Technical Specifications 2019
france•tvpublicité is a member of the ARPP (an advertising self-regulatory body) and follows its ethical standards. This is why only advertisements that have 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 VPAID compliant on desktop only.
- 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, france•tvpublicité uses its proprietary DMP based on Oracle Bluekai technology.
Summary

Digital advertising formats

Display Specifications
1. Leaderboard/Super Leaderboard
2. Masthead
3. MPU 300x250 px
4. Monster MPU 300x600 px
5. InBoard (Teads format)
6. Page skin: Météofrance
7. Page skin: Culture box
8. Page skin: francetvsport
9. Page skin: La 1ère
10. Page skin: PBLV
11. Page skin: France 24

Mobile/Tablet Specifications
1. Mobile (image) & tablet (image) interstitial

Video Specifications
1. Pre-roll (or Billboard)
2. Video specifications
3. VAST redirect

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>
</tbody>
</table>
| Elements required | - Creatives  
- Redirect URL or tracking elements |

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:
- **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 be compressible so as to optimize the animation as a whole;
- if the HTML5 content contains any clickthroughs, the clickable area must contain the following javascript code:
  ```javascript
  window.open(document.location.search.substr(1), »_blank »)
  ```

**General guidelines:**
https://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</th>
<th>E-mail</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>Eléonore BOSQUE</td>
<td>Traffic Manager</td>
<td>01 56 22 65 39</td>
<td><a href="mailto:eleonore.bosque@francetvpub.fr">eleonore.bosque@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>
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<tr>
<td>Baptiste LE TRAON</td>
<td>Traffic Manager</td>
<td>01 56 22 65 75</td>
<td><a href="mailto:baptiste.letraon@francetvpub.fr">baptiste.letraon@francetvpub.fr</a></td>
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<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>
<tr>
<td>Sarah ZAAFRANE</td>
<td>Traffic Manager</td>
<td>01 56 22 64 18</td>
<td><a href="mailto:sarah.zaafrane@francetvpub.fr">sarah.zaafrane@francetvpub.fr</a></td>
</tr>
</tbody>
</table>

Department e-mail address: Traffic.Manager@francetvpub.fr
Display Specifications
**leaderboard/super leaderboard**

- Dimensions (WxH):
  - Super Leaderboard: 1000x90 px
  - Leaderboard: 728x90 px
- Weight:
  - Maximum 60 KB
- Formats accepted:
  - Html 5/GIF/JPEG/Redirect

**masthead**

- Dimensions (WxH): 1000x250 px
- Weight: Maximum 70 KB
- Formats accepted: Html 5/GIF/JPEG/Redirect

**MPU 300x250/ Monster MPU 300x600 px**

- Dimensions (W X H):
  - MPU: 300x250 px
  - Monster MPU: 300x600 px
- Weight:
  - Maximum 70 KB
- Formats accepted:
  - Html 5/GIF/JPEG/Redirect
inBoard (Teads Format)

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 banner around the page as a background, plus one or more companion formats.

For each of the formats described below, please include a gradient effect in your images (gutters and footer), or provide us at the time of delivery with a hexadecimal colour code (such as #FFFFFF) that complements the aesthetic of your creatives.
The MétéoFrance website uses RWB. You should therefore provide us with a format/file for each of the three resolutions:

1 Desktop file
1600x960 px

1 Tablet file
728x90 px

1 Mobile file
320x50 px
Page skin: Météofrance

Responsive format for desktop

- Dimensions (WxH): 1600x960 px concentrating the main display into 1280 px
- Weight: Maximum 150 KB
- Formats accepted: JPEG
- Tracking accepted: pixel + clic command
- Option to add companion formats: MPU 300x250 or Monster MPU 300x600 px

Responsive format for tablet

- Dimensions (WxH): 728x90 px
- Weight: 100 KB

Responsive format for mobile

- Dimensions (WxH): 320x50 px
- Weight: 100 KB

Please include a gradient effect (gutters and footer) or provide us with a hexadecimal colour code (such as #FFFFFF) at the time of delivery.
Page skin: Culture box

- Dimensions (WxH): 1600x960 px concentrating the main display into 1280 px
- Weight: Maximum 150 KB
- Accepted formats: JPEG
- Accepted tracking types: pixel and click command
- Option to add companion formats: MPU 300x250 px or Monster MPU 300x600 px

Please include a gradient effect (gutters and footer) or provide us with a hexadecimal colour code (such as #FFFFFF) at the time of delivery.
**Page skin: francetvsport**

**Responsive formats for desktop**
- **Dimensions (WxH):** 1750x1000 px concentrating the main display into 1280 px
- **Weight:** Maximum 150 KB
- **Accepted formats:** JPEG
- **Accepted tracking types:** pixel and click command
- **Possible complementary formats:** MPU 300x250 px

**Responsive formats for tablet**
- **Dimensions (WxH):** 728x90 px
- **Weight:** 100 KB

**Responsive formats for mobile**
- **Dimensions (WxH):** 320x50 px
- **Weight:** 100 KB

Please include a gradient effect (gutters and footer) or provide us with a hexadecimal colour code (such as #FFFFFF) at the time of delivery.
Specifications for the
Outre-Mer 1ère arch

- Dimensions (WxH): 1600x960 px concentrating the main display into 1280 px
- Weight: Maximum 150 KB
- Accepted formats: JPEG
- Accepted tracking types: pixel and click command
- Option to add companion formats: Monster MPU 300x600 px or MPU 300x250 px

Please include a gradient effect in your images towards hexadecimal colour code #FFFFFF (white)

Specifications for the
Plus Belle La Vie arch

- Dimensions (WxH): 1600x960 px concentrating the main display into 1280 px
- Weight: < 150 KB
- Accepted formats: JPEG
- Option to add companion formats: Monster MPU 300x600 px or MPU 300x250 px
Page skin: France 24

Specifications for the France 24 arch

- Dimensions (WxH): 1806x846 px concentrating the main display into 1280 px
- Weight: < 150 KB
- Accepted formats: JPEG
- Option to add companion formats: MPU 300x250 px or Monster MPU 300x600 px

Please note the presence of a 122 px wide metanav bar

It is essential to provide us with a single JPEG file, in the form of an arch against a white (#FFFFFF) centre panel (see dimensions in the screenshot on the left)

Please include a gradient effect (gutters and footer) in your images towards the hexadecimal colour code #FFFFFF (see example)
Mobile and Tablet Specifications
Interstitials are full-screen advertisements that appear when a user first accesses an application.

- **mobile image**
  - Background dimensions (WxH): Portrait: 320x480 px and 640x960 px
  - **Weight**: Maximum 70 KB
  - **Formats accepted**: JPEG

- **tablet image**
  - Background dimensions (WxH): Portrait: 768x1024 px – Landscape: 1024x768 px
  - **Weight**: Maximum 100 KB
  - **Formats accepted**: JPEG
Video Specifications
Pre-roll

A pre-roll ad is a promotional video message played 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.

Please specify the advertiser, the product and the campaign in question.
## Video specifications

<table>
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<tr>
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<th>SD</th>
<th>HD</th>
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</thead>
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### VIDEO

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<td>Frame Rate</td>
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<tr>
<td>Image Size</td>
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### AUDIO

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</table>

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

## VAST Redirect

!!We accept VAST 2.0 or 3.0 redirects for desktop content ONLY!!

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

### Compatible redirects: VAST 2.0 or 3.0

- **Video**: MUST be in MP4 format
- **Ratio video**: 16/9
- **4 days before content is uploaded online, to allow time for testing**
Contacts

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