



VISOON.

**DIGITAL
AD SPECS 2025**

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A. GENERAL

1. DELIVERY

ADVERTISING MATERIALS

- At least 5 working days before the start of the campaign
- Delivery to the following e-mail address: digital.booking@visoon.de
- HTML5 of the advertising material as a redirect
- Redirects can be delivered via all common ad servers
- Redirects via alternative ad servers must be tested beforehand

A. GENERAL

2. SPECIAL REQUIREMENTS FOR ADS IN THE CONTEXT OF KIDS CONTENT

- No direct purchase requests or requests directed at children that are merely a paraphrase of direct purchase requests may be used.
- No developmentally harmful advertising content or content that harms the interests of children or young people or exploits their inexperience may be disseminated.
- The inclusion of trailers / teasers for films / games with an FSK 12 rating is fine as long as the trailer has an FSK 0 or FSK 6 rating.

B. OTT/ CTV

DELIVERY AND SPECIFICATIONS

ADVERTISING MATERIALS

- At least five working days before the start of the campaign
- CTV / Video Ad Standard 16:9
- The inclusion of trailers / teasers for films / games on Kids Content with a rating of FSK 12 is fine as long as the trailer has a rating of FSK 0 or FSK 6.

TECHNICAL DATA IMAGE:

- Format: 1.920 x 1.080 px, H.264 (MP4)
- File-size: max. 40 MB
- TV Standard: PAL
- Standard: PAL DV High Quality
- Aspect ratio: 16:9
- Frame rate: bis 30 fps
- Bitrate: ab 300 kbps for OTT;
10-40 Mbps for CTV

TECHNICAL DATA SOUND:

- Codec: MP3, AAC
- Output channel: Stereo
- Frequency: 48 kHz
- Bitrate: 192 kbps
- Volume: Sound leveling -23LUFS
- Sample peaks not higher than -2dB

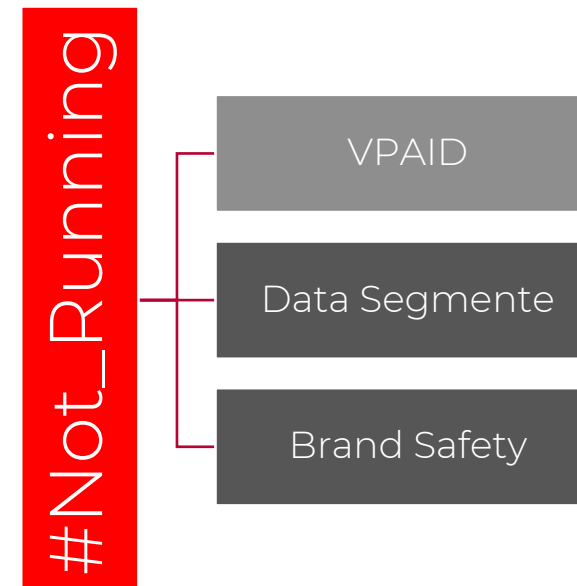
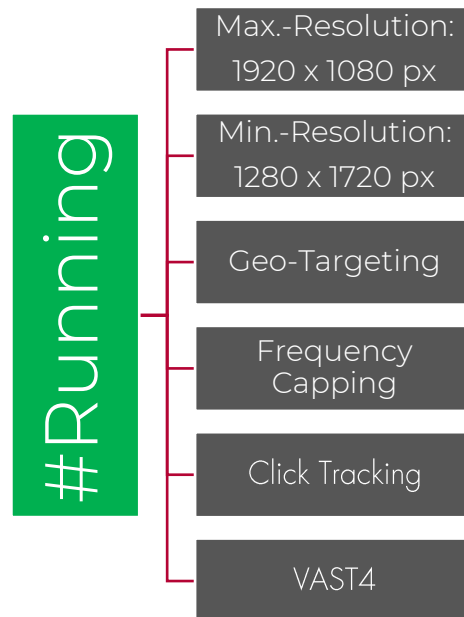
GENERAL TECHNICAL DATA:

- VAST 4.0, 3.0, 2.0; NO VPAID
- Spot length: max. 90 seconds - Each day may only contain one spot length. Please brief spots longer than 30 seconds explicitly.
- Tracking pixels can be used, no "forth-party" wrapping of Vast Tags possible.
- All tags must be secure (https)
- Correct advertiser domains/click URLs must be stored in the advertising material. Ideally including correct IAB category assignment.

B. CONNECTED TV

DELIVERY AND SPECIFICATIONS

- **VAST ONLY** → CTV runs on the basis of the VAST 2.0 or VAST 3.0 standard
- **HIGH VTRs** → The lean-back and full-screen modes achieve perfect look-through rates
- **COOKIELESS** → CTV is an environment without cookies, which means that no data segments work
- **LIMITED TRACKING** → Tracking only works to a limited extent, as there is no VPAID functionality



C. ADDRESSABLE TV

1. FORMATS

Switch In XXL



- Size: 1280 x 720
- Visible area: 1280 x 170 + 300 x 550
- Formats: PNG, GIF
- Max. file size: 200 KB

Switch In Spot



- Size: 1280 x 720
- Format: 16:9
- Video Codec: AVC/h264
- Bandwidth : max. 3 Mbit/s
- Bitrate: CBR
- Framrate: 25fps (frames per second)
- Length: max. 15 sec
- Video Container: MP4
- Volume tone control -23LUFS
- Sample peaks not higher than -2dB

ATV Spot



- Size: 1280 x 720
- Format: 16:9
- Video Codec: AVC/h264
- Bandwidth : max. 3 Mbit/s
- Bitrate: CBR
- Framrate: 25fps (frames per second)
- Length: max. 30 sec
- Video Container: MP4
- Volume tone control -23LUFS
- Sample peaks not higher than -2dB

C. ADDRESSABLE TV

1. FORMATS

Switch Zoom



- Size: 1280 x 720 px
TV picture is 896 x 504 px
- Formats: PNG, JPG
- Max. file size: 250 KB
- Advertising label: "Advertisement" & "Data protection"
- Volume tone control -23LUFS
- Sample peaks not higher than -2dB

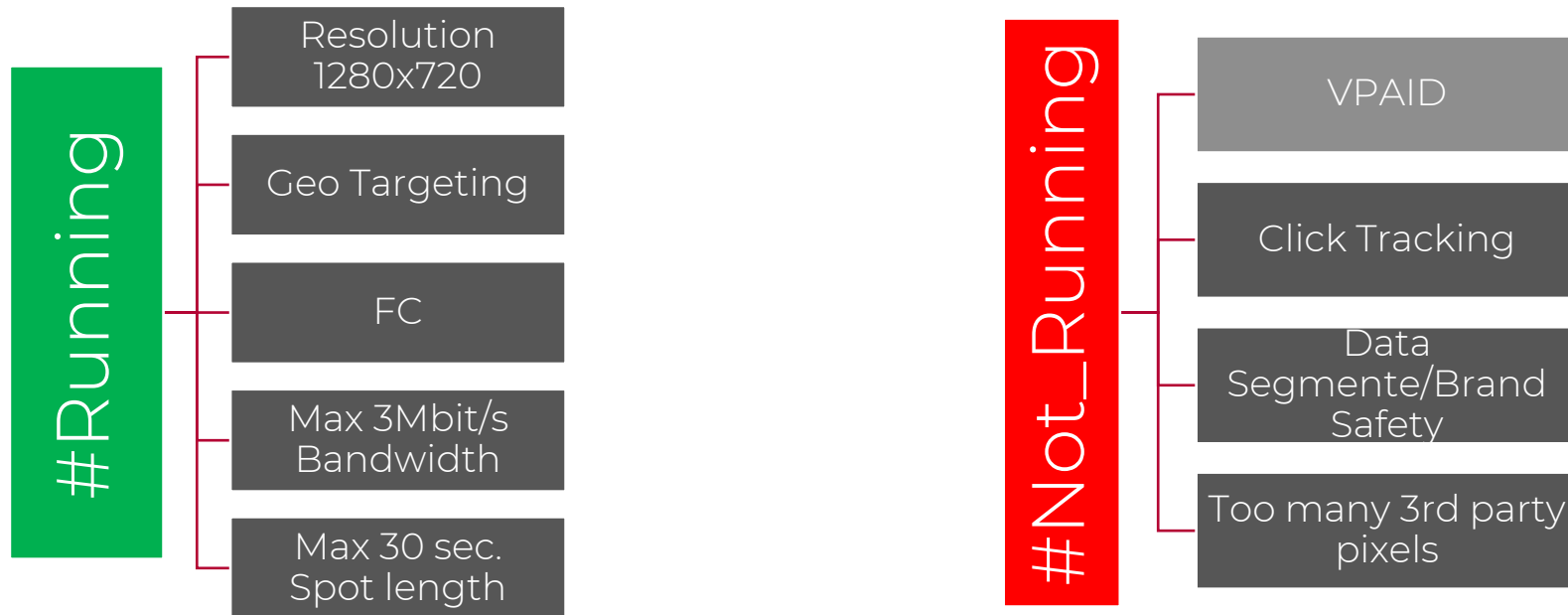
Switch Masthead



- Size: 1280 x 720 px
TV picture is 896 x 504 px
- Formats: PNG, JPG
- Max. file size: 250 KB | 700 KB (GIF)
- Advertising label: "Advertisement" & "Data protection"
- Volume tone control -23LUFS
- Sample peaks not higher than -2dB

C. ADDRESSABLE TV

2. ANLIEFERUNG UND SPEZIFIKATIONEN



C. ADDRESSABLE TV

2. PRE-PRODUCTION TIMES AND ANIMATIONS

ADVERTISING MATERIALS

- at least 5 working days before the start of the campaign

EXTERNE MICROSITES

- at least 10 working days before the start of the campaign

ANIMATIONS are possible for all formats (GIF format, max. 480Kb), but with a maximum of 5 fps. A non-animated fallback format must be supplied, as there is no guarantee that the animation will work properly on all devices.

ZWINGENDE ANFORDERUNGEN FÜR ALLE WERBEMITTEL ADDITIONAL REQUIREMENTS FOR INTERACTIVE ADVERTISING MEDIA

Labeling „Display“:

- “Display” must be included and be easily recognizable/ legible
- Font size at least 22px
- Background monochrome, font color must stand out clearly from background color
- Elements in the immediate vicinity (e.g. yellow button) must not be larger
- A blue button with the note “Data protection” must be included
- No relevant information such as logos or text may be placed in the "Safe Area" (45x25Px)

Interactive advertising media must also include a "yellow button" with a corresponding call-to-action

Click-to-Video

- The video must not be a current TV campaign
- The clear text reference to the start of a video must be included in the advertising material, e.g. “Start video now”
- Maximum length of the video 55 seconds

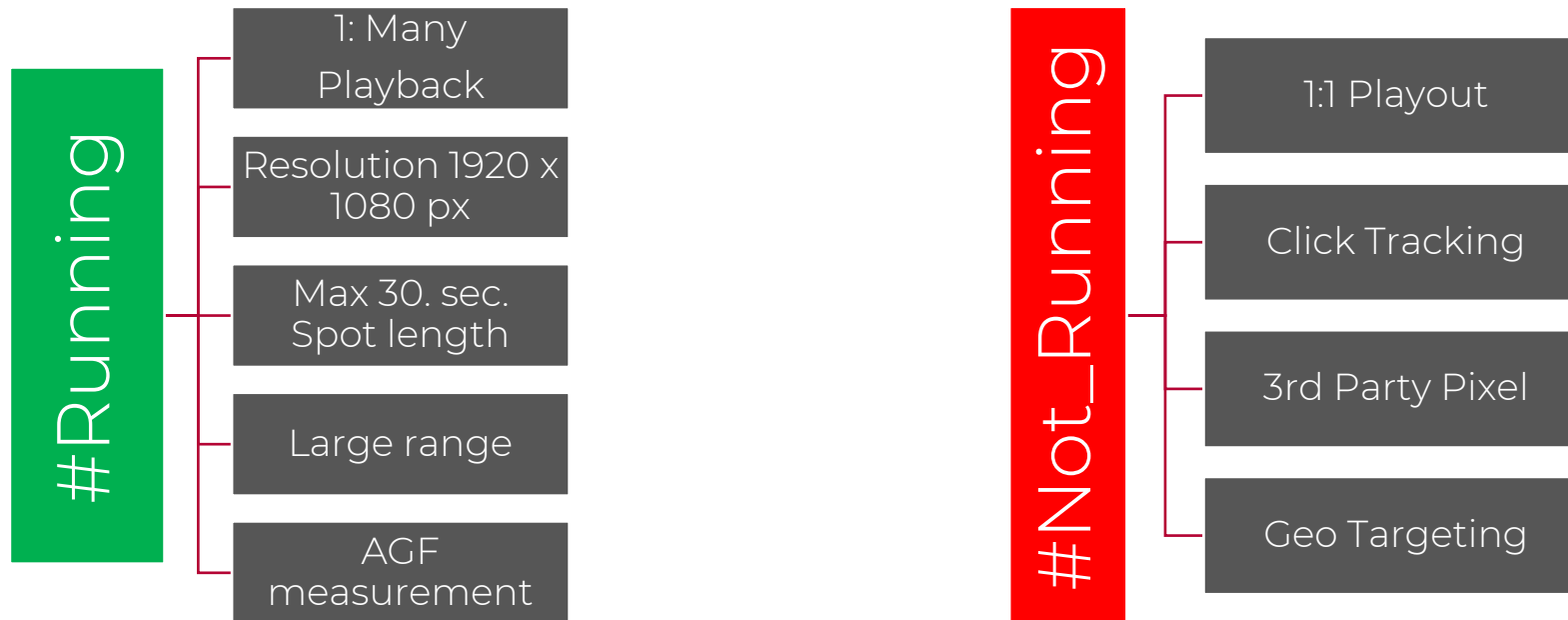
D. PROGRAMMATIC TV

SPECIFICATIONS

- Resolution: 1920 x 1080 px
- Frames: 50 Half pictures (1920 x 1080 px 50i).
- (if half picture / interlacing is not possible, then please use 50p)
- Data rate: In the range of 10Mb
- Color space : BT 709
- Sound: Stereo AAC Codec 192kb
- Sound level: leveled according to loudness (R128)

D. PROGRAMMATIC TV

DELIVERY AND SPECIFICATIONS



THANK YOU

VISOON.



RECHTLICHER HINWEIS

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IMPRESSUM

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welt

N24 DOKU

Bild

nickelodeon

**COMEDY
CENTRAL**



plutoo^{tv}