2020 CAMPAIGN

Technical Specifications 2020

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•tv**publicité is equipped with its own **DMP** based on **Oracle Bluekai technology.**

Summary

Technical Specifications 2020

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	● 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.

● 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/

● Contacts

Contact	Position	Telephone	Email
Mohamed HAMDOUN	Traffic Manager	01 56 22 65 53	mohamed.hamdoun@francetvpub.fr
Baptiste LE TRAON	Traffic Manager	01 56 22 65 75	baptiste.letraon@francetvpub.fr
Bruno FAURE	Traffic Manager	01 56 22 64 18	bruno.faure@francetvpub.fr
Eléonore BOSQUE	Traffic Manager	01 56 22 65 39	eleonore.bosque@francetvpub.fr
Jean-Baptiste NUÑEZ	Traffic Manager	01 56 22 12 12	jeanbaptiste.nunez@francetvpub.fr
Pierre-Loic BOISSON	Traffic Manager	01 56 22 64 64	pierre-loic.boisson@francetvpub.fr
Rodolphe DUMESNIL	Traffic Manager	01 56 22 62 66	rodolphe.dumesnil@francetvpub.fr
Thibault CREPIN	Traffic Manager	01 56 22 12 72	thibault.crepin@francetvpub.fr

Department email address: Traffic.Manager@francetvpub.fr
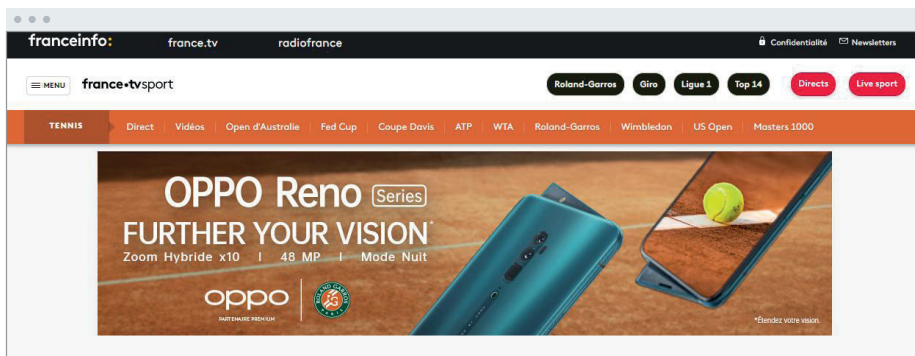
Display specifications

For customised formats or those that do not feature in this list, contact us.
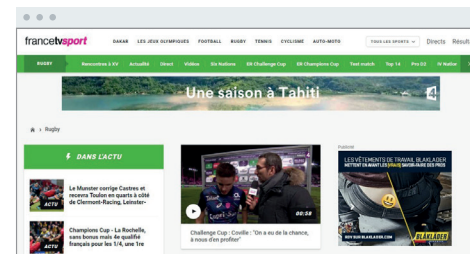
leaderboad / super leaderboard
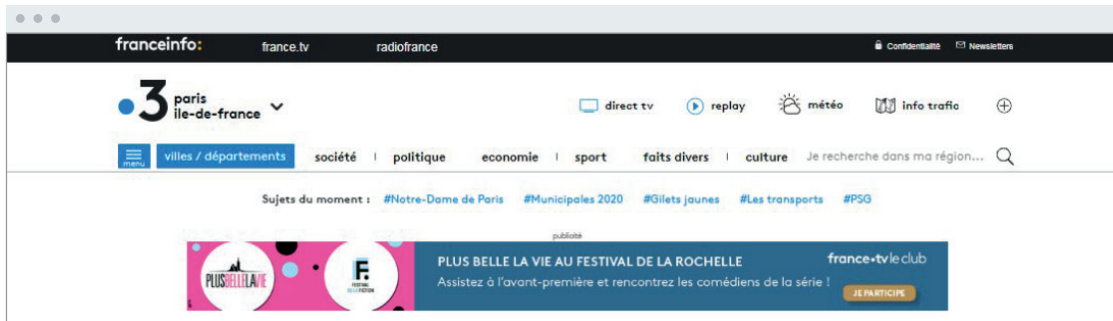
• **Format (WxH):**
Super leaderboard: 1000x90 px
Leaderboard: 728x90 px

• **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)

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).

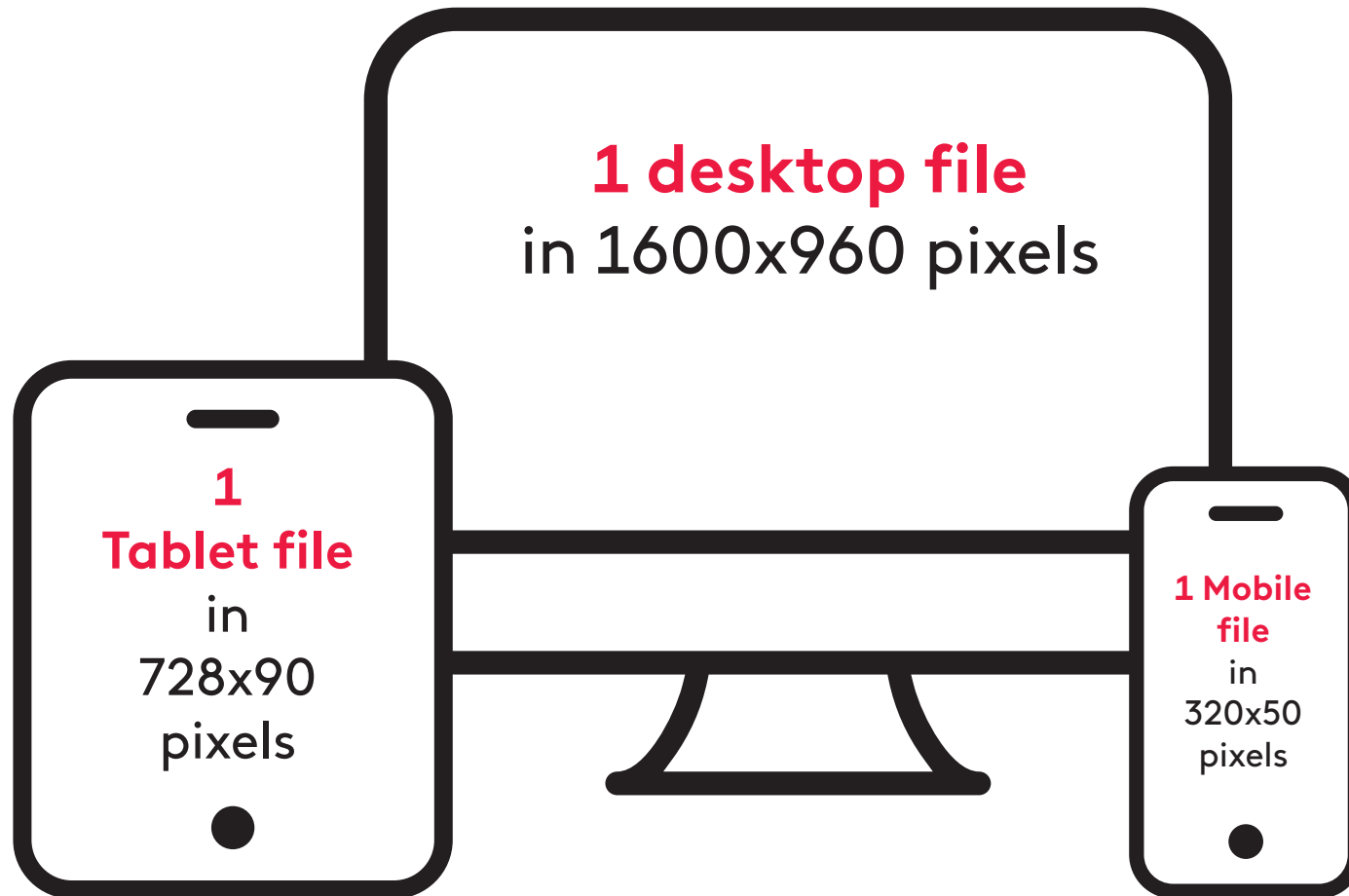**For responsive design websites**, safe areas should be respected (see page 9).

● **safe area**

Unstable area

Area with a variable width depending on the resolution

Display is therefore not guaranteed

Do not include any communication elements: no text or objects. Apply a background (abstract or landscape)

Safe area

Display is guaranteed for all resolutions supported by the website. Text and communication elements must be in this area.

Unstable area

Area with a variable width depending on the resolution

Display is therefore not guaranteed

Do not include any communication elements: no text or objects. Apply a background (abstract or landscape)

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:**

1 desktop file
in 1600x960 pixels

1 Tablet file
in 728x90 pixels

1 Mobile file
in 320x50 pixels

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).**
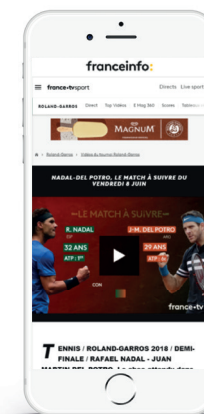
francetvsport **website covering**

⚠ **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 1ère** 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**

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

Video specifications

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.
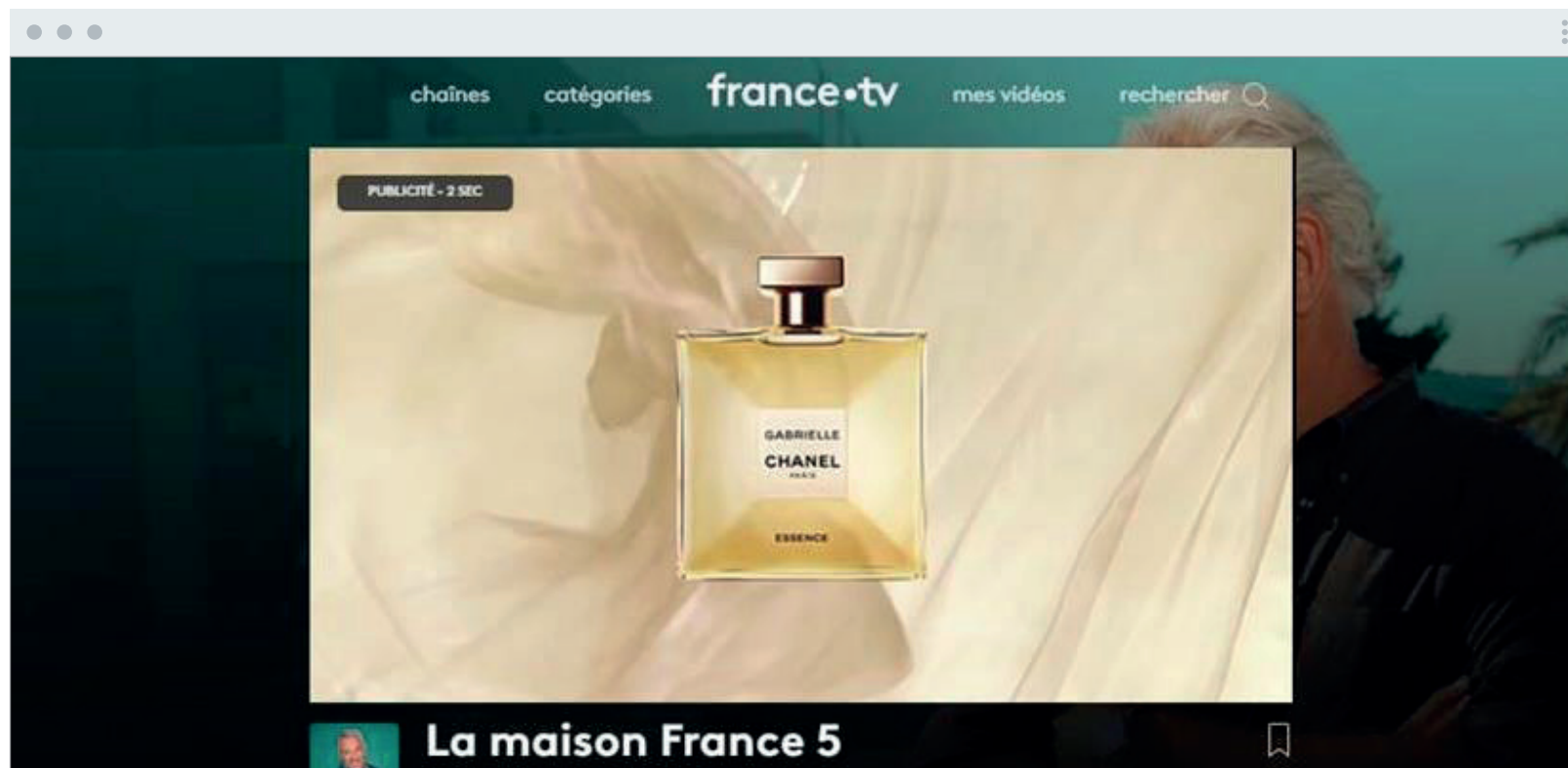
Films hosted by France Télévisions Publicité

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		HD
Container	MPEG4	OR	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**
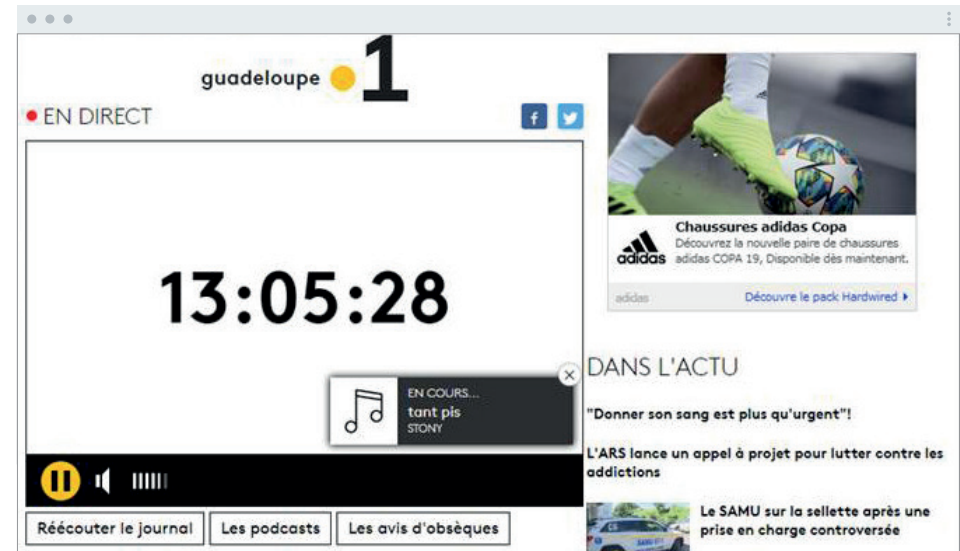
Audio specifications

Pre-roll Audio

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

Pre-roll audio

Important: advertising spot duration limited to 30s

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

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

Contacts

france•tvpublicité

Tel.: **+33 (0)1 56 22 62 00**
Fax: **+33 (0)1 56 22 62 01**
www.francetvpub.fr
www.twitter.com/francetelepub

Public limited company [S.A.] with a share capital of €38,100,
Company ID [SIREN] No. 332 050 038 Nanterre Trade and Companies Register

64-70 avenue Jean-Baptiste Clément
92 641 Boulogne-Billancourt Cedex