

Sky Media Ad Specifications

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| Status | September 2023 |
| Delivery Address | SMNads@sky.de |
| Handling Time | 4 working days in advance for max. 5 creatives |

Video Ad | Bumper Ad | Sponsoring Ad

Delivery of physical creatives & trackings via wetransfer or other web services (not dropbox)

| | |
|------------------|--|
| Video Format: | .mp4, .mov, .mxf |
| Size & Ratio: | minimum 1280 x 720 px in 16:9 or 4:3; portrait not allowed (9:16, 3:4) |
| Loudness Level: | EBU-R128 standard (Program Loudness -22 bis -24 LUFS and True Peak Level max. -1 dBTP) |
| Max Length: | 30" Video Ad / 6" Bumper Ad / 7-10" Sponsoring Ad |
| Video Data Rate: | minimum 2 Mbps (2.000 Kbps) |

Trackings

- Please note that implementing 3rd party trackings is not obligatory for Sky Media and we assess every requested tracking regarding purpose and compliance.
- Due to GDPR (DSGVO) and ePrivacy compliance reasons we generally only accept selected ad verification tracking.
- Any user tracking for the purpose of user identification, user matching, user profiling, retargeting or conversion tracking cannot be supported.
- Piggyback, .js trackings, iframe trackings, retargeting trackings, placing cookies and other methods of collecting user data are not supported either (e.g. combined Flashtalking and Adition).
- If multiple trackings are to be implemented, all of them have to be provided individually.
- 3rd party trackings must be fully functional in secured (https://) and non-secured (http://) environments.
- Whitelisting of all user agents and AWS IP ranges compulsory. Ask Sky AdOps for more details.
- **Accepted Ad Verification Tracking providers:** DoubleClick/Google Ad Manager, Meetrics, Flashtalking, Sizmek, Integral Ad Science, Double Verify, TrustArc, The Trade Desk, TabMo.
- Other providers on request, although these might cause discrepancies.

Only ad impressions measured by Sky Media will be invoiced. 3rd party reportings will not be used as calculation basis.

All media files have to be approved by the ad operations team. When using VAST Redirects, only one creative per redirect is allowed. Exchanging or adding creatives in the background is prohibited and requires approval of the ad operations team beforehand (SMNads@sky.de). Please also make sure that when changing creatives a new Creative ID needs to be created by your ad serving system for each creative individually and implemented in your VAST Tag. It is not sufficient to either exchange mediafiles or create new Ad IDs. Responsibility of the correct files being served lies with the owner/host of the redirect.

Video Ad serving protocols

| Platform | Video Ad serving protocol |
|-------------|---------------------------|
| Sky Q | VAST 3 + VMAP |
| Sky Go | VAST 3 + VMAP |
| WOW | VAST 3 + VMAP |
| Skysport.de | VAST 4 |
| Fluid | VAST 3, VAST 4 |
| WeDoTV | VAST 4 |
| Discovery+ | VAST 4 |