

TECHNICAL SPECIFICATIONS

December 2024

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GENERAL INFORMATION

DELIVERY AND TECHNICAL CHECK-UP

DELIVERY

- Advertising material should be forwarded solely via E-Mail to: admanagement@seven.one
- Delivery needs to be made within 5 workdays
- Independently produced HbbTV Microsites (customer is responsible for hosting) must be delivered at least 10 business days for quality assurance and integration prior to starting date.
- In case a HbbTV Microsite is produced by Seven.One Media the material must be delivered at least four weeks prior to starting date. The required material for the production includes:
 - Briefing and layout with finalized wording
 - Edited images
 - Edited and finalised video material
- On weekdays from 6:00 p.m. to 11:00 p.m. and on weekends and public holidays from 10:00 a.m. to 11:00 p.m., you can contact our **on-call service for urgent matters**: Phone 0160 / 47 98 880 or at help@sevenonemedia.de.

E-Mails should include the following:

Customer name, campaign name (in email subject) (to be found on the order confirmation),
order number, booking period, booked site,
motive name

TECHNICAL CHECK-UP

Upon delivery, the advertisers materials and HbbTV microsites will be checked to ensure that they meet the technical specifications. Despite checking, problems may occur even after the campaign or flight has started. Seven.One Media therefore reserves the right to partially or fully replace advertisements or HbbTV microsites:

- in the event of user complaints
- if the advertisement causes problems concerning the performance of the page or one's device
- if the ad was replaced subsequently by an ad that does not meet our technical specifications
- the advertising material or the HbbTV microsite misleads the viewer/user

General

- The word "cookie" must not appear in the ClickCommand or tracking pixel
- All URLs (including ClickCommands) may have a maximum of 250 characters
- The term "ClickCommand" is understood to mean a link and not a complete 3rd party tag
- Non-compliance with the specifications or late/incorrect delivery can lead to complications in the fulfillment of the campaign.
- A punctual campaign start is no longer guaranteed and campaign fulfillment may be jeopardized.

GENERAL INFORMATION

DELIVERY AND TECHNICAL CHECK-UP

TRACKINGS

External tracking pixels, which analyse and record user behaviour and, if necessary, compare this with a downstream database on the customer side, must comply with the guidelines of the EU Data Protection Regulation (DSGVO) and the provider must also be represented on our data protection site as a certified partner.

(Post-Bid Blocking pixels are not allowed)

<https://www.seven.one/datenerhebung-anderer-dienstleister>

COUNTING DEVIATIONS

Counting deviations in delivered ad impressions caused by the selective filtering of an external tracking pixel (e.g. ad verification pixel) shall not be recognized by Seven.One Media GmbH or billed in favor of SevenOne Media without prior consultation unless they can be proven by a validated data basis.

MOTIVES

Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

PREVIEWS

Previews before delivery of the campaign can't be created.

TCF

Seven.One Media GmbH relies on the "GDPR Transparency and Consent Framework (TCF 2.0)" and will only support IAB listed technology partners (vendors) from 15.08.2020.

We kindly ask you to ensure that the delivery of tracking for advertising media or ad server redirects only includes the GDPR macro. In order to ensure standardized GDPR-compliant marketing, Seven.One Media GmbH only allows the use of TCF vendors in delivered advertising materials that are included on the Seven.One Media Vendor List ([LINK](#)). The use of non-TCF vendors is explicitly prohibited. Please make sure that no other vendors than those included in the Seven.One Media Vendor List are used in delivered advertising materials!

All URL-based components of an ad (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro **gdpr_consent=\${GDPR_CONSENT_XXX}&gdpr=\${GDPR}** for processing the TC string, where XXX is the numeric vendor ID according to the global vendor list of the IAB.

GENERAL INFORMATION

INFORMATION FOR THE USE OF AD FORM TRACKING PIXEL IN ATV

When **measuring via AdForm**, in the field of Addressable TV the use of a special media set in AdForm must be given.

Info from AdForm:

For all AForm customers who already use Seven.One Media Inventory to book directly (Direct I/O) or who would like to book via Seven.One Media Inventory, there is an important note:

- *Only the media "SOM DACH VATV" from the media database may be used for this purpose. This ensures any counting deviations are reduced to an acceptable minimum. It is also important that no changes are made to this media.*

If the media mentioned is not available in the media database or if a programmatic delivery (RTB) is required, please contact your local AdForm contact person directly.

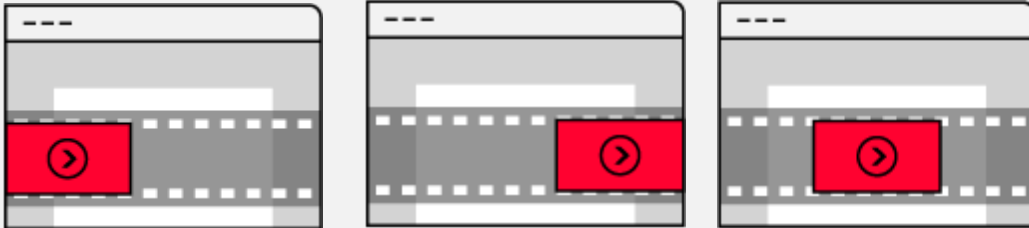
INSTREAM

INSTREAM VIDEO ADS

PRE-/MID-/POST-ROLL - PHYSICAL

Note: For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).

Delivery at least 5 working days before campaign start.



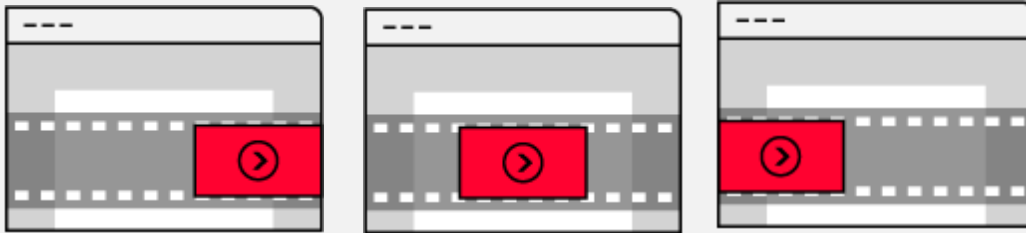
Pre-/Mid-/Post-Roll - PHYSISCH

Weight	Max. 500 MB
Format	MP4
Codec	h.264
Dimensions	1920x1080 Pixel recommended (Full HD)
Bitrate	Bitrate as high as possible (at least 3500 kbps)
Mezzanine File	For server-side Ad Stitching use cases we support the delivery of mezzanine files as high-resolution source files: At least Full HD with a bitrate as high as possible, maximum file size is 500 MB
Ratio	16:9
Sound	<ul style="list-style-type: none"> Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported. Audio Codecs: aac, vorbis, mp3, opus Please adjust the volume level according to EBU-R128
Trackingpixel	Possible (only max. 3 image pixels allowed)
Required	Click Command (or URL)
Note	<ul style="list-style-type: none"> Please deliver the video material in the best possible quality. Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request English videos are only allowed with German subtitles
Studio71 / YouTube	<ul style="list-style-type: none"> 3rd Party Ad Trackings (3PAT) can only be used on YouTube by the following service providers: Google Doubleclick, Innovid, Extreme Reach, Adform.net = Seadform.net, Flashtalking Spot length for Studio71 / YouTube max. 20 sec. The video can also be hosted on YouTube
Motive	Standard is one motive per booked placement. In the case of motive split, the number of motives is limited to three and only one motive change per week for physical delivery is possible.

INSTREAM VIDEO ADS

PRE-/MID-/POST-ROLL – 3RD PARTY REDIRECT VAST 2.0, VAST 4.1 (OM)

- We support **Open Measurement (OM)**. This requires a VAST4.1 redirect.
- **Note:** For technical reasons, we are currently unable to prevent the ad from fading over the player window and hiding parts of the video ad for the duration of the spot (safe area = 50 pixels).
- Delivery at least 5 working days before campaign start.



Pre-/Mid-/Post-Roll - 3RD PARTY REDIRECT VAST 2.0

Weight	Max. 25 MB (per mediafile)
Format	MP4 (Other media nodes are not allowed)
Codec	h.264
Dimensions	1920x1080 Pixel recommended (Full HD)
Ratio	16:9
3rd Party	<ul style="list-style-type: none"> • Yes, based on the VAST 2 IAB standard (Javascript is not allowed) • VAST 4.1 (Javascript is only allowed for Open Measurement)
Quality steps: Bitrate and Dimensions	Recommended sequence of media files: - 750 kbps (854x480 Pixel) - 1500 kbps (854x480 Pixel) - 2500 kbps (1280x720 Pixel) - 3500 kbps (1920x1080 Pixel, Full HD)
Mezzanine File	For server-side Ad Stitching use cases we support the delivery of mezzanine files as high-resolution source files: At least Full HD with a bitrate as high as possible, maximum file size is 500 MB
Color mode	32-Bit
Framerate	25 fps
Sound	<ul style="list-style-type: none"> • Each video asset must have exactly one audio track. This means that video ads without audio or with multiple audio tracks are not supported. • Please adjust the volume level according to EBU-R128
Note	<ul style="list-style-type: none"> • VAST must not contain any skip-tracking nodes <Tracking event="skip"> • Spot length max. 30 sec. VideoAd Spots longer than 30 sec. on request • Wrapper depth max. 3 • English videos are only allowed with German subtitles • Filtering and blocking are not permitted
Studio71 / YouTube	<ul style="list-style-type: none"> • 3rd Party Ad Serving (3PAS) is only allowed via: Google Doubleclick, Innovid, Extreme Reach, Adform.net, Flashtalking • Deviating from this, advertising material must be delivered physically (1st party). • VAST 4 and Vpaid is not possible (OM and JavaScript are not allowed) • VAST Wrappers are not allowed • Spot length for Studio71/YouTube max. 20 sec.



ADDRESSABLE TV

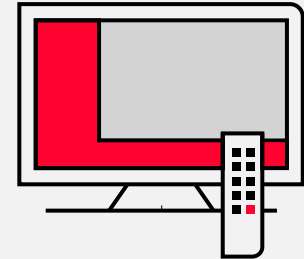
ADDRESSABLE TV

SWITCHIN XXL

Important:

SwitchIn template (static) will be provided.
Delivery in two parts.

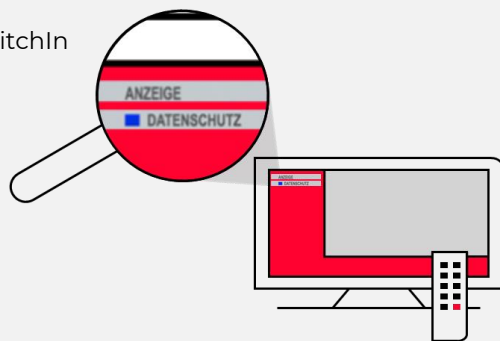
Production:
Broadcaster space must be integrated into the Layout.



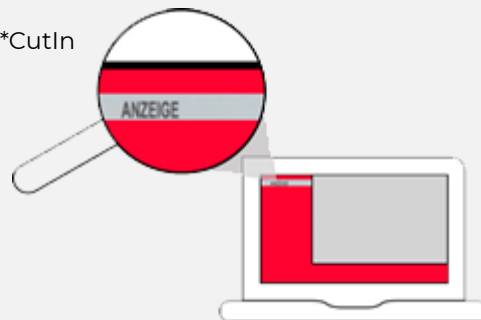
SwitchIn XXL	
Live TV (HbbTV)	
Weight	Static data: max. 80 kB
Format	jpg, png
	Animated gif: No external delivery of animated SwitchIns. Possible by arrangement with certified partners (cynapsis GmbH and teveo interactive GmbH) Animated gif data: max. 800 kB
Dimensions	284 x 720 pixel (B x H) + 996 x 160 pixel (B x H)
3rd Party / Redirect	Not possible
Trackingpixel	On server side > Whitelisting necessary
ClickCommands	Only static ClickCommands to a HBBTV-Microsite possible
Mandatory labelling	Broadcaster space (Anzeige (advertising), Datenschutz (privacy settings))
VOD	
Booking as CutIn XXL (the same technical specifications apply as for SwitchIn XXL)	
Mandatory labelling	Broadcaster space (Anzeige (advertising))

SwitchIn (static) and CutIn XXL Templates;
<https://www.seven.one/werbeprodukte/addressable-tv/switchin>

*SwitchIn



**CutIn



For more information see Addressable TV basic information:
<https://www.seven.one/werbeprodukte/addressable-tv>

ADDRESSABLE TV

CUTIN

Important:

Cutin template (static) will be provided.
Delivery in two parts.

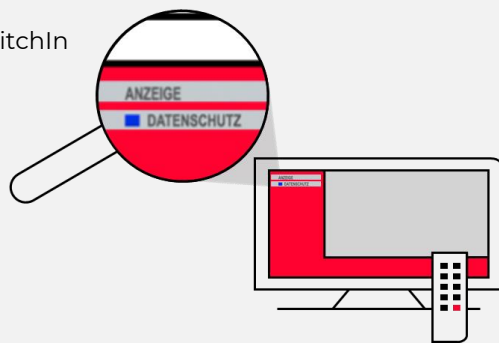
Production:
Broadcaster space must be integrated into the Layout.



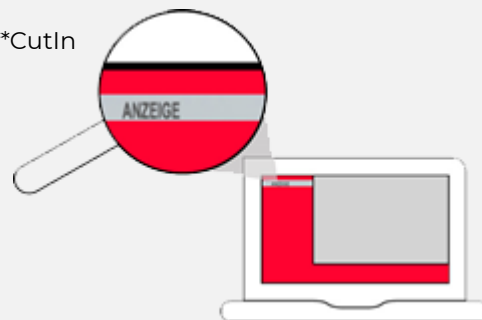
CutIn	
VOD (Desktop)	
Weight	Static data: max. 80 kB Animated gif data: max. 800 kB
Format	jpg, png, gif
Dimensions	284 x 720 pixel (B x H) + 996 x 160 pixel (B x H)
3rd Party / Redirect	Not possible
Trackingpixel	On server side > Whitelisting necessary (only one image pixel allowed)
ClickCommands	Click Command (or URL)
Mandatory labelling	Broadcaster space (Anzeige (advertising)**)

SwitchIn (static) and CutIn XXL Templates;
<https://www.seven.one/werbeprodukte/addressable-tv/switchin>

*SwitchIn



**CutIn



For more information see Addressable TV basic information:
<https://www.seven.one/werbeprodukte/addressable-tv>

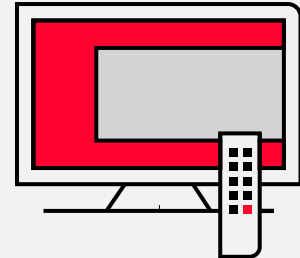
ADDRESSABLE TV

SWITCHIN ZOOM / MASTHEAD

Important:

No external delivery of SwitchIn Zoom or Masthead.
Possible by arrangement with certified partners (cynapsis GmbH).

Production:
Broadcaster space must be integrated into the Layout.



SwitchIn Zoom / Masthead

Weight	No external delivery
Format	No external delivery
Dimensions	Individual, TV image not smaller than 810 x 455 pixel
3rd Party / Redirect	Not possible
Layout / Animation	Animations possible on request
Trackingpixel	On server side > Whitelisting necessary
ClickCommands	Only static ClickCommands possible
Mandatory labelling	Broadcaster space (display, data protection)

For more information see Addressable TV basic information:
<https://www.seven.one/documents/20182/6087809/Basispr%C3%A4sentation+EN.pdf/b78c7292-4bd6-04b0-f290-a9c5c0feffce?t=1648809492295>



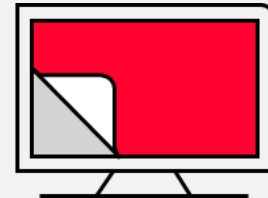
ADDRESSABLE TV

ADDRESSABLE TV SPOT

Important:

Detailed technical specifications and safe area for addressable TV spots (analogous to linear TV spots):

<https://uploader.sevenonemedia.de/upsom/de/>



Production: The Seven.One Media motif uploader, with which you can deliver TV commercials., is set up for media and creative agencies, advertisers and production companies and requires its own login. **You can request an Access [here](#)**

Technical inspection: After uploading the spot, you will receive an upload ID by email (if necessary with correction instructions). After correction please send this upload ID incl.customer name, campaign name, order No. and booking period to the following email: AdManagement@seven.one (programmatic bookings must be processed via ProgrammaticAdvertising@seven.one)

Addressable TV Spot

Bookable Spotlength	10" / 15" / 20" / 30" (not available combined with Studio71)
Live TV (HbbTV)	
File extension (Container)	.mxf (MXF OP1a)
Compression type	XDCAM HD 422
Data rate	50 Mbit/s
Audio tracks	8 (1+2 german PGM, 3-8 silence)
Audio Bittiefe	24
Audio Sampling rate	48 KHz
Programme loudness	Short Term Loudness max. -18 LUFS (+5LU)
Zählpixel	On server side > Whitelisting necessary*
ClickCommands	Not clickable
3rd Party / Redirect	Not possible
TV Livestream (DAI Joyn)	
Booking as MidRoll, see Instream	
VOD (Connected TV)	
Booking as Pre-/MidRoll, see Instream	
VOD Studio71 (Connected TV)	
Booking as Pre-/MidRoll via Studio71, see Instream Studio71 . (only bookable in Max Audience)	

Please refer to the technical specifications for linear TV commercials for further information on the Addressable TV commercial: <https://uploader.sevenonemedia.de/upsom/de/>

For more information see Addressable TV basic information:

https://www.seven.one/documents/20182/6087809/Basisinformationen_Addressable_TV.pdf/26f8584a-6aec-e188-d01e-e2db634584ca?t=1715609806962

*Tracking is triggered on the server side, i.e. AdProxy Server may have to be excluded from fraud detection. Please whitelist the following domains: redbutton-adproxy-lb-prod.redbutton.de und hbbtv-adproxy.redbutton.de



ADDRESSABLE TV

MICROSITE - STANDARDS AND DIMENSIONS

Important:

Microsites must include the following*:

- **Imprint**
- **Data privacy** (possibly with an Opt Out option for Online tracking)

Linking a SwitchIn to a microsite is only possible on HbbTV-compatible microsites.

Basis

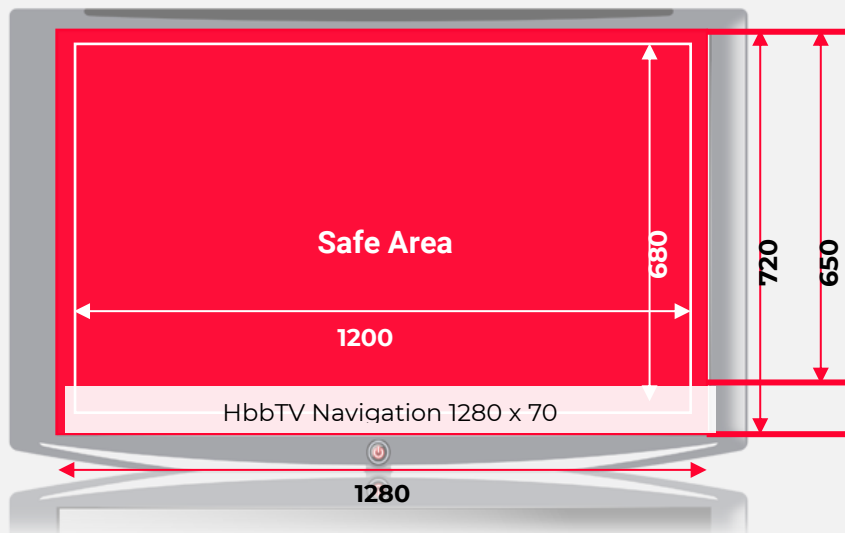
Obligatory basis for the programming of the HbbTV Microsite is the technical specification of the ETSI Standard, which can be found here: <http://etsi.org/WebSite/Standards/Standard.aspx>

→ Document (2010-06): **TS 102 796 V1.1.1**

Dimensions for HbbTV Microsites at Seven.One Media

Display resolution	1280 x 720 Pixel (B x H)
Safe Area (Microsite)	1200 x 680 Pixel (B x H)
HbbTV Navigation	1280 x 70 Pixel (B x H)

- All displayed components (clickable elements, texts, branding elements, etc.) of the microsite have to be within the Safe Area
- Design elements or the graphic backdrop should be in the format of the display resolution (1280 x 720 pixel)



- The lower side area (1280 x 70 pixel) is reserved for the standard HbbTV navigation (= color button bar with 20% transparency)
- Using the color buttons of the remote control for interactions on the microsite is not permitted
- When browsing the microsite, the broadcast signal will be deactivated (TV audio track will not be available).



ADDRESSABLE TV

MICROSITE - STANDARDS AND DIMENSIONS

- External links are possible upon consultation
- Each JavaScript block which is not referred to externally has to be embedded in a “<CDATA” command, for example:

```
<script type="text/javascript">
/* <![CDATA[ */
your JS code
/* ]]> */
</script>
```

Requirements for all HTML-Documents

Content-Type	application/ce-html+xml
Charset	UTF8

- Valider XHTML-Code (<http://validator.w3.org>)
- Code compliant with HbbTV-Standards
- Focusable/clickable elements need to get a defined “: focus CSS” condition, so it is always possible to see which is the current active element on the page

Layout

- Deactivate the standard edges with CSS: html,body {padding:0px; margin:0px;}
- The body has to contain the element #screen (position:absolute ; top:0px; left:0px;), which covers the total application; at the end of #screen the colour button has to be embedded
- Available on request: include Analytics Tracking code

Scripts

- Videos must show at least the play time to give the user a hint of the length of the video
- In case there are defined own “onkey handler”, the treatment of the colour buttons must be handed over to the Buttonbar.js script. (handleP7S1Colorbuttons (evt); insert at the end of the onkey handler)

ADDRESSABLE TV

MICROSITE - STANDARDS AND DIMENSIONS

Scope of HbbTV Microsite (hosting bei P7S1)

	Standard layout	Individual layout
Pages	max. 8 pages	max. 10 pages
Picture Gallery	max. 8 pictures	max. 10 pictures
Video Gallery	max. 1 video	max. 3 videos

Scope of HbbTV Microsite (extern)

Pages	Free
Picture Gallery	Free
Video Gallery	Free

Important: all "&" within the URL have to be replaced with "&!"

Support of Standards/ Functions

Flash	Not possible
Audio	Possible
Video	Possible

Deliverable file formats, if production is executed by Seven.One Media

Briefing	doc, pdf, ppt
Layout data	psd
Picture (released)	gif, jpg, png
Videos	mov, mpg, wmv, mp4 (H.264)
Texts	doc, pdf, txt



ADDRESSABLE TV

MICROSITE - INTEGRATION COLOUR BUTTON BAR

The colour button bar is necessary to navigate within HbbTV and therefore must be embedded in each HbbTV Microsite.

Mandatory:



Red colour button	
Exit back to TV	<code>app.destroyApplication();</code>

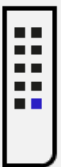
Optional:



Green colour button	
Homepage (Dashboard)	SAT.1 SAT.1 GOLD ProSieben ProSieben MAXX kabel eins kabel eins DOKU sixx



Yellow colour button	
Individual function	Individual functions, for example full screen during videos or imprint/privacy



Blue colour button	
Individual function	Individual functions, for example full screen during videos or imprint/privacy

ADDRESSABLE TV

MICROSITE – TRACKING & CLICK TO VIDEO MICROSITE

A

Standard Microsite

Platform-Tracking (Online Login is going to be provided)

Videos

Number of broadcasts
Viewed minutes
PPV by licensor
Timeline
Ad Types

Pictures

Number of broadcasts
Timeline
Album openings
Banner broadcasts
Banner timeline

Text content

Article broadcasts
Article timeline
Event broadcasts
Events timeline

Domains

Uploads
Storage
Streaming
Transcodes
Auto translate

Session

Visits
Page Impressions
Gateways
Timeline
Start mode
Mode distribution
Exit Mode
Countries
Duration

Visitor system details

Smart-TV Portals

B

Standard and individual Microsite

Tracking Pixel

On request, each microsite can get its own tracking pixel. Please contact us for further individual solutions.

CLICK-TO-VIDEO MICROSITE

Production via Seven.One Media

File format	MOV / AVI / WMV Video
Video quality	min. HD

Production / Delivery

- Video file: physical delivery 3 working days before campaign launch
- Imprint as text file



TV

MICROSITE – TIPS FOR DEVELOPMENT

Tips for the development: Programming of HbbTV Microsites

- **Fire HbbTV:**
Firefox Add on, developed by ATOS which allows viewing HbbTV applications on the Firefox Browser.
<https://addons.mozilla.org/de/firefox/addon/hybridtvviewer/?src=search>
- **MIT-xperts HbbTV testsuite:**
A test suite provided by MIT xperts GmbH for HbbTV developers to test the implementation of the HbbTV standard at HbbTV applications.
<http://itv.mit-xperts.com/hbbtvtest/>
- **Reference Video Application:**
An application developed by the HbbTV Association, implemented to be a reference video catalogue and player application for DASH content on HbbTV 1.5 and 2.0.1 devices
<https://github.com/HbbTV-Association/ReferenceApplication>

PODCAST

PODCAST

AUDIO ADS

WICHTIG:

The ads can be delivered as single voice or dialog.



Audio	
Format	mp3 with at least 192 kbit or a WAV file with 44.1 kHz (uncompressed if possible)
Länge	20-30 Seconds
Lautstärke	-16 LUFS ± 2
Zählpixel	1x1 IMG (e.g. AdForm, Google 360, Adition), 3rd party pixel must support audio reporting and be able to identify multiple user agents to avoid geolocation issues and reporting inconsistencies
Hinweise	<ul style="list-style-type: none"> • For the highest possible speech intelligibility, make sure that the sound is delivered as dry as possible, i.e. without reverberation or similar reflections on the voice. • Your ad should sound native and authentic. Listeners should have the feeling that it is a recommendation from a friend. The advertising message works best when it is perceived as a natural extension of the content. • For a spot length of 20-25 seconds, we recommend a short briefing (60-80 words) that is limited to the most important points. The information can be better absorbed through a calm speaking style and does not disturb the listening experience. • Please avoid background music or SFX, as these can overshadow the advertising message. • Please note that the advertisement must comply with all legal requirements and must not contain any claims that can be refuted by statistics or other sources.

Für weitere Informationen siehe:

<https://www.seven.one/portfolio/sevenone-audio>



CONTACT

CONTACT

SALES OFFICE CONTACT ADDRESSES

Sales Region München

Medienallee 4
D-85774 Unterföhring
Tel. +49 (0) 89/95 07 – 34 69 3
Fax +49 (0) 89/95 07 – 43 99

Sales Region Hamburg

An der Alster 47
D-20099 Hamburg
Tel. +49 (0) 40/44 11 16 – 0
Fax +49 (0) 40/44 11 16 – 66

Sales Region Düsseldorf

Zollhof 11
D-40221 Düsseldorf
Tel. +49 (0) 211/4 96 94 – 0
Fax +49 (0) 211/4 96 94 – 20

Sales Region Frankfurt

Rotfeder-Ring 11
D-60327 Frankfurt/Main
Tel. +49 (0) 69/27 40 01 – 0
Fax +49 (0) 69/27 40 01 – 30

Sales Region Berlin

Rungestr. 22
D-10179 Berlin
Tel. +49 (0) 30/3 19 88 08-49 81