

DIGITAL TECHNICAL SPECIFICATIONS

LAST UPDATE: NOVEMBER 2025

GENERAL INFORMATION

ARPP APPROVAL REQUIRED

Mandatory for all formats and for each version of a film.

TERMS & CONDITIONS

All specs must comply with our General Terms & Conditions of Sale.

DELIVERY DEADLINE

72h before the campaign start date.

ADSERVERS / SSP

Vidéo :

- FreeWheel
- Google Ad Manager

Display :

- Google Ad Manager
- Equativ
- Teads

Audio :

- AdsWizz Audioserve

CSR

It is recommended to follow the [Practical Guide of Eco-Gestures in Media Buying](#), published by *Alliance Digitale*, to reduce the environmental footprint of digital advertising.

CNC/PEGI

Please indicate the applicable mentions for each film.

ARPP APPROVAL

Obtaining a favorable opinion from the ARPP is mandatory for every version of an advertising spot intended for broadcast on television channels or Video-On-Demand (VOD/SMAD) services.

The ARPP's role is to verify that advertising films comply with current legal and ethical standards.

«All television advertising films and/or films broadcast on Video-On-Demand (SMAD) services are subject to the ARPP's mandatory pre-broadcast review procedure. Any audiovisual advertising film delivered to the sales house must therefore be accompanied by an ARPP approval certificate, which is a prerequisite for broadcast.»

A single request for approval is sufficient when the same film is to be broadcasted across multiple channels (TV and VOD), regardless of the viewing device (TV, computer, tablet, or mobile). Any visual or audio modification requires a new ARPP review.

Anyone who believes an advertisement breaches ethical rules may file a complaint with the Advertising Ethics Jury (JDP). If the complaint is deemed valid, the JDP may request the advertiser to modify the advertisement in question.

France TV Publicité is a member of the ARPP and follows all its ethical recommendations.

Therefore, only spots that have received an ARPP visa are authorized for broadcast on the digital platforms of the sales house.

Follow the [ARPP online guide](#) for more information.

TABLE OF CONTENTS

- 1 VIDÉO p.5
- 2 SEGMENTED TV p.11
- 3 EXPERIENCE FORMATS p.17
- 4 DISPLAY p.21
- 5 AUDIO p.39
- 6 SPORT EVENTS p.42

VIDEO

- 1 DELIVERY & DEADLINES P.6
- 2 VIDEO FILE SPECIFICATIONS P.8
- 3 REDIRECTS & THIRD-PARTY TRACKINGS P.9
- 4 PROGRAMMATIC DEALS P.10

VIDÉO

1

DELIVERY & DEADLINES

72h

before campaign start date.

In case of late delivery, France TV Publicité could not guarantee that the campaign will start according to the insertion order.

3 films

maximum per campaign.

Up to 4 health disclaimers per film.

By default, all films run in equal rotation.

1 email

to your FTP contact with:

- Upload confirmation
- ARPP approval.
- Trackings or redirect
- Broadcast instructions

ARPP approval is required for all broadcasts.

A PubID or IDCréa is required for Médiamétrie Cross-Media measurement.

VIDÉO

1

DELIVERY & DEADLINES

The film is already broadcast on TV

If the TV copy was delivered less than one year ago, resending the spot is not required.

We'll only need the PUB ID or ID CRÉA for each film.

If delivery rules are not respected, any user or publisher complaint regarding ad quality will lead to immediate suspension of the broadcast.

A new compliant file must be provided before resuming diffusion.

The film is not broadcast on TV

Delivery must be made via one of the following platforms:

adstream



ADspace *
france•tvpublicité

**(please confirm with your FTP contact for this delivery method).*

Film delivered by email is not accepted.

Exceptionally, file-sharing delivery (WeTransfer, etc.) may be accepted only if [video specs](#) are fully respected.

VIDEO

2

VIDEO FILE SPECIFICATIONS

These specifications apply to all delivery and broadcast types, on all platforms.

Parameters	HD
Container	MPEG4
File extension	.mp4
Codec	H.264/AVC
Profile	Main ou High
Frame rate	25 images/seconde
Resolution	1920 x 1080
Display aspect ratio	16/9
Target bitrate	5 Mbps
Scan type	Progressif
Codec	AAC
Channel layout	Stéréo
Sampling rate	48 Khz
Bit Depth	16 bits
Target bitrate	256 kpbs

VIDEO

3

REDIRECTS & THIRD-PARTY TRACKINGS

Device	Compatibility
Desktop	VAST 2.0 to 3.0 VPAID JS Pixel image Click command
Mobile/Tablette	VAST 2.0 to 3.0 Pixel image Click command
CTV	Pixel image Non clickable

General requirements

- All assets must use HTTPS (secure).
- A VAST must include — and list first — the recommended media file → [see specs](#)
- A VAST must not wrap a VPAID.
- In line with our General Terms of Sale, all third-party tracking must be declared to the sales house before broadcast.
- Consent macros are mandatory in every tracking.
- Rich Media formats: compatible with all major industry providers.

VPAID-Specific Requirements

- Inline XML Ad or Wrapper XML Ad (maximum 2 levels).

 *the tag must contain only one JS wrapper.*

- Only one viewability tracker per redirect.
- No close / skip / play / pause buttons, and no time counter.
- No IAS button.
- Sound ON by default.

VIDEO

4

PROGRAMMATIC DEALS

CTV

- It is mandatory to use the francetvpub VAST provided by the AdOps team as the Creative in the DSP.
- To obtain this VAST, it is necessary to provide the creative assets prior to activation. → [see specs](#)

A francetvpub VAST tag will be returned to you within 24–48 business hours.

As a reminder, on this device, the setup is managed by the ad team.
Therefore, it is imperative that the DSP-side setup follows these rules:

- No targeting / blacklist
- No capping
- No redirection
- No pre-bid
- No 3rd party tracking (viewability measurement, reach/targeting, etc.)

DESKTOP, MOB, TAB

The specs are the same as those for the direct/private deal → [see specs](#)

SSP = Freewheel

SEGMENTED TV

- 1 DELIVERY & DEADLINES P.12
- 2 TVS FILE SPECIFICATIONS P.13

SEGMENTED TV

1

DELIVERY & DEADLINES

72h

before campaign start date.

In case of late delivery, France TV Publicité cannot guarantee that the campaign will start according to the insertion order.

ARRP

mandatory approval for each film by following these steps:

1. Log in to the [ARRP website](#) with your usual credentials and submit the film(s) to obtain validation.
2. Fill in the metadata with:
"Broadcast mode: national and segmented broadcast"
OR
"Broadcast mode: exclusively segmented"

Tracking

- 1 impression pixel per device maximum.
- No tracking by operator, channel, or targeting.
- Pixels from IAS, Moat, Meetrics, etc. are not compatible.

Film

The film must :

- Be uploaded to our Extranet, Adstream, or Peach platform. It should be specified whether it is intended for both national TV and segmented TV broadcast.
- If the film was already delivered for classic TV, re-delivery will not be necessary if the TVS mention is present on the ARPP approval.
- Include [SEG] as a prefix in its title.

SEGMENTED TV

2

TVS FILE SPECIFICATIONS

Image dimensions	Percentage	16/9 HD
Number of square pixels per row	100%	1920 pixels
Number of square pixels per column	100%	1080 pixels
Safe area « Title » - width	90%	17280 pixels
Safe area « Title » - height	90%	972 pixels

- All files must contain a Time Code starting at 00:00:00:00, increasing continuously.
- The file must contain only the film and the advertising part (no bumpers before or after the film).
- The file must have a duration rounded to the full second.

Since these files are P.A.D. materials, it is essential that they are reviewed and the video and audio quality checked before being sent to France Télévisions Publicité.

To achieve optimal video quality, it is crucial to maintain the same frame priority throughout the production: acquisition, project video settings, timeline configuration, and export parameters.

If this timeline is not respected, we cannot guarantee the campaign launch on the scheduled date in the insertion order.

SAFE AREA

In accordance with ARPP recommendation: CST-RT-018-TV-V 3.0 In the following tables, it is assumed that the displays are on HD television screens with a resolution of 1920 × 1080.

The recommendation defines the dimensions of the different display areas, safe areas, message zones, and warning messages.

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

SEGMENTED TV

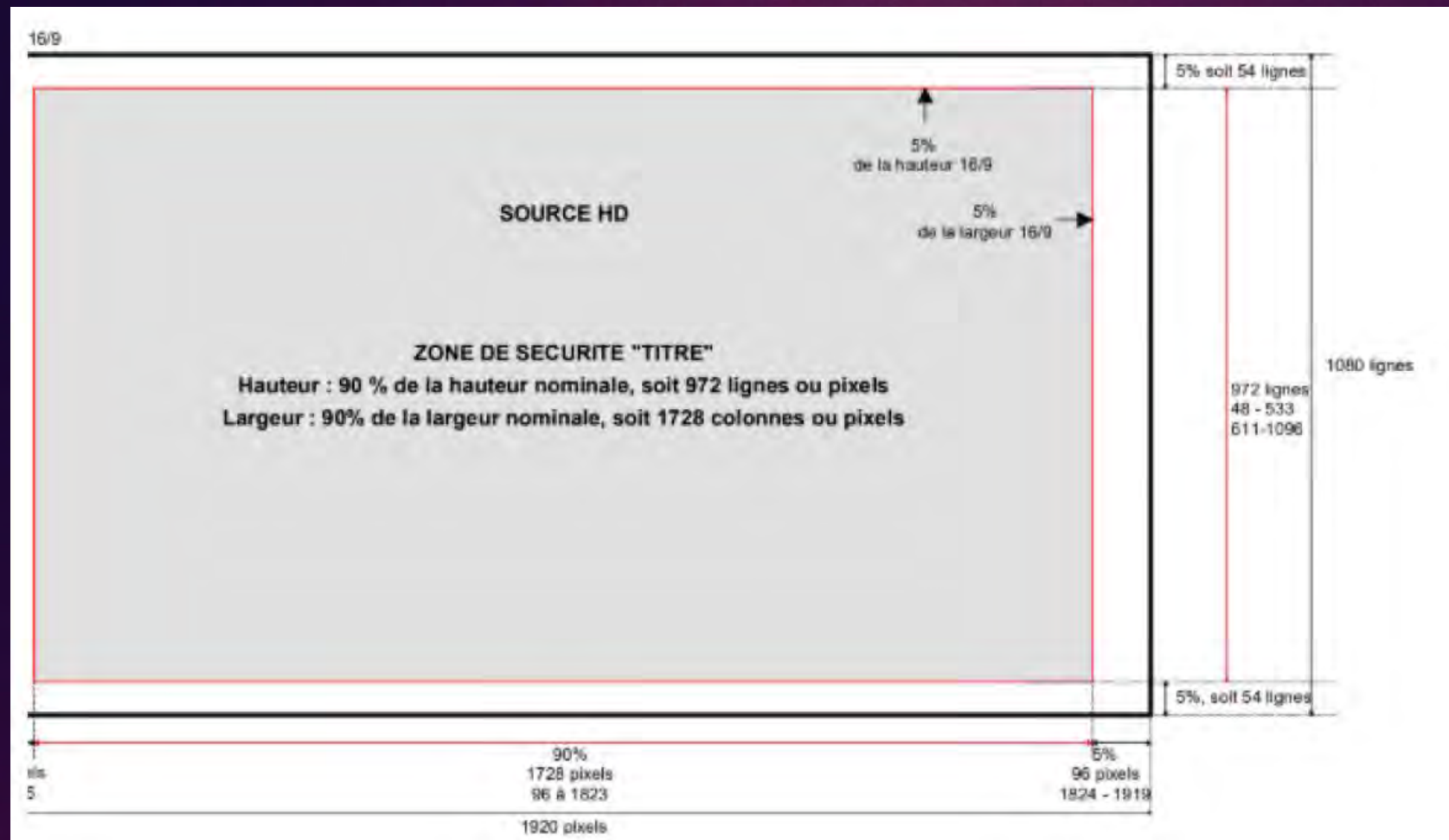
2

TVS FILE SPECIFICATIONS

SAFE ZONE « TITLE »

Mandatory compliance with the "Title" safe area.

All significant elements of the advertising spots (mentions and references, product packshots, logos, etc.) must be contained within this area.



SEGMENTED TV

2

TVS FILE SPECIFICATIONS

SOUND LEVEL

On July 19, 2011, the Conseil Supérieur de l'Audiovisuel (CSA) adopted a resolution regarding the technical specifications for sound intensity in the broadcast of TV programs and advertising messages. The sound intensity, measured according to the EBU-R128 recommendation, of advertising sequences and each message they contain, is set according to the following parameters:

- The measured average sound level must be less than or equal to -23 LUFS.
- The measured short-term sound level must be less than or equal to -20 LUFS.

If these values are not respected, France Télévisions Publicité may adjust the sound level to comply with the imposed standard.

SEGMENTED TV

2

TVS FILE SPECIFICATIONS

HIGH-DEFINITION PAD MEDIA FILE FOR TV BROADCAST

1 : XDCAM HD 4.2.2 MOV 2 : XDCAM HD 4.2.2 MXF

QUICKTIME.mov (self-contained)

The file must contain only the advertising message and must have a duration rounded to the full second.

Video :

Interlaced
XDCAM HD 4.2.2 1080i
Resolution 1920x1080
4.2.2
Frame priority: upper field first (odd field first)
Birate 50Mb/s
Frame rate: 25 frames/second

Audio :

Uncompressed: PCM, WAV ou AIFF échantillonnage 48 KHz
Quantization 24 bits ou 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 must contain only the advertising message and must have a duration rounded to the full second.

Video :

Interlaced
XDCAM HD 4.2.2 1080i
Resolution 1920x1080
4.2.2
Frame priority: upper field first (odd field first)
Birate 50Mb/s
Frame rate: 25 frames/second

Audio :

Uncompressed: PCM, WAV ou AIFF échantillonnage 48 KHz
Quantization 24 bits ou 16 bits (20 bits strictly prohibited)
Track 1 = left channel, Track 2 = right channel

EXPERIENCE FORMATS

- 1 COVERLOOK p.18
- 2 COVERBREAK p.19
- 3 SKIN-CONTENT p.20

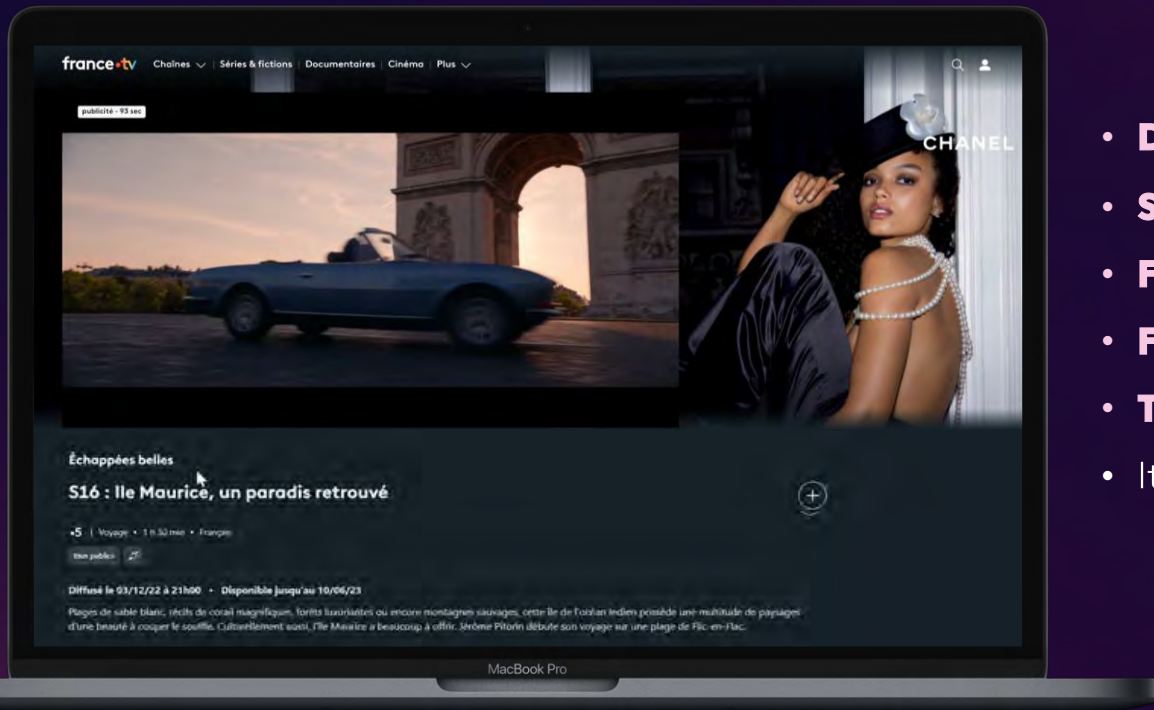
EXPERIENCE FORMATS

[Link to the media kit](#)

5

COVERLOOK

The coverlook decorates the player page around your spot for a fully immersive brand experience. Available on Web only.



- **Delivery:** at least **7 business days** before the campaign start date.
- **Size:** 1920x790 pixels
- **Format:** jpg | png | gif (*as a POC only*)
- **File weight:** max 150 Ko
- **Third party tracking:** secure/HTTPS. No viewability measurement
- It is mandatory to use the **psd from the media kit** to build the format.

[See an example](#)

EXPERIENCE FORMATS

[Link to the media kit](#)

6

COVERBREAK

The CoverBreak format is an advertising image integrated within our France.tv player, appearing over the program during a pause. Its size adapts from standard screen to full screen.

Available on: Web Desktop | iOS/Android App | CTV*



[See examples](#)

- **Delivery:** at least **7 business days** before the campaign start date.
- **Size:** 1920x1080 pixels
- **Format:** jpg | png | gif (*as a POC, not available on all devices*)
- **File weight:** max 150Ko
- **Third party tracking:** secure/HTTPS. No viewability measurement
- The mention "Take a break" / "Enjoy the break" must appear.
- Pay attention to **visible areas**; it is mandatory to **use the PSD from the media kit** to build the format.

*available environments: Orange, SFR, Android TV, Free Android TV, Bouygues Android TV, Smart TV

EXPERIENCE FORMATS

[Link to the media kit](#)

7 SKIN-CONTENT

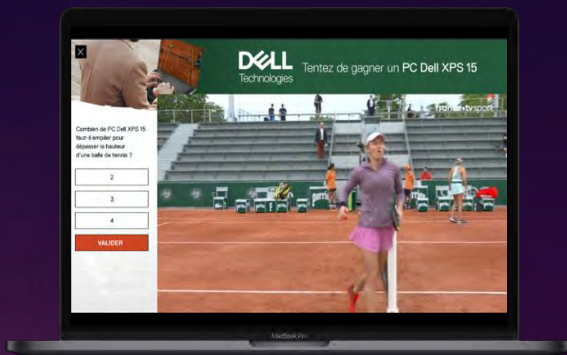
The content skin is an immersive and interactive format consisting of two elements:

- The slider
- The skin, which is an inverted “L” format within the player

The skin display is triggered by a click on the slider.

Delivery: at least **7 business days** before the campaign start date.

skincontent_



skincontent_ EDITO



skincontent_ GAMING



DISPLAY

- 1 DELIVERY & DEADLINES p.22
- 2 REDIRECTS & THIRD-PARTY TRACKINGS p.23
- 3 PROGRAMMATIC DEALS p.24
- 4 HTML5 SPECS p.25
- 5 THE FORMATS p.26

DISPLAY

1

DELIVERY & DEADLINES

72h

before campaign start date.

Some special events formats are subject to different deadlines, which will be communicated by your AdOps contact.

3 creatives

maximum per campaign.

By default, all creatives will run in equal rotation.

1 email

to your FTP contact with the following elements:

- The creatives
- Trackings or redirect URLs
- Delivery instructions

DISPLAY

2

REDIRECTS & THIRD-PARTY TRACKINGS

- In accordance with our Terms and Conditions, all third-party tracking used must be declared to the ad management team prior to delivery.
- Consent macros are mandatory in every tracking.
- All elements must be secure/HTTPS.

Rich Media Formats

We work with all major market providers, including: Piximedia, MassMotion, Sizmek, Weborama, Google Campaign Manager, Teads, Sublime, Celtra, FlashTalking, Innovid, Nielsen, etc.

DISPLAY

3

PROGRAMMATIC DEALS

No specific constraints for Display deals.

Exception : Skin format on *France 24* and *Météo France*

- Creatives must be sent to your AdOps contact **72 hours before the campaign start** for validation.
- The creative upload will be handled exceptionally by France TV Publicité AdOps team.

SSP Web = GAM
SSP App = Equativ

DISPLAY

4

HTML5 SPECS

An HTML5 creative must comply with the following considerations:

- Be compatible with most browsers on the market
- The HTML5 animation must launch via the entry point index.html
- Handle technical alternatives via the <noscript> tag
- Delivered as a ZIP archive containing a maximum of 15 files
- Paths referenced in the HTML/scripting code must be relative
- Scripts embedded in the deliverable must be optimized for proper animation execution (no unnecessary code) and can be obfuscated to reduce the overall animation size
- If the HTML5 animation has a clickthrough area redirecting to a site, the click area must include the following JavaScript code:
 - *WEB environment*: `window.open(document.location.search.substr(1), '_blank')`.
 - *APP environment*: `<a href="sas:click "></a>`

Refer to [IAB general recommendations](#).

DISPLAY

Click on the ✓ of the desired format to access the specs directly.

5

THE FORMATS

Formats	Météo France Web	Météo France App	IciWeb	IciApp	France24 Web	France24 App	Brut	TV5Monde	TV5MondePlus	TV5Monde AfriqueWeb	TV5Monde AfriqueApp	Taratata	Allodocteurs
MEGA/GIGA BANNER 1000x90 / 728x90	✓		✓		✓			✓		✓		✓	✓
MOBILE BANNER 300x50 / 320x50	✓	✓	✓		✓		✓	✓	✓	✓		✓	✓
RECTANGLE 300x250	✓	✓	✓		✓	✓				✓			✓
LARGE RECTANGLE 300x600	✓		✓		✓								✓
MASTHEAD 1000x250	✓		✓ 1000x200					✓	✓	✓			✓
INBOARD <i>Teads video format</i>	✓												
PAGE SKIN 1600x960	✓				✓		✓ 1220x960						✓
INTERSTITIAL		✓		✓		✓					✓		
IN-READ 300x250, 533x300, 336x280, 250x250, 300x300, 320x240, 320x150, 336x300, 320x100			✓										

DISPLAY

5

THE FORMATS : Mega/Giga Banner



- **Size:**

- Mega-banner: 728x90 px
- Giga-banner: 1 000x90 px

- **File weight:** 60 Ko max

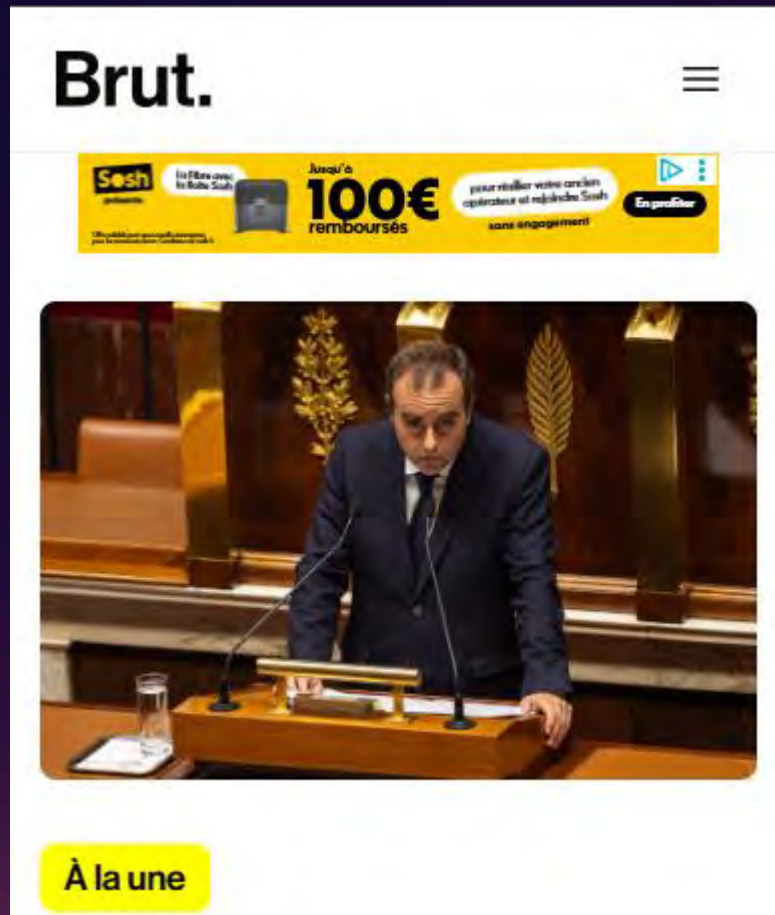
- **Format:** jpeg | gif | HTML5 | redirect



DISPLAY

5

THE FORMATS : Mobile banner



- **Size:** 320x100px | 320x50
- **File weight:** 50 Ko
- **Format:** jpeg | gif | png | redirect

DISPLAY

5

THE FORMATS : Rectangle

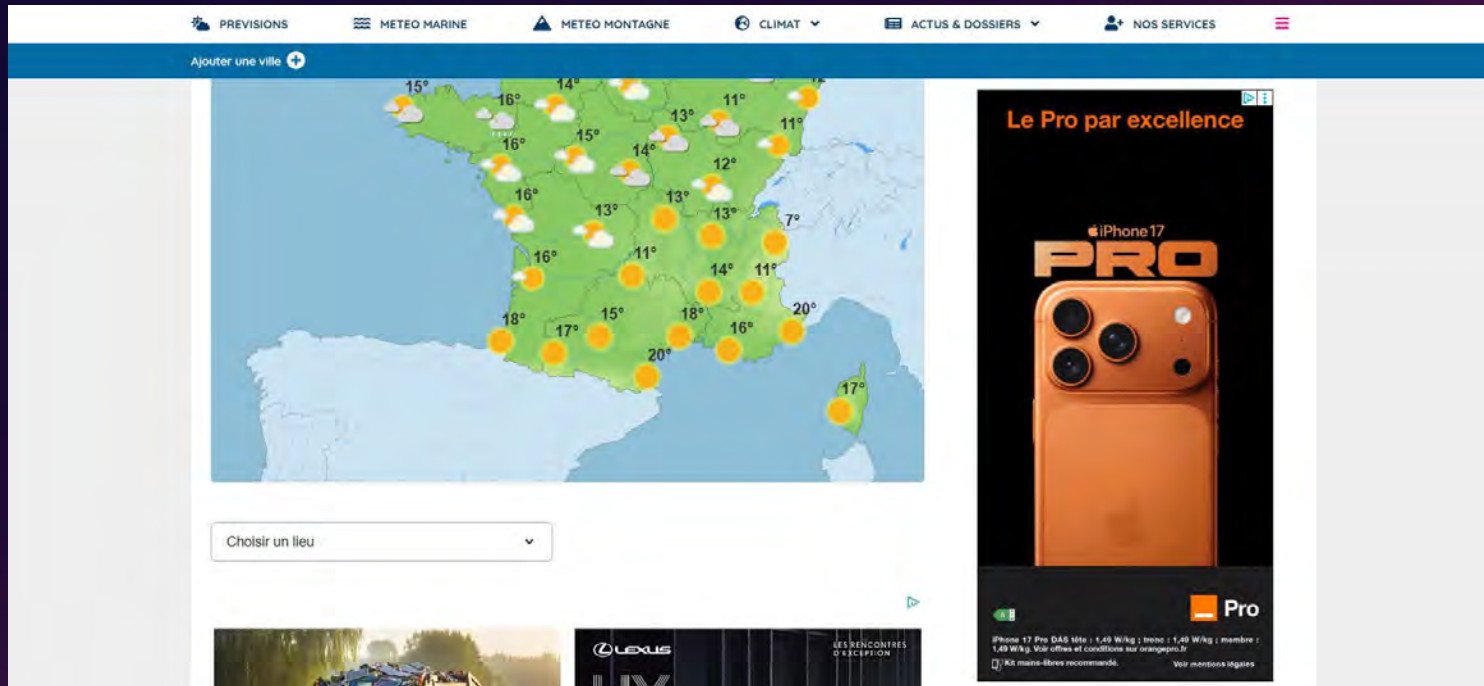


- **Size:** 300x250px
- **File weight:** 70 Ko
- **Format :** jpeg | gif | mp4 HTML5 | redirect

DISPLAY

5

THE FORMATS : Large Rectangle

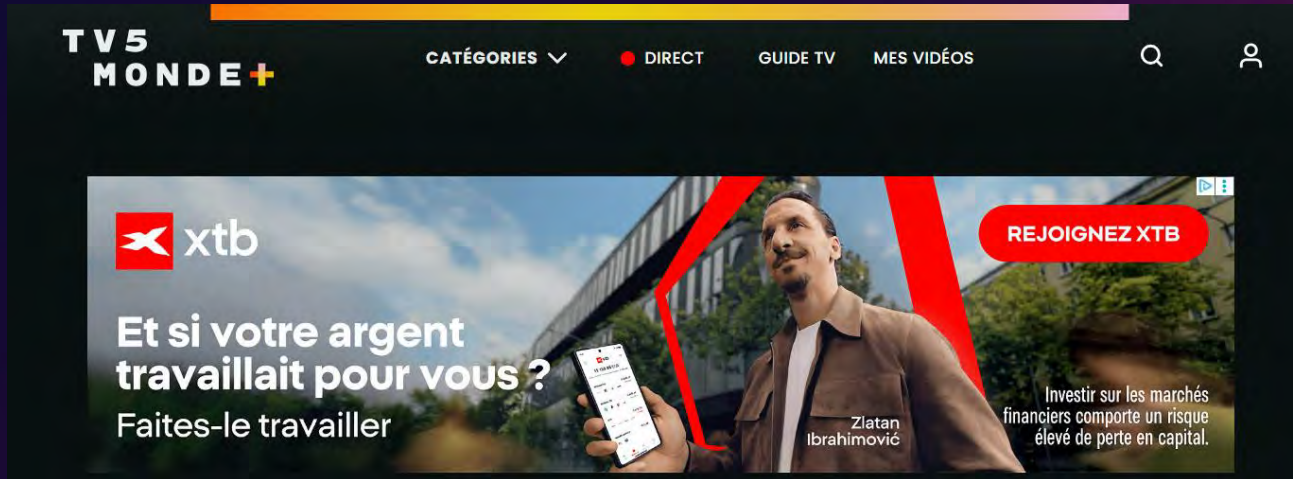


- **Size:** 300x600px
- **File weight:** 70 Ko
- **Format:** jpeg | gif | HTML5 | redirect

DISPLAY

5

THE FORMATS : Masthead



- **Size:** 1000x250px | *On the site ICI : 100x200px
- **File weight:** 70 Ko
- **Format :** jpeg | gif | HTML5 | redirect



DISPLAY

5

THE FORMATS : Inboard (*Teads format*)

RECHERCHER UNE VILLE, UN ARCHIPEL...

PREVISIONS OBSERVATIONS MARINE CLIMAT ANIMATIONS ACTUALITES CYCLONE VIGILANCE

ADVERTISING

Learn More

FAITES LA DIFFÉRENCE
SUR SON BIEN-ÊTRE
EN SEULEMENT
21 JOURS

J+1 J+7 J+14 J+21

GRAND APPÉTIT HAUT NIVEAU DE VITALITÉ DIGESTION PLUS SAIN* POIL BRILLANT ET REGARD VIF

Selon une étude PURINA® de juillet 2016.
*Par rapport à un produit sans chicorée

PURINA® Leur Bien-être, Notre Passion®

METEO POLYNESIE FRANCAISE

AUJOURD'HUI DEMAIN 15 JOURS WEEK-END

Lundi 03

PREVISIONS VENT UV MOULE

Pas de phénomène cyclonique en cours

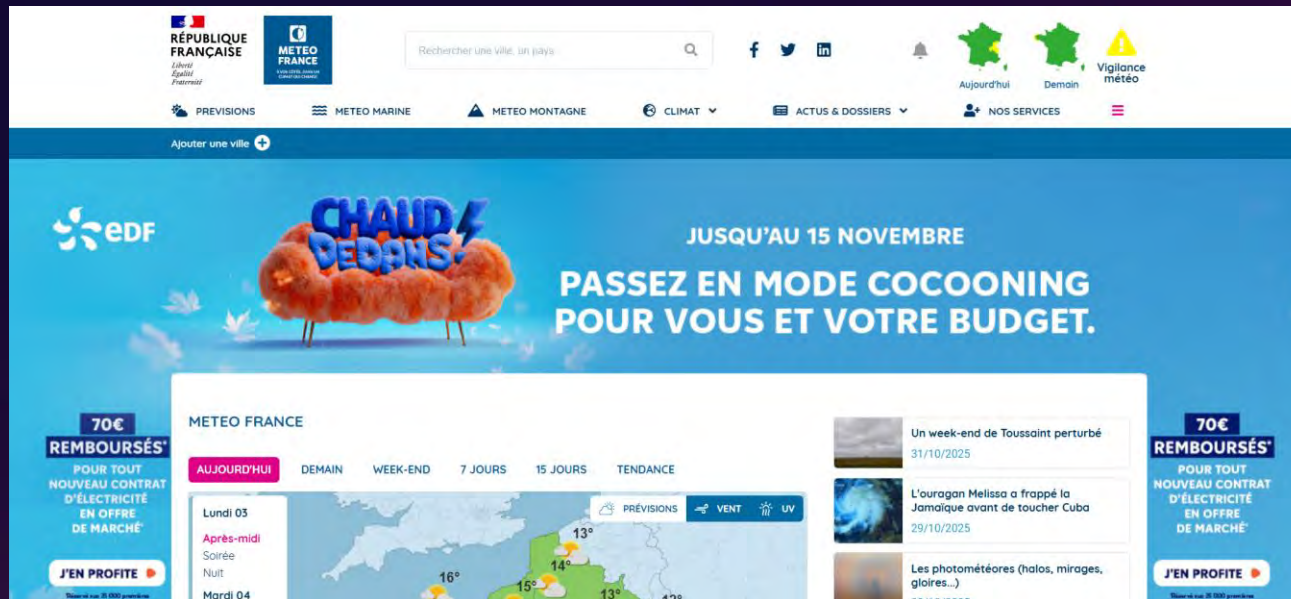
Pas de BMS en cours

- **Video:** a mp4 file → see specs
- A redirect **URL**

DISPLAY

5

THE FORMATS : Skin - Météo France



- **Size:** 1600x960px

By focusing the main display on 1280 px

Arch zones:

header = 200 px ; each gutter = 230 px on each side

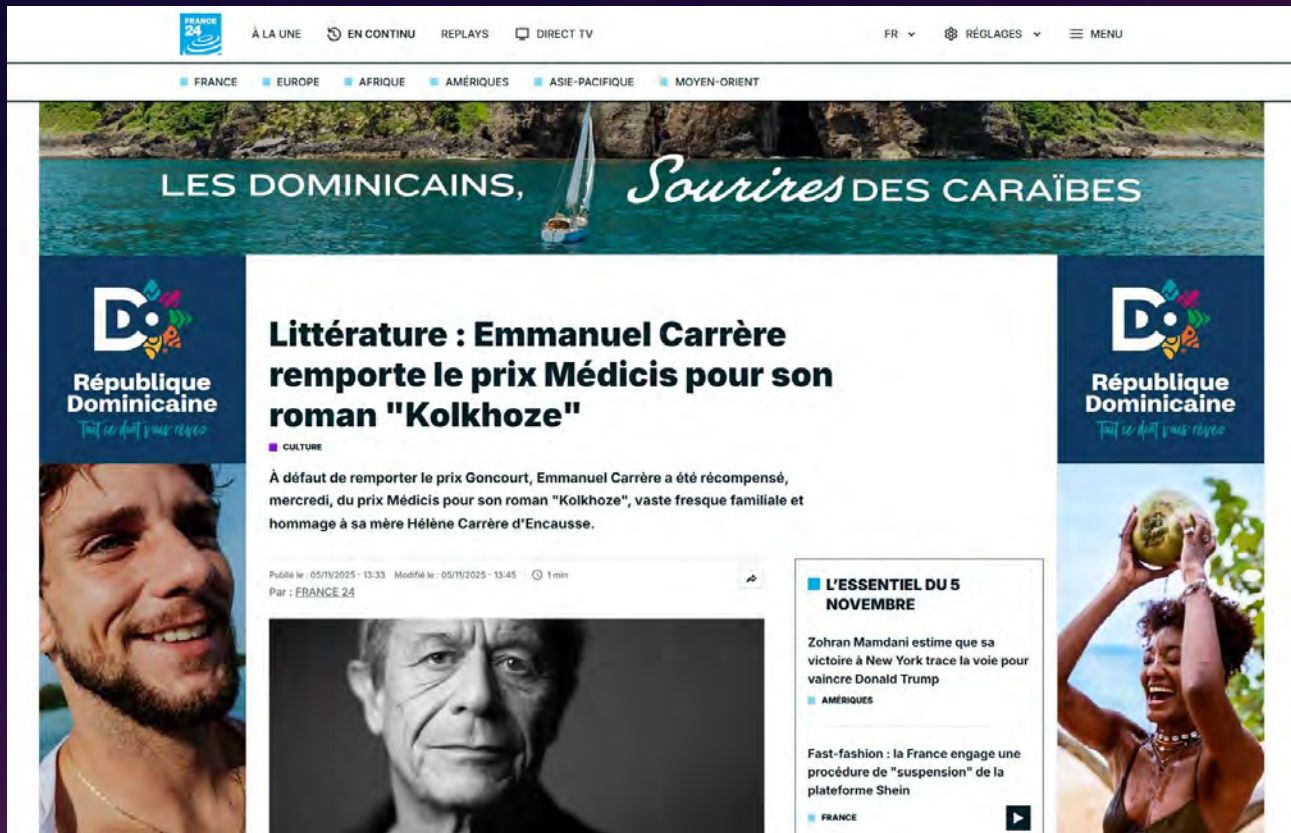
- **File weight:** 70 Ko
- **Format:** jpeg | gif
- **Tracking:** 1 pixel and 1 click command. No redirect

It can be combined with a Rectangle or a Large Rectangle.

DISPLAY

5

THE FORMATS : Skin - France24



- **Size:** 1600x960px

By focusing the main display on 1280 px

Arch zones:

header = 200 px ; each gutter = 270px on each side

- **File weight:** 70 Ko
- **Format:** jpeg | gif
- **Tracking:** 1 pixel and 1 click command. No redirect

It can be combined with a Rectangle or a Large Rectangle.

DISPLAY

5

THE FORMATS : Skin - Brut



- **Size:** 1220x960x

Arch zones:

header = 200 px ; each gutter = 165px on each side

- **File weight:** 70 Ko
- **Format:** jpeg | gif
- **Tracking:** 1 pixel and 1 click command. No redirect

It can be combined with a mobile banner.

DISPLAY

5

THE FORMATS : Skin - AlloDocteurs



- **Size:** 1600x960px

By focusing the main display on 1280 px

Arch zones:

header = 200 px ; each gutter = 300px on each side

- **File weight:** 70 Ko
- **Format:** jpeg | gif
- **Tracking:** 1 pixel and 1 click command. No redirect

It can be combined with a Rectangle or a Large Rectangle.

DISPLAY

5

THE FORMATS : Interstitial (APP)

Interstitial Video



- **2 options available:**
16:9 (50Mo max) **OR** vertical 9:16 (50Mo max)
- **Format:** mp4 (codec H.264) | VAST 2 or 3
- **Duration:** 15s max – automatic close
- **Sound:** OFF by default

The video is resized and centered according to the screen, with a blurred background from the video. The close button, displayed at the top right, is configured by France TV Pub.

Interstitial image



- **Smartphone:**
 - **Size:** 320x480px (or HD 640x960px recommended)
 - **File weight:** 200Ko max.
- **Tablet:**
 - **Size:** 768x1024px (portrait) + 1024x768px (landscape)
 - **File weight:** 300Ko max
- **Format:** jpeg | gif | png | HTML5 | redirect
- **Duration:** 15s max.

By default, the creative is centered with a black background. The close button, displayed at the top right, is configured by France TV Pub.

DISPLAY

5

THE FORMATS : Inread

Lundi 3 novembre
Fête des Hubert

ici

Télévision Radio L'actu chez vous

Shqipërie • Budget 2026 • Cambriolage au Louvre

Thématiques Services Radio musicale Partir en week-end

"Les Français ont répondu présent" a salué la verrerie du Loiret.

La verrerie Duralex, [reprise par ses salariés en juillet 2024](#), a reçu en quelques heures ce lundi plus de [cinq millions d'euros de promesses d'investissements](#), destinés à assurer la poursuite de son redressement, a annoncé son directeur général, ne cachant pas sa satisfaction. "Les Français ont répondu présent. Nous sommes très heureux de la vitesse à laquelle nous sommes parvenus à récolter cet argent. C'est bien la preuve de leur attachement à Duralex", s'est réjoui auprès de l'AFP le directeur général de la verrerie François Marciano.

Publicité



Ces titres financiers, ouverts ce lundi matin sur réservation via une plateforme en ligne, sont un outil financier hybride entre action et obligation, souvent utilisé par les coopératives. Près de **7.000 personnes ont réservé un investissement**, jusqu'à 30.000 euros pour l'une d'entre elles. 5,9 millions d'euros de promesses ont été faites peu à 16h. "On va faire des frustrés, on s'en excuse même auprès d'eux, mais on ne pouvait pas recueillir plus de cinq millions d'euros", a précisé François Marciano.

ici

Lundi 3 novembre Fête des Hubert

L'actu chez vous

de l'AFP le directeur général de la verrerie François Marciano.

Publicité



Ces titres financiers, ouverts ce lundi matin sur réservation via une plateforme en ligne, sont un outil financier hybride entre action et obligation, souvent utilisé par les coopératives. Près de **7.000 personnes ont réservé un investissement**, jusqu'à 30.000 euros pour l'une d'entre elles. 5,9 millions d'euros de promesses ont été faites peu à 16h. "On va faire des frustrés, on s'en excuse

- **Size:** 300x250 | 533x300 | 336x280 | 250x250 | 300x300 | 320x240 | 320x150 | 336x300 | 320x100
- **File weight:**
 - 150 Ko max (image)
 - 50 Mo max (video)
- **Format:** jpeg | gif | mp4 | redirect

AUDIO

1

DELIVERY & DEADLINES P.40

2

AUDIO SPOT SPECIFICATIONS P.41

AUDIO

1

DELIVERY & DEADLINES

72h

before campaign start date.

In case of late delivery, France TV Publicité could not guarantee that the campaign will start according to the insertion order.

30 secondes

maximum spot duration

By default, all spots will run in equal rotation.

1 email

To your FTP contact with:

- The spots.
- Broadcast instructions.

AUDIO

2

AUDIO SPOT SPECIFICATIONS



RADIO Outre-Mer

Codec	Bitrate	Sample rate	Resolution	Canal
WAV	NA	48 kHz	16 bits	Stereo
MP3	196 Kbits/s minimum			
AAC+	196 Kbits/s minimum			



PODCAST France.tv

Codec	Bitrate	Sample rate	Resolution	Canal
WAV	NA	44,1 kHz	16 bits	Stereo
MP3	196 Kbits/s minimum			
AAC+	196 Kbits/s minimum			

SPORTS EVENTS

1

DELIVERY & DEADLINES p.43

2

VIDEO SPECIFICATIONS p.44

SPORTS EVENTS

1

DELIVERY & DEADLINES

10 jours

before campaign start date.

In case of late delivery, France TV Publicité could not guarantee that the campaign will start according to the insertion order.

3 films

maximum per placement
(one placement = one line in the IO)

By default, all films run in equal rotation.

Only films that have received favorable approval from the ARPP may be broadcasted.

Tracking

No redirects or special tracking will be accepted.

(whether in direct or programmatic)

- 1 pixel and 1 click command maximum per film.
- 1 set of multi-device tracking only.

1 email

to your FTP contact with:

- Upload confirmation
- ARPP approval
- Trackings or redirect
- Broadcast instructions

SPORTS EVENTS

2

VIDEO SPECIFICATIONS

The technical specifications for the films are the same as the [general specs](#)*
They must be strictly respected.

Any non-compliant film will not be broadcasted.

No redirects or tracking by device/support will be accepted,
whether in direct or programmatic campaigns.

*detailed on slide 7 and 8

france•tvpublicité

THANKS

CONTACT

adops@francetvpub.fr



FranceTV Publicité



francetvpub.fr



x.com/francetvpub