



2020 CAMPAIGN

Technical Specifications 2020

www.francetvpub.fr



france•tvpublicité
La télé change. La pub aussi.

Preamble

france•tvpublicité is a member of the ARPP (an advertising self-regulatory body) and complies with their ethical recommendations. This is why only advertising spots which have received the ARPP's authorisation may be broadcast on the network's digital media.

All in-stream video campaigns are broadcast via the VAST 3.0 specification.

- The FTV Player (on France Télévisions group websites only) is only VPAID compliant on desktop.
- For Rich Media formats, we will work with all the platforms on the market: Piximedia, MassMotion, Sizmek, Weborama, Doubleclick, Sticky Ads, Teads, Sublime, Celtra, FlashTalking, etc.
- For campaigns integrating behavioural targeting, **france•tvpublicité** is equipped with its own DMP based on Oracle Bluekai technology.

Summary

2020 CAMPAIGN

Technical Specifications 2020

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For customised formats or those that do not feature in this list, contact us.

Digital Advertising Formats

Technical Specifications

Conditions & delivery of technical elements

Address	traffic.manager@francetvpub.fr
Deadline	72 working hours before the broadcast start date. Certain customised formats are subject to other deadlines
Elements to be provided	<ul style="list-style-type: none">• The creations• The redirection URL or the tracking elements

By default, we accept per operation

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

- a maximum of 2 redirects;
- a maximum of 3 creations.

Furthermore, and unless you request otherwise, the broadcast will be equally shared between the creations by default.

Contacts

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HTML5 creation specifications

An HTML5 format creation must include the following considerations:

- performance that is compatible with most web browsers on the market;
- the HTML5 animation starts via the `index.html` entry point;
- management of technical alternatives via the `<noscript>` tag;
- delivery in a ZIP folder with a maximum of 15 files;
- the paths referenced in the HTML/scripting code are relative;
- the scripts embedded in the deliverable are optimised for the smooth functioning of the animation (essentials only) and may be obfuscated to optimise the weight of the overall animation;
- if the HTML5 animation has an action zone that redirects towards a web site (Click-through), the click zone must include the following JavaScript code: `window.open(document.location.search.substr(1), »_blank »)`.

General Provisions:

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

Department email address: Traffic.Manager@francetvpub.fr



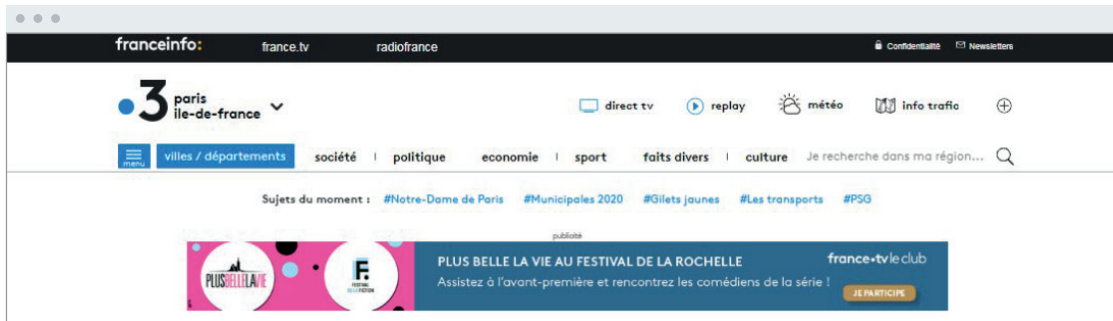
1

Display specifications

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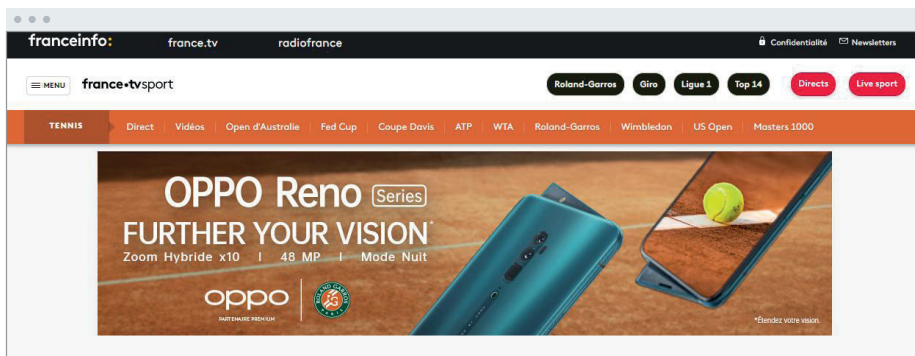
For customised formats or those that do not feature in this list, contact us.

● leaderboard / super leaderboard



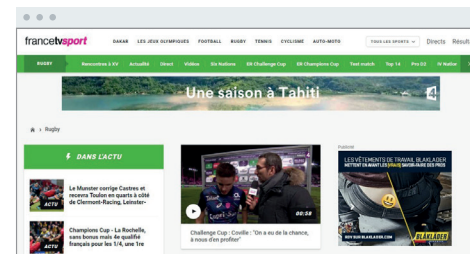
- **Format (WxH):**
Super leaderboard: 1000x90 px
Leaderboard: 728x90 px
- **Weight:**
60 Kb maximum
- **Accepted formats:**
Html 5/GIF/JPEG/Redirect

● masthead



- **Format (WxH):** 1000x250 px
- **Weight:** 70 Kb maximum
- **Accepted formats:** Html 5/GIF/JPEG/Redirect

● medium rectangle 300x250 / half page 300x600 px



- **Format (WxH):**
Medium rectangle:
300x250 px
Half page: 300x600 px
- **Weight:**
70 Kb maximum
- **Accepted formats:**
Html 5/GIF/JPEG/Redirect

inBoard (Teads Format)

The screenshot shows a web browser displaying the 'Météo France' website. At the top, there's a navigation bar with 'Météo France', 'Météo Outremer', 'Comprendre', 'Open Data Offres et Services', 'Autres sites', and 'A+ A-'. Below this is a blue header with the 'Météo France' logo, the text 'Météo et climat', and social media icons for Facebook, Twitter, Instagram, and YouTube. A secondary navigation bar lists 'ACCUEIL', 'FRANCE', 'MONTAGNE', 'PLAGES', 'MARINE', 'MONDE', and 'CLIMAT'. The main content area is a large video advertisement for 'legal L'ESPRESSO' coffee. The ad features the 'legal Le Goût' logo and the text 'L'ESPRESSO PRODUIT EN FRANCE'. Below this, there's a row of seven coffee packages with different flavors: 'L'ESPRESSO LINDORSTROUDEL', 'L'ESPRESSO KISS', 'L'ESPRESSO LIGANZA', 'L'ESPRESSO PASSION', 'L'ESPRESSO FANTASME', 'L'ESPRESSO L'ESSENCE', and 'L'ESPRESSO L'ESSENCE'. The bottom of the page shows a 'VIGILANCE MÉTÉO PHÉNOMÈNES DANGEREUX' section with a map of France, a 'Prévisions' section with a search bar, and an 'ACTUALITÉS' section with a news item: 'Fortes pluies en Méditerranée mercredi'.

Element to be provided:

A video file
is all we need!



Website covering are an effective advertising format that are made up of an arch-shaped banner around the page, and an accompanying format (medium rectangle 300x250 or half page 300x600).

For all the formats described below, ensure that your images include a gradient effect towards the white areas (gutters and bottom of the format).

For responsive design websites, safe areas should be respected (see page 9).

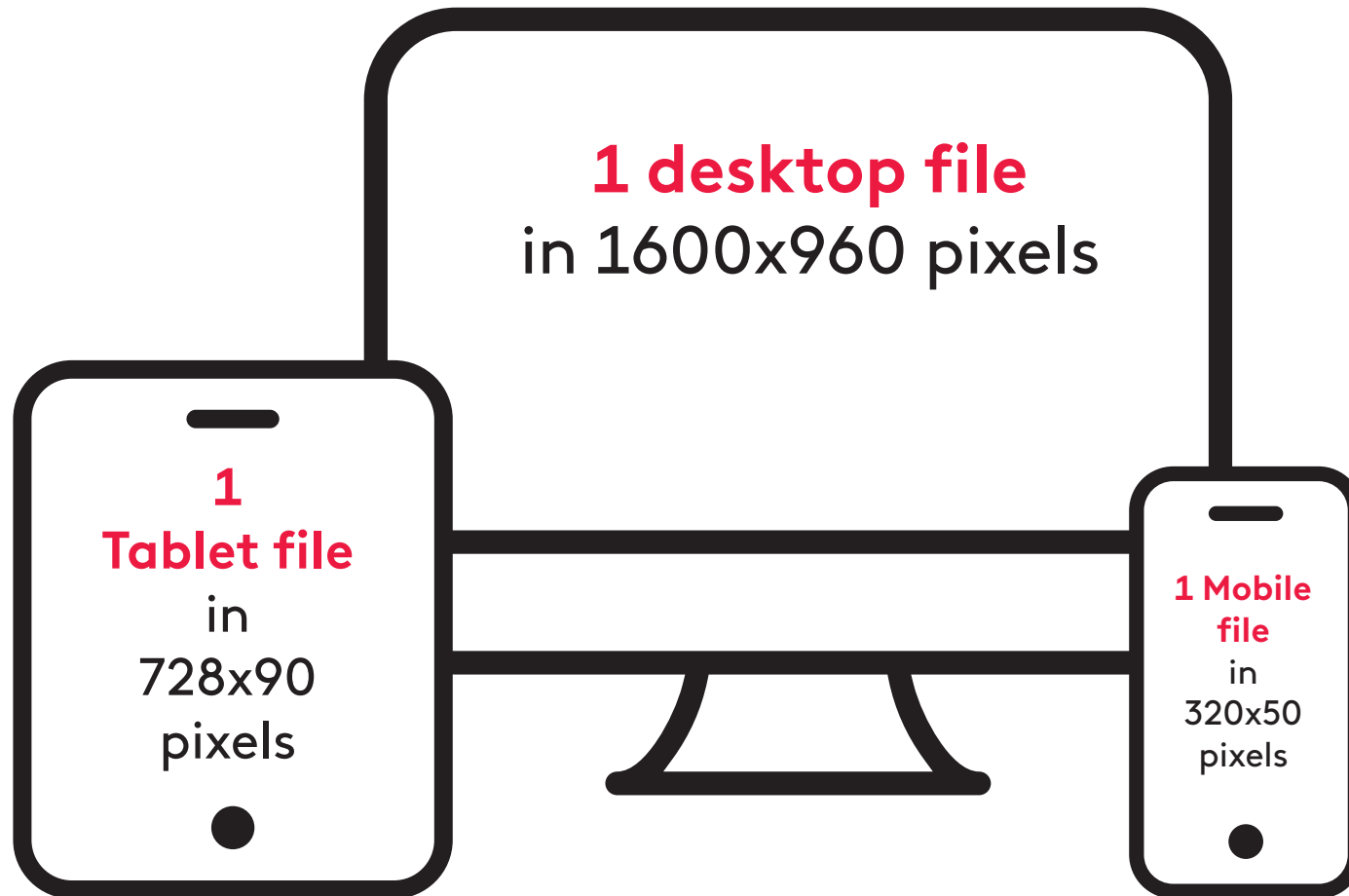
The screenshot shows the top navigation bar of the franceinfo website. It includes links for 'franceinfo:', 'france.tv', and 'radiofrance', along with 'Confidentialité' and 'Newsletters'. Below this is a secondary navigation bar with 'france•tv sport' and buttons for 'Tour de France', 'Coupe du Monde de Football Féminin', 'CAN', 'Wimbledon', 'Directs', and 'Live sport'. The main content area is divided into three vertical sections:

- Left (Unstable area):** A red vertical bar containing text explaining that the width varies with resolution and that display is not guaranteed. It advises against text or objects and suggests abstract or landscape backgrounds.
- Middle (Safe area):** A green horizontal bar at the top of the content area with the text: "Display is guaranteed for all resolutions supported by the website. Text and communication elements must be in this area." Below this are three content blocks:
 - A tennis match image with a white text box: "EN DIRECT > WIMBLEDON SUIVEZ LA DEUXIÈME JOURNÉE EN DIRECT".
 - A text block: "L'ESSENTIEL Wimbledon : suivez la deuxième journée en direct", "Wimbledon : Dominic Thiem sorti d'entrée par Sam Querrey", and "Rabiot : 'Dans mon esprit, la Juventus c'est un cran au-dessus du PSG'".
 - A calendar block: "CALENDRIER DES DIRECTS" showing "mar. 2 20h44 TS Tout Le Sport - 02/07/2019".
- Right (Unstable area):** A red vertical bar containing text explaining that the width varies with resolution and that display is not guaranteed. It advises against text or objects and suggests abstract or landscape backgrounds.

● Website covering



The different websites are in responsive design. In the context of a website covering format, we will require **3 formats/files** to meet the requirements of each resolution:



● Météo-france website covering



responsive desktop formats

- **Format (WxH):** 1600x960 px
concentrating the main content on 1280 px
- **Weight:** 150 Kb maximum
- **Accepted formats:** JPEG
- **Tracking accepted:** pixel + click tracking
- **Possibility of adding accompanying formats:**
Medium rectangle: 300x250 px or Half page: 300x600 px



responsive tablet formats

- **Format (WxH):** 728x90 px
- **Weight:** 100 Kb



responsive mobile formats

- **Format (WxH):** 320x50 px
- **Weight:** 100 Kb



Ensure that your images include a gradient effect and respect the safe areas (see page 9).

● francetvsport website covering



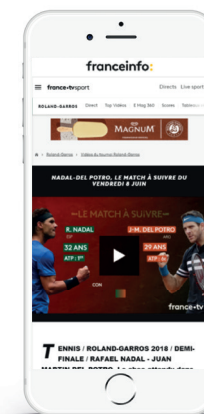
responsive desktop formats

- **Format (WxH):** 1750x1000 px
concentrating the main content on 1200 px
- **Weight:** 150 Kb maximum
- **Accepted formats:** JPEG
- **Tracking accepted:** pixel + click tracking
- **Possibility of adding accompanying formats:**
Medium rectangle: 300x250 px



responsive tablet formats

- **Format (WxH):** 728x90 px
- **Weight:** 100 Kb



responsive mobile formats

- **Format (WxH):** 320x50 px
- **Weight:** 100 Kb



Ensure that your images include a gradient effect and respect the safe areas (see page 9).

● The first **website covering**



● **1** Specifications for the arch-shaped banner on the **Outre-Mer 1^{ère} website**

- **Format (WxH):** 1600x960 px
- **Weight:** 150 Kb maximum
- **Accepted formats:** JPEG
- **Tracking accepted:** pixel + click tracking
- **Possibility of adding accompanying formats:**
Half page 300x600 px or Medium rectangle: 300x250 px

● PBLV **website covering**



PLUS BELLE LA VIE Specifications for the arch-shaped banner on the **Plus Belle La Vie website**

- **Format (WxH):** 1600x960 px
- **Weight:** <150 Kb
- **Accepted formats:** JPEG
- **Possibility of adding accompanying formats:**
Half page 300x600 px or Medium rectangle: 300x250 px

● France 24 website covering



Specifications for the arch-shaped banner on the France 24 website

- **Format (WxH):** 1600x960 px
- **Weight:** <150 Kb
- **Accepted formats:** JPEG or PNG
- **Possibility of adding accompanying formats:**
Medium rectangle: 300x250 px

A decorative graphic on the left side of the page features several overlapping, semi-transparent circles in shades of green and light green. A large, bold green number '2' is centered within the innermost circle. To the right of the circles, there are four solid-colored dots: a red one at the top, a purple one to the right, a blue one at the bottom, and a yellow one at the bottom right.

2

Video specifications

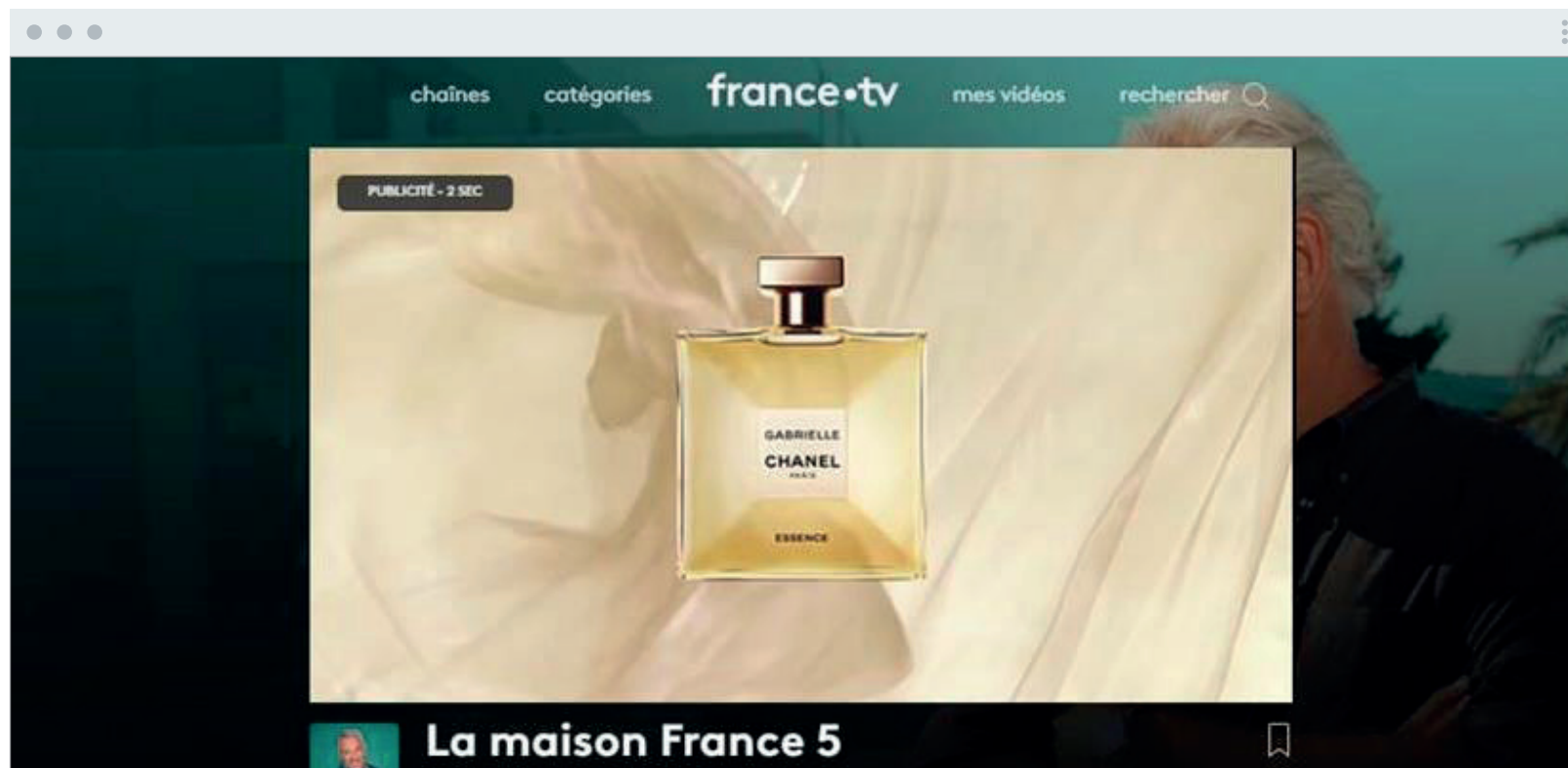
Pre-roll (or Bumper)	16
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For customised formats or those that do not feature in this list, contact us.

● Pre-roll



Pre-roll is a video format that consists of displaying the advertising message before the video 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 through communication on IPTV.

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

● Video Specifications

Settings	SD	OR	HD
Container	MPEG4		MPEG4
Extension	.mp4		.mp4
	VIDEO		
Codec	H.264/AVC		H.264/AVC
Profile	Main or High		Main or High
Frame rate	25 images/second		25 images/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 rate	48 kHz		48 kHz
Sample size	16 bits		16 bits
Target bitrate	256 kbps		256 kbps

*Adobe premiere and FinalCutPro have an anomaly that requires the definition of the image size at "1004x576" during SD coding.

● VAST Redirect



!!We ONLY accept VAST 2.0, 3.0 or 4.0 redirects for the Desktop content!!

The delivery thereof must be carried out within a time period of 4 working days before being placed on line in order to test their smooth functioning.

VAST 2.0, 3.0 or 4.0 compatible redirect

- **Video: mp4 mandatory**
- **Video ratio: 16/9**
- **Delivery 4 working days before being placed on line for testing**

A decorative graphic on the left side of the slide features a large, light blue number '3' centered within a series of concentric, semi-transparent light blue circles. To the right of these circles, four solid-colored dots are arranged in a circular pattern: an orange dot at the top, a green dot at the right, a red dot at the bottom, and a purple dot at the bottom-left.

3

Audio specifications

Pre-roll Audio

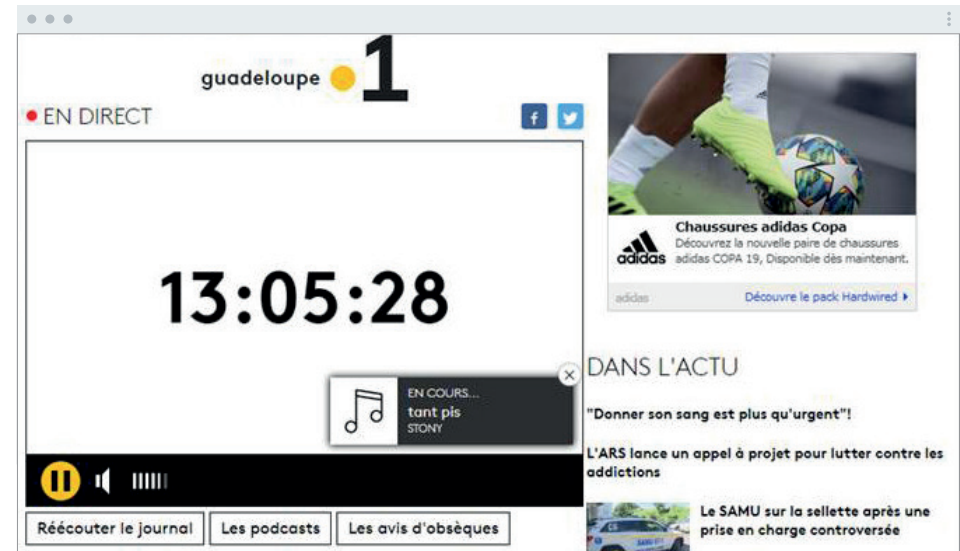
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● Pre-roll audio



Important: advertising spot duration limited to 30s



Podcast				
CODEC	BIT RATE	SAMPLE RATE	RESOLUTION	CHANNELS
WAV (preferred)	NA	44.1 kHz	16 bits	Stereo
MP3	At least 196 Kbits/s			
AAC+	At least 128 Kbits/s			

Direct Radio Outremer				
CODEC	BIT RATE	SAMPLE RATE	RESOLUTION	CHANNELS
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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