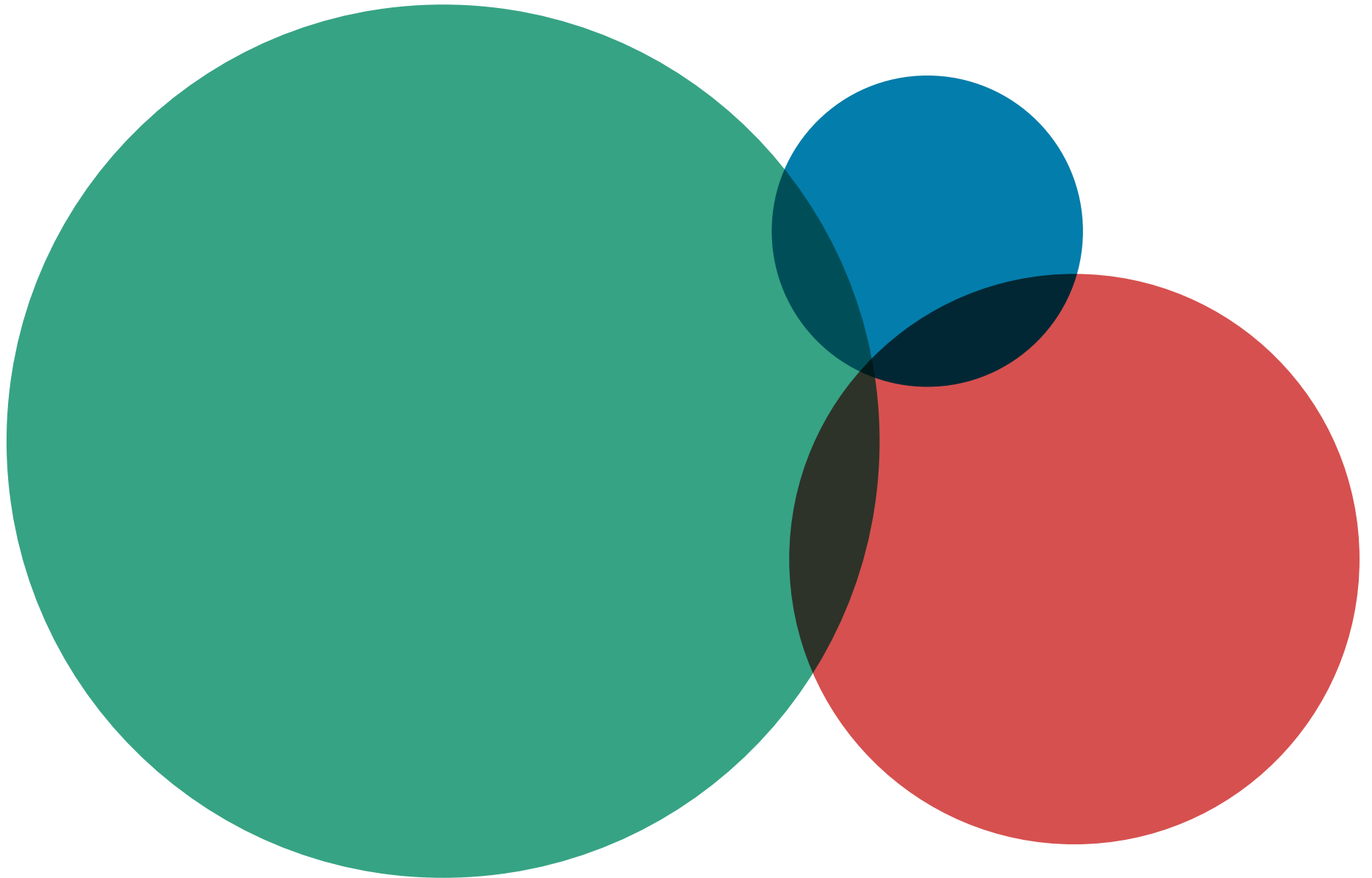


Technical Specifications 2019



Preamble

france•tvpublicité is a member of the ARPP (an advertising self-regulatory body) and follows its ethical standards. This is why only advertisements that have been cleared by the ARPP can be displayed on the network's digital media.

All in-stream video campaigns are served via VAST 2.0.

- The FTV player only on France Télévisions websites) is VPAID compliant on desktop only.
- For Rich Media formats, we work with all platforms on the market: Piximedia, MassMotion, Sizmek (ex-Mediamind), Weborama, Doubleclick, Sticky Ads, Adrime, Teads, Kpsule, etc.
- For campaigns with behavioural targeting, **france•tvpublicité** uses its proprietary DMP based on Oracle Bluekai technology.

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Please feel free to contact us regarding special formats, or any format that does not appear on this list.

Digital Advertising Formats

Technical Specifications

Conditions & delivery of technical elements

E-mail address	traffic.manager@francetvpub.fr
Deadline	72 business hours before the launch of the campaign. Some special formats may be subject to different deadlines.
Elements required	<ul style="list-style-type: none">• Creatives• Redirect URL or tracking elements

By default, we accept, per unit

(one unit = one line of the signed insertion order):

- a maximum of 2 redirects;
- a maximum of 3 creatives;

Unless you request otherwise, creatives will be served equally during the campaign by default.

Contacts

Contact	Role	Phone	E-mail
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Specifications for HTML5 creatives

Creatives in HTML5 format must take the following considerations into account:

- must be compatible with the majority of web browsers on the market;
- **index.html** must be the starting point for HTML5 content;
- the **<noscript>** tag should be used to define alternate content;
- content should be delivered via **ZIP folder** containing a **maximum of 15 files**;
- relative file paths should be used in **HTML code/script**;
- any scripts should be written for **optimal** performance and usability, and be compressible so as to optimize the animation as a whole;
- if the HTML5 content contains any clickthroughs, the clickable area 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/>



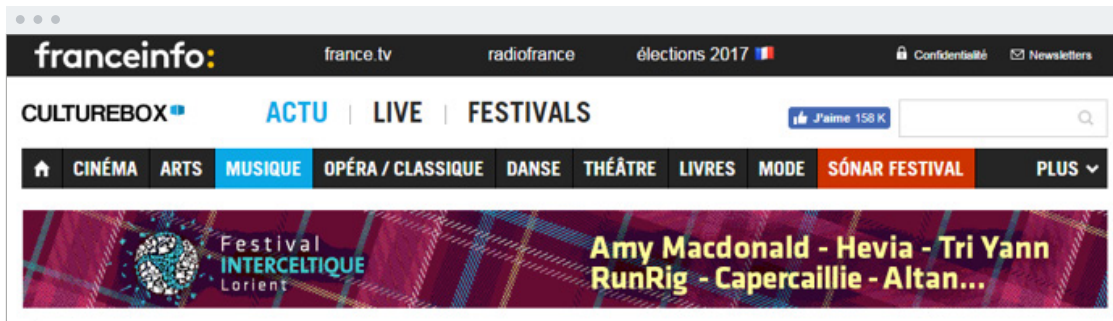
Display Specifications

DISPLAY

MOBILE
TABLET

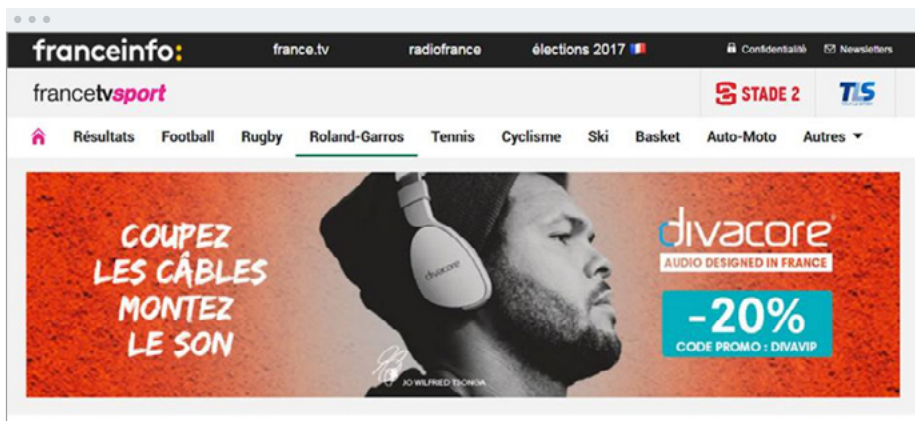
VIDEO

leaderboard/super leaderboard



- **Dimensions (WxH):**
Super Leaderboard: 1000x90 px
Leaderboard: 728x90 px
- **Weight:**
Maximum 60 KB
- **Formats accepted:**
Html 5/GIF/
JPEG/Redirect

masthead



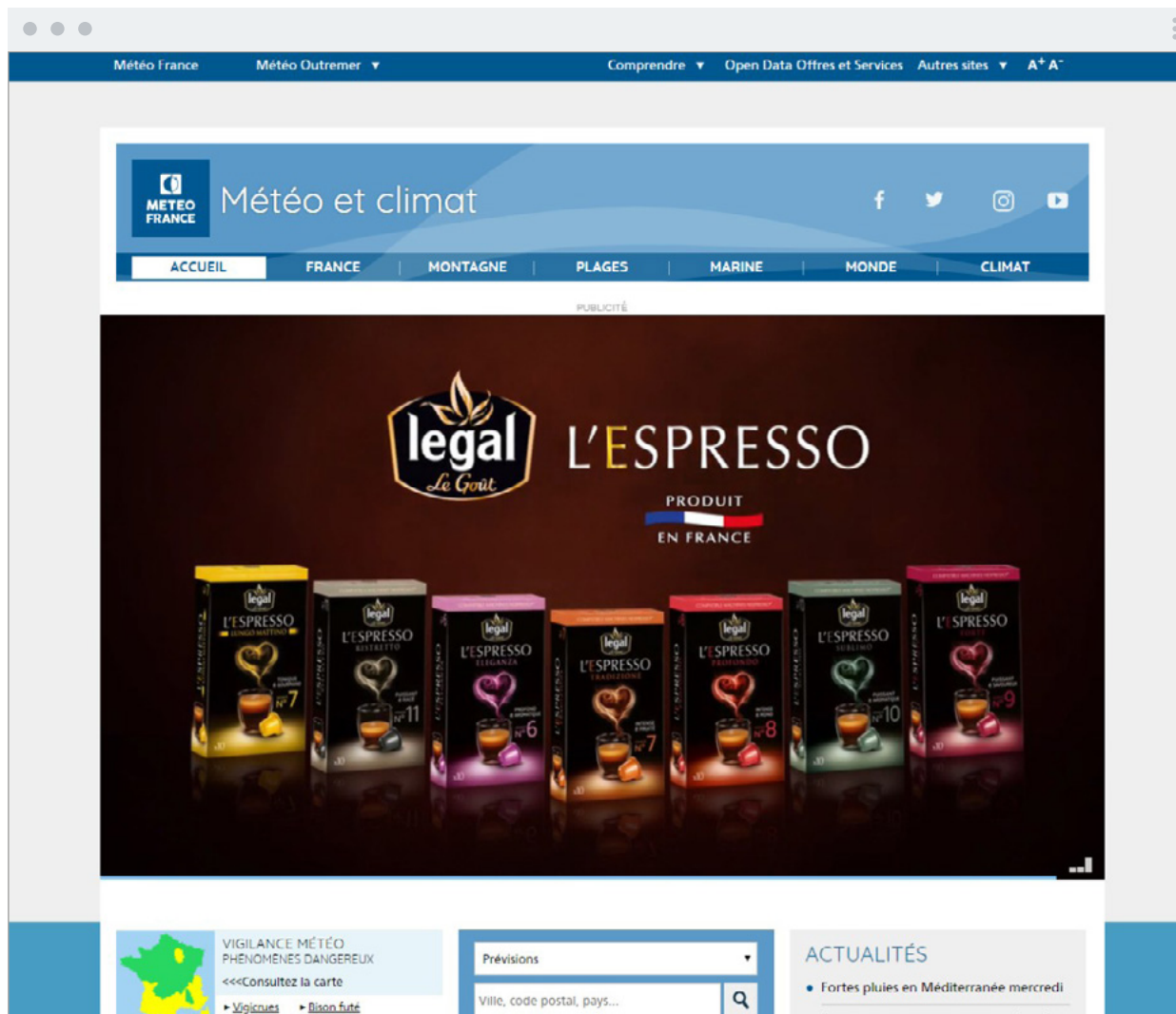
- **Dimensions (WxH):** 1000x250 px
- **Weight:** Maximum 70 KB
- **Formats accepted:** Html 5/GIF/JPEG/Redirect

MPU 300x250/ Monster MPU 300x600 px



- **Dimensions (W X H):**
MPU: 300x250 px
Monster MPU: 300x600 px
- **Weight:**
Maximum 70 KB
- **Formats accepted:**
Html 5/GIF/JPEG/Redirect

inBoard (Teads Format)



content required:

All we need
is a video file!

Click here
to see the
"Video Specifications"
table on page 19

DISPLAY

MOBILE
TABLET

VIDEO

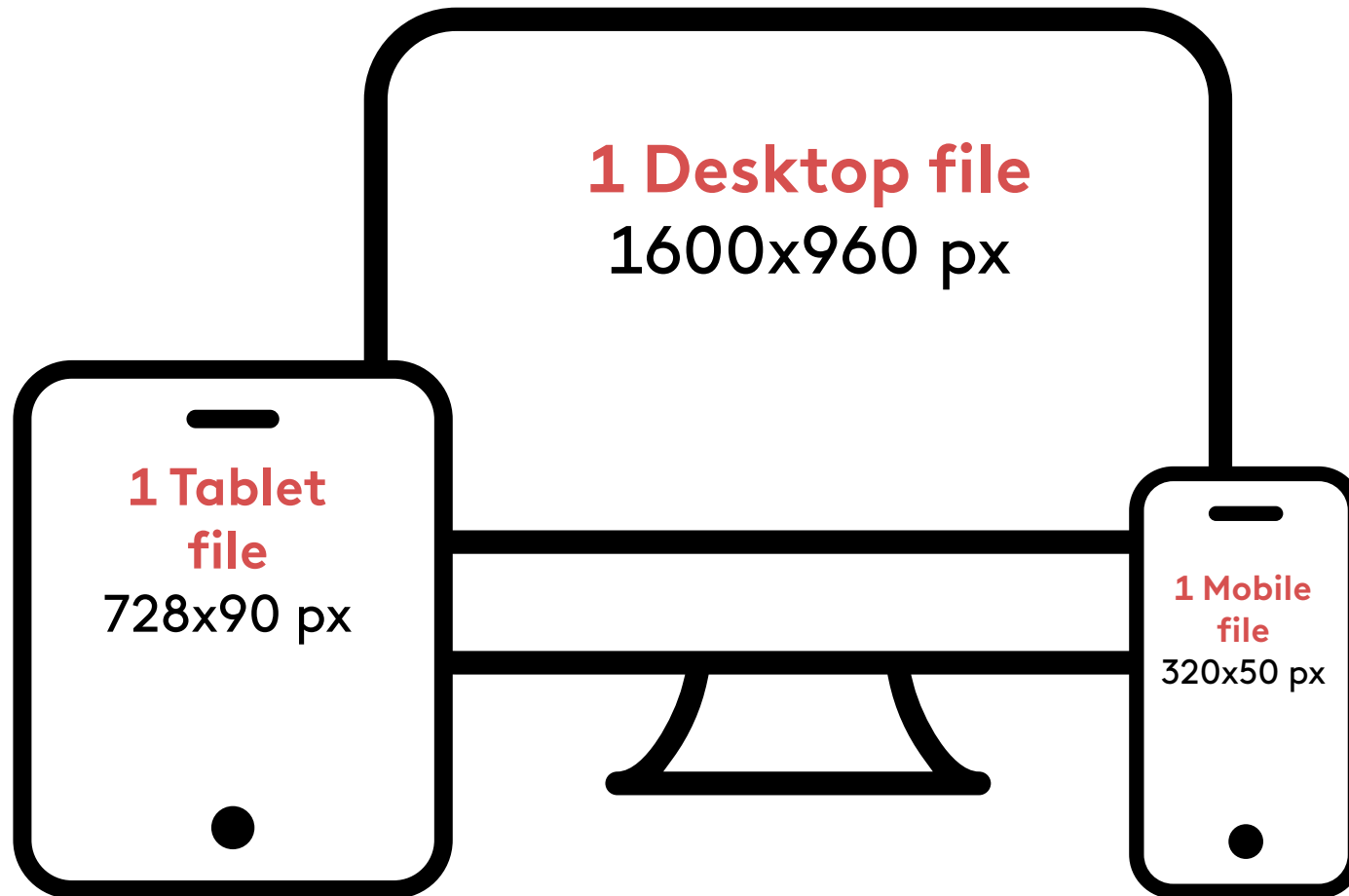


Page skins are a high-impact type of advertisement that generally features an arch banner around the page as a background, plus one or more companion formats.

For each of the formats described below, please include a gradient effect in your images (gutters and footer), or provide us at the time of delivery with a hexadecimal colour code (such as #FFFFFF) that complements the aesthetic of your creatives.



The MétéoFrance website uses RWB. You should therefore provide us with **a format/file** for each of the three resolutions:



Page skin: Météofrance



Responsive format for desktop

- **Dimensions (WxH):** 1600x960 px concentrating the main display into 1280 px
- **Weight:** Maximum 150 KB
- **Formats accepted:** JPEG
- **Tracking accepted:** pixel + clic command
- **Option to add companion formats:** MPU 300x250 or Monster MPU 300x600 px



Responsive formats for tablet

- **Dimensions (WxH):** 728x90 px
- **Weight:** 100 KB



Responsive formats for mobile

- **Dimensions (WxH):** 320x50 px
- **Weight:** 100 KB

Please include a gradient effect (gutters and footer) or provide us with a hexadecimal colour code (such as #FFFFFF) at the time of delivery.

Page skin: Culture box



- **Dimensions (WxH):** 1600x960 px
concentrating the main display into 1280 px
- **Weight:** Maximum 150 KB
- **Accepted formats:** JPEG
- **Accepted tracking types:** pixel and click command
- **Option to add companion formats:**
MPU 300x250 px or Monster MPU 300x600 px

Please include a gradient effect (gutters and footer)
or provide us with a hexadecimal colour code (such as #FFFFFF) at the time of delivery.

Page skin: francetvsport



Responsive formats for desktop

- **Dimensions (WxH):** 1750x1000 px
concentrating the main display into 1280 px
- **Weight:** Maximum 150 KB
- **Accepted formats:** JPEG
- **Accepted tracking types:** pixel and click command
- **Possible complementary formats:** MPU 300x250 px



Responsive formats for tablet

- **Dimensions (WxH):** 728x90 px
- **Weight:** 100 KB

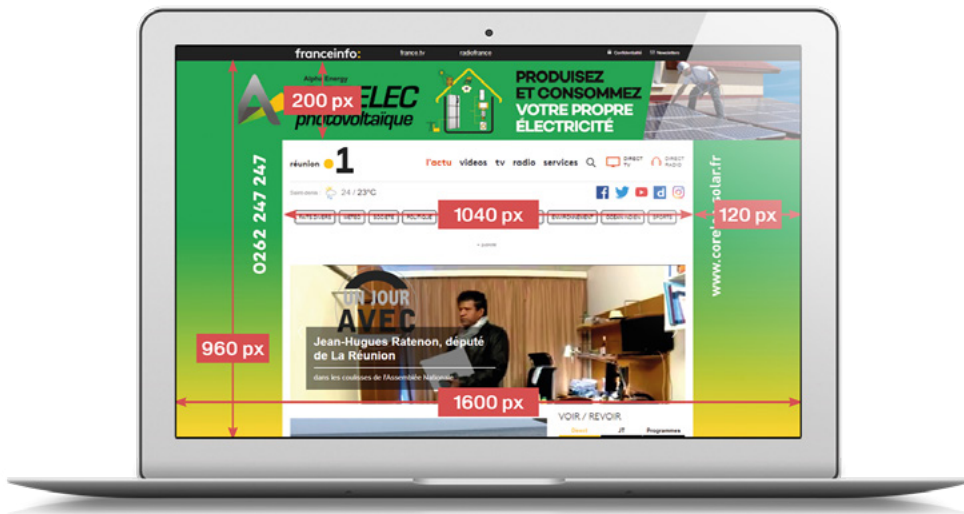


Responsive formats for mobile

- **Dimensions (WxH):** 320x50 px
- **Weight:** 100 KB

Please include a gradient effect (gutters and footer) or provide us with a hexadecimal colour code (such as #FFFFFF) at the time of delivery.

● **Page skin: La 1^{ère}**



● **1 Specifications for the Outre-Mer 1^{ère} arch**

- **Dimensions (WxH):** 1600x960 px
concentrating the main display into 1280 px
- **Weight:** Maximum 150 KB
- **Accepted formats:** JPEG
- **Accepted tracking types:** pixel and click command
- **Option to add companion formats:**
Monster MPU 300x600 px or MPU 300x250 px

Please include a gradient effect in your images towards hexadecimal colour code #FFFFFF (white)

● **Page skin: PBLV**



PLUSBELLELAVIE Specifications for the Plus Belle La Vie arch

- **Dimensions (WxH):** 1600x960 px
concentrating the main display into 1280 px
- **Weight:** < 150 KB
- **Accepted formats:** JPEG
- **Option to add companion formats:**
Monster MPU 300x600 px or MPU 300x250 px

● **Page skin: France 24**



Specifications for the France 24 arch

- **Dimensions (WxH):** 1806x846 px
concentrating the main display into 1280 px
- **Weight:** < 150 KB
- **Accepted formats:** JPEG
- **Option to add companion formats:**
MPU 300x250 px or Monster MPU 300x600 px


Please note the presence of a **122 px wide metanav bar**



It is essential to provide us with a **single JPEG file**, in the form of an arch against a white (#FFFFFF) centre panel (see dimensions in the screenshot on the left)

Please include a gradient effect (gutters and footer) in your images towards the hexadecimal colour code #FFFFFF (see example)

← Gradient towards #FFFFFF



Mobile and Tablet Specifications

DISPLAY

MOBILE
TABLET

VIDEO

interstitial

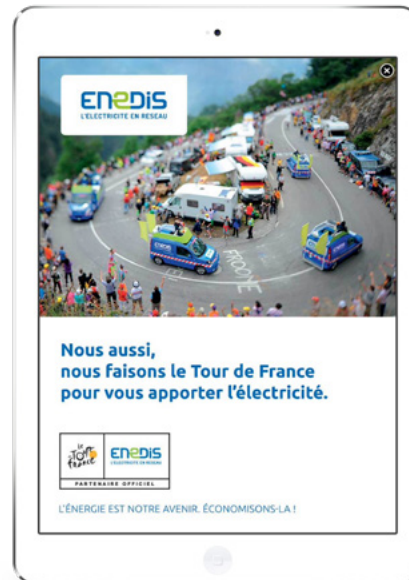


Interstitials are full-screen advertisements that appear when a user first accesses an application.



mobile image

- **Background dimensions (WxH):**
Portrait: 320x480 px and 640x960 px
- **Weight:** Maximum 70 KB
- **Formats accepted:** JPEG



tablet image

- **Background dimensions (WxH):**
Portrait: 768x1024 px – Landscape: 1024x768 px
- **Weight:** Maximum 100 KB
- **Formats accepted:** JPEG





Video Specifications

DISPLAY

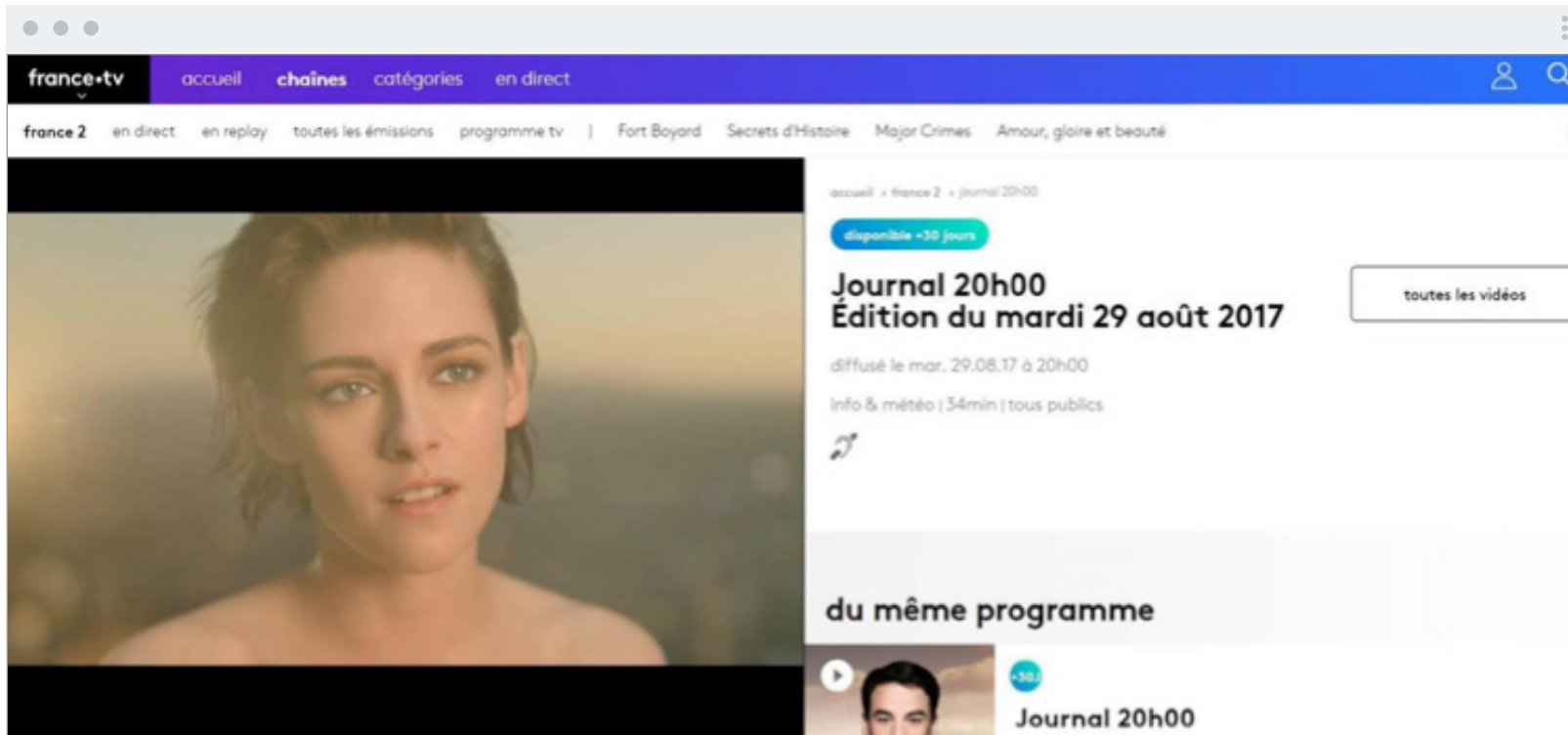
MOBILE
TABLET

VIDEO

Pre-roll



A pre-roll ad is a promotional video message played directly before the video's content.



Films hosted by France Télévisions Publicité

Films are considered to be hosted by the network for campaigns that do not use redirect urls or transmission via IPTV.

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

Video specifications

Parameters	SD	OU	HD
Format	MPEG4		MPEG4
Extension	.mp4		.mp4
	VIDEO		
Codec	H.264/AVC		H.264/AVC
Profile	Main or High		Main or High
Frame Rate	25 frames/second		25 frames/second
Image Size	720/576*		1920/1080
Display aspect ratio	16 :9		16 :9
Target bitrate	5 Mbps		5 Mbps
Scan Type	Progressive		Progressive
	AUDIO		
Codec	AAC		AAC
Channel Layout	Stereo		Stereo
Sampling Frequency	48 Khz		48 Khz
Sample size	16 bits		16 bits
Target bitrate	256 kbps		256 kbps

*Due to an anomaly, Adobe Premiere et FinalCutPro require the image size to be set to 1004x576 when encoding in SD

VAST Redirect



!!We accept VAST 2.0 or 3.0 redirects for desktop content ONLY!!

In this case, content must be delivered for testing 4 working days before the campaign begins.

Compatible redirects: VAST 2.0 or 3.0

- **Video:** MUST be in MP4 format
- **Ratio video:** 16/9
- **4 days before content is uploaded online, to allow time for testing**

Contacts

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