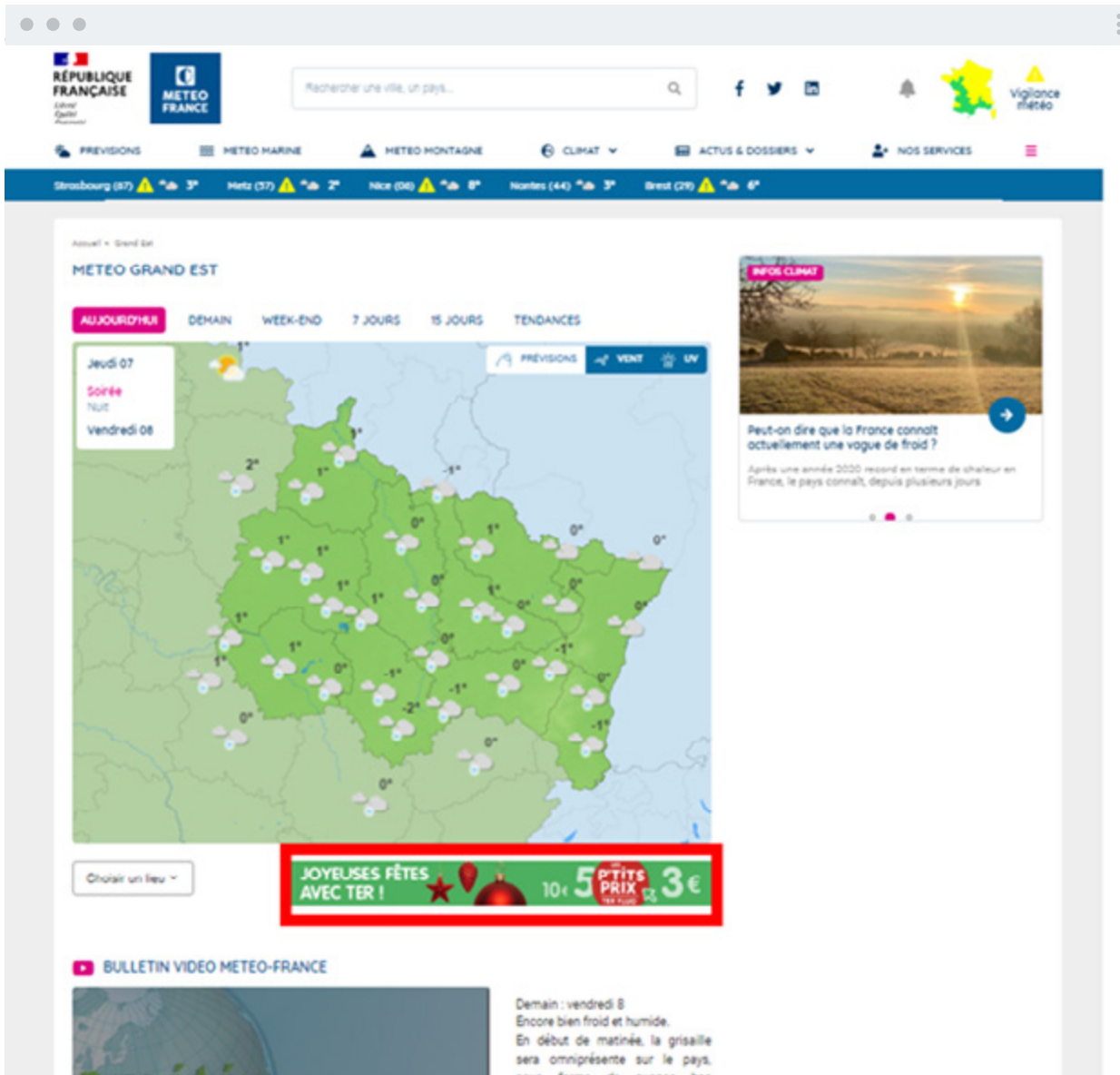


to see the table  
"Video specifications"

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# Special format for Météo-France (partnership offer)



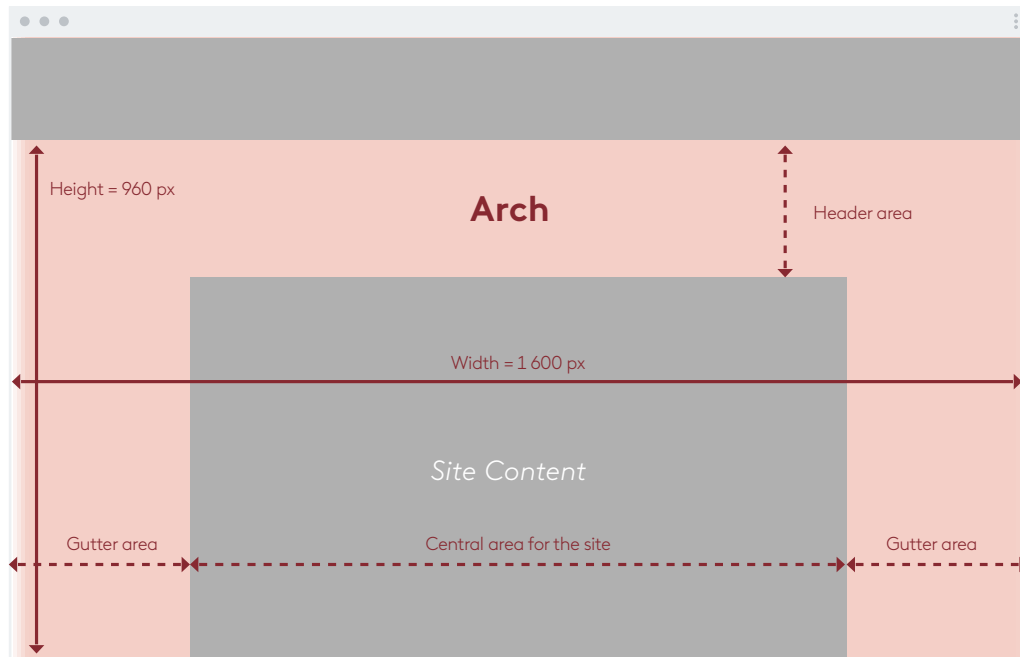
- **Web Format for Desktop:** 480x50px
- **Web Format for Mobile:** 300x50px
- **Extensions accepted:** png, jpg, gif images
- **Weight:** Maximum 100 KB

# Page skins: general specifications

A **page skin is a high-impact advertising format** featuring an arch-shaped banner around the page and a companion format (MPU 300x250 px or 300x600 px).

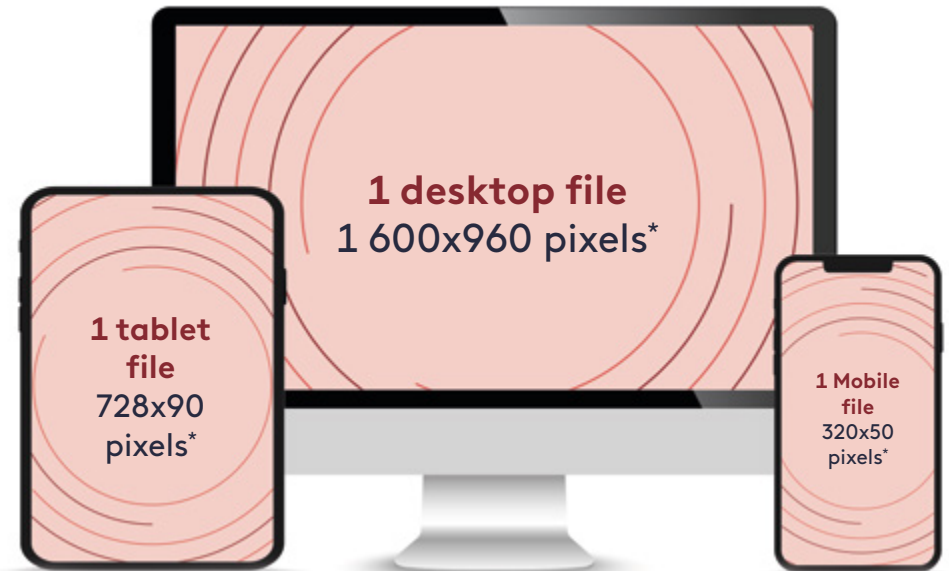
Please add a gradient effect to **the arch around the page** (gutters and footer). The gradient should ideally be transparent or, failing that, white

The different **areas of the arch** must be respected to ensure the best possible display quality on standard screen resolutions.



**The sites use responsive web design.**

Therefore, regarding the skin format, you should provide us with **three formats/files to suit each resolution:**



\*Where necessary, include a companion format (MPU 300x250 or Monster MPU 300x600).

# Page skin

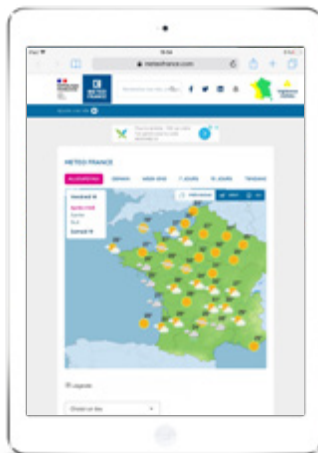


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## responsive formats for desktop

- **Format (LxH):** 1600x960 px, with main display no larger than 1280 px
- **Areas of the arch:** header = 200 px; each gutter = 230 px on each side
- **Weight:** Maximum 150 KB

- **Formats accepted:** JPEG, PNG
- **Tracking accepted:** pixel + click command
- **Possibility of adding companion formats:** MPU 300x250 px or 300x600 px



Over the counter & Programmatic

## responsive formats for tablet

- **Format (LxH) :** 728x90 px
- **Weight:** 100 Ko
- **Formats accepted:** JPEG, GIF, PNG



Over the counter & Programmatic

## responsive formats for mobile

- **Format (LxH) :** 320x50 px
- **Weight:** 100 Ko
- **Formats accepted:** JPEG, GIF, PNG



Allow for a gradient effect and respect safety areas (cf. page 14).

# Page skin

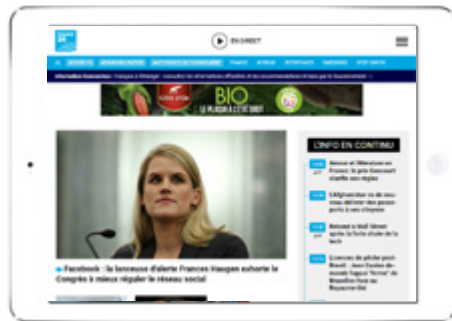


Over the counter & Programmatic

## responsive formats for desktop

- **Format (LxH):** 1600x960 px, with main display no larger than 1280 px
- **Areas of the arch:** header = 200 px; each gutter = 270 px on each side
- **Weight:** Maximum 150 KB

- **Formats accepted:** JPEG, PNG
- **Possibility of adding companion formats:** MPU 300x250 px



Over the counter & Programmatic

## responsive formats for tablet

- **Format (LxH):** 728x90 px
- **Weight:** 100 Ko
- **Formats accepted:** JPEG, GIF, PNG



Over the counter & Programmatic

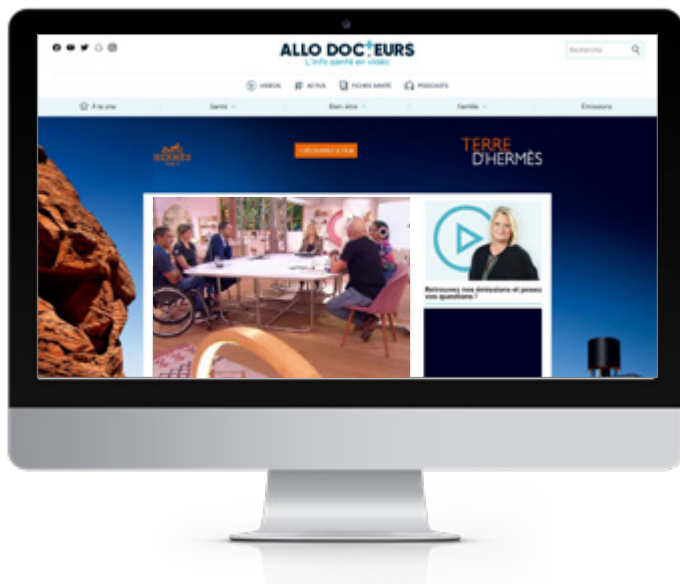
## responsive formats for mobile

- **Format (LxH):** 320x50 px
- **Weight:** 100 Ko
- **Formats accepted:** JPEG, GIF, PNG

! Allow for a gradient effect and respect safety areas (cf. page 14).



# Page skin **ALLO DOC+EURS**



Over the counter & Programmatic

## responsive formats for desktop

- **Format (LxH):** 1600x960 px, with main display no larger than 1280 px
- **Areas of the arch:** header = 200 px; each gutter = 300 px on each side
- **Weight:** Maximum 150 KB

- **Formats accepted:** JPEG, PNG
- **Possibility of adding companion formats:** MPU 300x250 px



Over the counter & Programmatic

## responsive formats for tablet

- **Format (LxH) :** 728x90 px
- **Weight:** 100 Ko
- **Formats accepted:** JPEG, GIF, PNG



Over the counter & Programmatic

## responsive formats for mobile

- **Format (LxH) :** 320x50 px
- **Weight:** 100 Ko
- **Formats accepted:** JPEG, GIF, PNG



Allow for a gradient effect and respect safety areas (cf. page 14).

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## Addressable TV

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For customized formats, or formats not included on this list, please get in touch.

# Prerequisites

## REQUIREMENTS:

We are talking here about a TV broadcast. To allow time for digitization, coding and delivery to operators, **the spot must be delivered at least 72 working hours before the campaign start date.**

Otherwise, we cannot guarantee that the campaign will be launched on the date specified in the insertion order.

The film(s) **must** be approved by ARPP. To this end, the advertiser/agency must log in to [https:// www.arpp.tv/](https://www.arpp.tv/) with their usual details and upload their spot for approval.

They must then enter the following information: **“broadcasting method: national and addressable”** OR **“broadcasting method: addressable only”** (cf. screenshot below).

**The titles of all advertising spots, even those aimed at national TV and addressable TV audiences, must be prefixed with [SEG]** before being uploaded to our Extranet via AdStream or Pitch IMD. If the spot is aimed at both a national TV and a addressable TV audience, this must be specified in Adstream or Pitch IMD.

Lastly, as far as **tracking** is concerned, we accept **one print pixel per operation.**

In other words, we make no distinction between tracking per operator, per channel or per target (if there are several targets in a single operation). IAS, Moat and Meetrics pixels, etc. are not accepted.

The screenshot shows the ARPP TV interface for creating a film ID. A modal window at the top asks for confirmation: "www.arpp.tv indique Vous avez choisi la valeur 'Segmentation exclusive'. Êtes-vous sûr que ce film est segmenté ou pour une diffusion régionale spécifique uniquement?". Below, the "Créer un ID Film" form is visible. The "Modèles de diffusion" dropdown menu is highlighted in red, showing "Nationale et segmentée" selected. Other fields include "Titre du film", "Annoncier", "Type film", "Code Secteur", "Médias", "Agence Conseil", and "Fournisseurs de contenu".

# Technical specifications

All files must contain an **incremental and continuous time code starting at 00.00.00.00**.

The file should contain only the commercial, and its **length should be rounded to the nearest whole second**. As these files are ready for air, it is essential that they are read and that their sound and image quality is **checked before they are sent** to France Télévisions Publicité.

To achieve the best possible video quality, the same field order should be used throughout the production process: **Acquisition, video adjust for the project, configuration of timeline and export parameters**.

## SAFETY AREA

In line with ARPP recommendation CST-RT-018-TV-V 3.0

In the tables below, the underlying assumption is that content will be viewed on HD-type television screens with a resolution of 1920 x 1080. These guidelines set out the dimensions of the various display areas, safety areas, message areas, and warnings.

We will consider only HD image files with a 16:9 (1920 x 1080) aspect ratio.

## DIMENSIONS

The following data will be used:

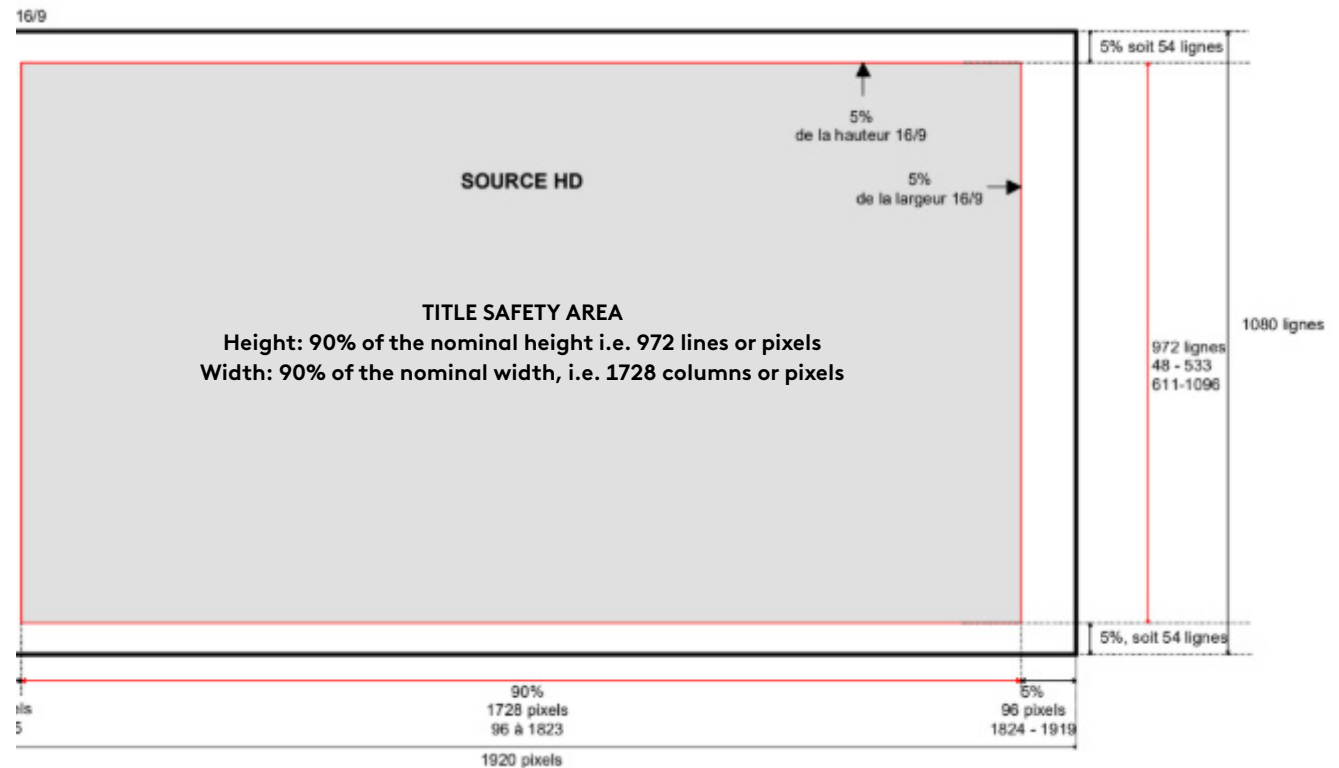
Image size	Percentage	16:9 HD
Number of square pixels per line	100%	1920 pixels
Number of square pixels per	100%	1080 pixels
"Title" safety area - Width	90%	1728 pixels
"Title" safety area - Height	90%	972 pixels



# Technical specifications

## TITLE SAFETY AREA FOR HD BROADCASTS

This diagram shows the reference test pattern for the "Title" safety area. All the important components of an advertising spot (notices and references, product packshots, logos, etc.) must be located within this area.



## SOUND LEVEL

On 19 July, 2011, the Conseil Supérieur de l'Audiovisuel (French media regulatory authority) adopted a decision on the loudness of television shows and ads.

The loudness of ad sequences and the messages they contain is measured according to recommendation ITU-R BS-1770-2 and adjusted according to the following requirements:

- the measured average loudness must be lower than or equal to -23 LUFS.
- the measured short-term loudness must be lower than or equal to -20 LUFS.

If these requirements are not met, France Télévisions Publicité may adjust the sound level as appropriate.

# Technical specifications

## HIGH-DEFINITION, READY-FOR-AIR MEDIA FILE FOR TELEVISION:

### 1 : XDCAM HD 4.2.2 MOV

QUICKTIME.mov (self-contained)

**The file should contain only the commercial, and its length should be rounded to the nearest whole second.**

#### Video:

Interlaced  
XDCAM HD 4.2.2 1080i  
Resolution 1920x1080  
4.2.2  
Field order: upper field first  
Speed 50Mb/s  
Image rate: 25 images/second

#### Audio:

Uncompressed: PCM, WAV or AIFF Sample rate 48 kHz  
Quantification 24 bits or 16 bits (20 bits strictly prohibited)  
Track 1 = left channel, track 2 = right channel

### 2 : XDCAM HD 4.2.2 MXF

media.mxf (self-contained)

**The file should contain only the commercial, and its length should be rounded to the nearest whole second.**

#### Video:

Interlaced  
XDCAM HD 4.2.2 1080i  
Resolution 1920x1080  
4.2.2  
Field order: upper field first  
Speed 50Mb/s  
Image rate: 25 images/second

#### Audio:

Uncompressed: PCM, WAV or AIFF Sample rate 48 kHz  
Quantification 24 bits or 16 bits (20 bits strictly prohibited)  
Track 1 = left channel, track 2 = right channel



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## Audio specifications

**Pre-roll audio**

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For customized formats, or formats not included on this list, please get in touch

# Pre-roll audio

**!** Note: the spot must be no longer than 30 s



Podcast				
CODEC	BIT RATE	SAMPLE RATE	RESOLUTION	CHANNEL
WAV (preferred)	NA	44,1 kHz	16 bits	Stereo
MP3	At least 196 Kb/s			
AAC+	At least 128 K/s			

Direct Radio Outremer				
CODEC	BIT RATE	SAMPLE RATE	RESOLUTION	CHANNEL
WAV	NA	48 kHz	16 bits	Stereo
MP3 (preferred)	At least 196 Kbits/s			
AAC+	At least 128 Kbits/s			



# Contacts

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New advertising performance

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