France Télévisons publicité is a member of the ARPP (an advertising self-regulatory body) and follows their ethical standards. This is why only advertisements that has been cleared by the ARPP can be displayed on the network’s digital media.

All in-stream video campaigns are served via VAST 2.0.

The FTV player (only on France Télévisions websites) is only VPAID compliant on desktop. For Rich Media formats, we work with all platforms on the market : Piximedia, MassMotion, Sizmek (ex-Mediamind), Weborama, Doubleclick, Sticky Ads, Adrime, Teads, Kpsule, etc.

For campaigns with behavioural targeting, FranceTV Publicité uses their own DMP based on Krux technology.
Display Specifications
1. LEADERBOARD / SUPER LEADERBOARD
2. MASTHEAD
3. MPU 300x250 / DOUBLE MPU 300x600 px
4. INTERSTITIAL HTML5 SITE/IMAGE
5. MPU 400X400 (only on France.tv)
6. MASTHEAD 1200x300 (only on France.tv)
7. FOCUS PLAYER 600x200 (only on France.tv)
8. PARALLAX (only on France.tv)
9. INTERSTITIALS (WITH VIDEO)
10. INBOARD
11. PAGE SKINS

Mobile/Tablet Specifications
1. MOBILE INTERSTITIALS (IMAGE)
2. TABLET INTERSTITIALS (IMAGE)

Video Specifications
1. PRE-ROLL (OR BILLBOARD)
2. Video Specifications

Please feel free to contact us regarding special formats, or any format that does not appear on this list.
Digital Advertising Formats

TECHNICAL SPECIFICATIONS

CONDITIONS & DELIVERY OF TECHNICAL ELEMENTS

<table>
<thead>
<tr>
<th>E-MAIL ADDRESS</th>
<th><a href="mailto:traffic.manager@francetvpub.fr">traffic.manager@francetvpub.fr</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>DEADLINE</td>
<td>72 business hours before the launch of the campaign. Some special formats may be subject to different deadlines.</td>
</tr>
<tr>
<td>ELEMENTS TO PROVIDE</td>
<td>● Creatives</td>
</tr>
<tr>
<td></td>
<td>● Redirect URL or tracking elements</td>
</tr>
</tbody>
</table>

By default, we accept, per unit (one unit = one line of the signed insertion order):

● A maximum of 2 redirects;
● A maximum of 3 creatives;

Unless you request otherwise, creatives will be served equally during the campaign by default.

SPECIFICATIONS FOR HTML5 CREATIVES

Creatives in HTML5 format must take the following considerations into account:

● They must be compatible with the majority of web browsers on the market;
● index.html must be the starting point for HTML5 content;
● The <noscript> tag should be used to define alternate content;
● Content should be delivered via ZIP folder containing a maximum of 15 files;
● Relative file paths should be used in HTML code/script;
● Any scripts should be written for optimal performance and usability, and can be compressed to optimize the animation as a whole;
● If the HTML5 content contains any clickthroughs, the clickable area must contain the following javascript code: window.open(document.location.search.substr(1), »_blank »).

General Guidelines:
http://www.iab.com/guidelines/html5-for-digital-advertising-1-0-guidance-for-ad-designers-creativetechnologists/

CONTACTS

<table>
<thead>
<tr>
<th>CONTACT</th>
<th>ROLE</th>
<th>PHONE NUMBER</th>
<th>E-MAIL ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mohamed HAMDOUN</td>
<td>Traffic Operations Manager</td>
<td>01 56 22 65 53</td>
<td><a href="mailto:mohamed.hamdoun@francetvpub.fr">mohamed.hamdoun@francetvpub.fr</a></td>
</tr>
<tr>
<td>Pierre-Loic BOISSON</td>
<td>Traffic Manager</td>
<td>01 56 22 64 64</td>
<td><a href="mailto:pierre-loic.boisson@francetvpub.fr">pierre-loic.boisson@francetvpub.fr</a></td>
</tr>
<tr>
<td>Thibault CREPIN</td>
<td>Traffic Manager</td>
<td>01 56 22 12 72</td>
<td><a href="mailto:thibault.crepin@francetvpub.fr">thibault.crepin@francetvpub.fr</a></td>
</tr>
<tr>
<td>Rodolphe DUMESNIL</td>
<td>Traffic Manager</td>
<td>01 56 22 62 66</td>
<td><a href="mailto:rodolphe.dumesnil@francetvpub.fr">rodolphe.dumesnil@francetvpub.fr</a></td>
</tr>
<tr>
<td>Jean-Baptiste NUÑEZ</td>
<td>Traffic Manager</td>
<td>01 56 22 12 12</td>
<td><a href="mailto:jeanbaptiste.nunez@francetvpub.fr">jeanbaptiste.nunez@francetvpub.fr</a></td>
</tr>
</tbody>
</table>

Department E-mail Address: Traffic.Manager@francetvpub.fr
1

Display Specifications
LEADERBOARD / SUPER LEADERBOARD (except France.tv)

- **Dimensions (W x H):** Super Leaderboard: 1000x90 px
  Leaderboard: 728x90 px
- **Weight:** Maximum 60 kb
- **Accepted Formats:** Html 5/Gif/ JPEG/Redirect

MASTHEAD (except on France.tv)

- **Dimensions (W x H):** 1000x250 px
- **Weight:** Maximum 70 kb
- **Accepted Formats:** Html 5/Gif/ JPEG/Redirect

MPU 300X250 / DOUBLE MPU 300X600 PX

- **Dimensions (W x H):** MPU: 300x250 px
  Double MPU: 300x600 px
- **Weight:** Maximum 70 kb
- **Accepted Formats:** Html 5/Gif/JPEG/Redirect

- **Dimensions (W x H):** MPU 300x250 px
INTERSTITIAL HTML5 SITE/IMAGE (outside of France.tv)

- **Dimensions (W x H):** Maximum 800x600
- **Weight:** Maximum 60 kb
- **Accepted Formats:** Html 5/GIF/JPEG

Please note: Display time is 10 seconds max.
A “direct access“ button that gives the user the option to skip the interstitial is included by default.

MPU 400X400 (only on France.tv)

- **Dimensions (W x H):** 400x400
- **Weight:** Maximum 70 kb
- **Accepted Formats:** redirect/HTML5/jpeg/gif

MASTHEAD 1200X300 (only on France.tv)

- **Dimensions (W x H):** 1200x300
- **Weight:** Maximum 100 kb
- **Accepted Formats:** redirect/HTML5/jpeg/gif
FOCUS PLAYER 600X200 (only on France.tv)

- **Dimensions (W x H):** 600x200
- **Weight:** Maximum 80 kb
- **Accepted Formats:** redirect/HTML5/jpeg/gif

PARALLAX (only on France.tv and plusbellelavie.fr)

This premium format responds to the user’s scrolling action, displaying dynamically-shifting content as the user navigates vertically through an inset element:

- **Desktop:**
  - 1200x450 on the HP
  - 600x225 on the Player page
- **Mobile:**
  - Responsive, 16/9 ratio

ELEMENTS PROVIDED BY ADVERTISER:
- **Dimensions (W x H):** 1200x1000
- **Weight:** Maximum 100Kb
- **Accepted Formats:** jpeg/png/jpg
INTERSTITIAL WITH VIDEO (outside of France.tv)

- **Background dimensions (W x H):** Maximum 1280x880
- **Weight:** Maximum 120 kb
- **Formats accepted:** JPEG
- **Video player dimensions (WxH):** 700x400 px

Please note: Be sure to add a gradient area along the edges of the background content, and provide a hexadecimal code (such as #000000).

A “direct access” button that gives the user the option to skip the interstitial is included by default.

This format consists of 2 elements: a 1280x880 px background jpeg and a 700x400 px video player.

*If you are not able to provide a background image, we can display the video against a solid background of a hexadecimal colour of your choice.*

*If the video is a replay of a TV commercial, please provide its ARPP number.*

*If not, please ensure the video content is prepared according to our video specifications (see page 19).*
REQUIRED CONTENT
All we need is a video file!

Click here to see the “Video Specifications” table on page 19.
Page skins are a high-impact type of advertisement that generally features an arch-shaped banner at the top of the page, as well as one or more other complementary elements. For each of the formats described below, please include a gradient effect in your images, or provide us with a hexadecimal code (such as #FFFFFF) at the time of delivery that complements the aesthetic of your creatives.

PAGE SKIN Météo France

- Dimensions (W x H): 1600x960 px with main content appearing on 1280 px
- Weight: Maximum 150 kb
- Accepted formats: JPEG
- Accepted tracking types: Pixel and click tracking
- Possible complementary formats: MPU 300x250 px ou 300x600 px
- Include a gradient effect in your images, or provide us with a hexadecimal code (such as #FFFFFF) at the time of delivery.

PAGE SKIN Culture Box

- Dimensions (W x H): 1600x960 px with main content appearing on 1280 px
- Weight: Maximum 150 kb
- Accepted formats: JPEG
- Accepted tracking types: Pixel and click tracking
- Possible complementary formats: MPU 300x250 px ou 300x600 px
- Include a gradient effect in your images, or provide us with a hexadecimal code (such as #FFFFFF) at the time of delivery.
Dimensions (W x H): 1750 x 1000 px with main content appearing on 1280 px
- Weight: Maximum 150 kb
- Accepted formats: JPEG
- Accepted tracking types: Pixel and click tracking
- Possible complementary formats: MPU 300x250
- Include a gradient effect in your images, or provide us with a hexadecimal code (such as #FFFFFF) at the time of delivery.
PAGE SKIN SPECIFICATIONS FOR THE OVERSEAS FRANCE “LA 1ÈRE” WEBSITE

- Dimensions (W x H): 1600x960 px focusing the main content on 1280 px
- Weight: Maximum 150 kb
- Accepted formats: JPEG
- Accepted tracking types: Pixel and click tracking
- Possible complementary formats:
  Half Page Unit 300x600 or MPU 300x250
- Include a gradient effect in your images towards the hexadecimal colour #FFFFFF

PAGE SKIN SPECIFICATIONS FOR THE “PLUS BELLE LA VIE” WEBSITE

- Dimensions (W x H): 1600x960 px focusing the main content on 1280 px
- Weight: < 150 Kb
- Possible complementary formats:
  Half Page Unit 300x600 or MPU 300x250
PAGE SKIN SPECIFICATIONS FOR THE FRANCE 24 WEBSITE

- **Dimensions (W x H):** 1806x846 px, focusing main header content on 1280 px
- **Weight:** < 150 Kb
- It is essential to provide us with a single JPEG file, including an arch-shaped banner against a white (#FFFFFF) centre panel (See dimensions in the screenshot on the left)
- **Possible complementary formats:** MPU 300x250 or 300x600 px
- Include a gradient effect in your images towards the hexadecimal colour #FFFFFF (see example)
- Please note the presence of a **122 px wide metanav bar**

Gradient towards
#FFFFFF
Mobile and Tablet Specifications
MOBILE INTERSTITIALS (IMAGE)

Interstitials are full-screen advertisements that appear when a user first accesses an application.

- **Background Dimensions (W x H):**
  - Portrait: 320x568 px
  - Landscape: 568x320 px

- **Weight:** Maximum 70kb

- **Accepted Formats:** JPEG/HTML5

- **If HTML5, provide a zipped folder (including only one root directory) containing:**
  - An index.html file (in the root folder)
  - 1 image folder
  - CSS file (optional)
TABLET INTERSTITIALS (IMAGE)

- **Dimensions (W x H):**
  - Portrait: 768x1024 px
  - Landscape: 1024x768 px

- **Weight:** Maximum 100kb per file

- **If HTML5, provide a zipped folder (including only one root directory) containing:**
  - An index.html file (in the root folder)
  - 1 image folder
  - CSS file (optional)
  - If HTML5, design should be responsive (adapt automatically to different screen sizes).
3 Video Specifications
**PRE-ROLLS**

A pre-roll is a video ad that is broadcast directly before the video’s 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 transmission via IPTV.*

**CONTACT US**

Films can be transferred to our extranet platform, or sent via a wetransfer link to the manager in charge of your account.

To do so, please contact:

**Olivier TORTAROLO**, Broadcast Director
01 56 22 64 02
olivier.tortarolo@francetvpub.fr

**Jérôme PREMPAIN**, Broadcast Manager
01 56 22 63 43
jerome.prempain@francetvpub.fr

Be sure to mention the advertiser, the product and the campaign in your message.
## Video Specificities

<table>
<thead>
<tr>
<th>PARAMETERS</th>
<th>SD</th>
<th>OR</th>
<th>HD</th>
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<tbody>
<tr>
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<td></td>
<td>MPEG4</td>
</tr>
<tr>
<td>Extension</td>
<td>.mp4</td>
<td></td>
<td>.mp4</td>
</tr>
</tbody>
</table>

### VIDÉO

| Codec           | H.264/AVC   |             | H.264/AVC   |
| Profil          | Main or High|             | Main or High|
| Frame Rate      | 25 frames/second |     | 25 frames/second |
| Taille image    | 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 Frequency | 48 Khz  |             | 48 Khz      |
| Sample size     | 16 bits     |             | 16 bits     |
| Target bitrate  | 256 kbps    |             | 256 kbps    |

*Due to an anomaly, Adobe Premiere et FinalCutPro require the image size to be set to 1004x576 when encoding in SD

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## VAST Redirect

**IMPORTANT : We only accept VAST 2.0 or 3.0 for desktop content!**

In this case, content must be delivered for testing 4 working days before the campaign begins.

- Compatible redirects: VAST 2.0 (VAST 3.0 accepted for France.TV)
- Video: MUST be in MP4 format
- Ratio: 16/9
- Delivery: 4 days before content is uploaded online, to allow time for testing