DIGITAL AD SPECS 2026

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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

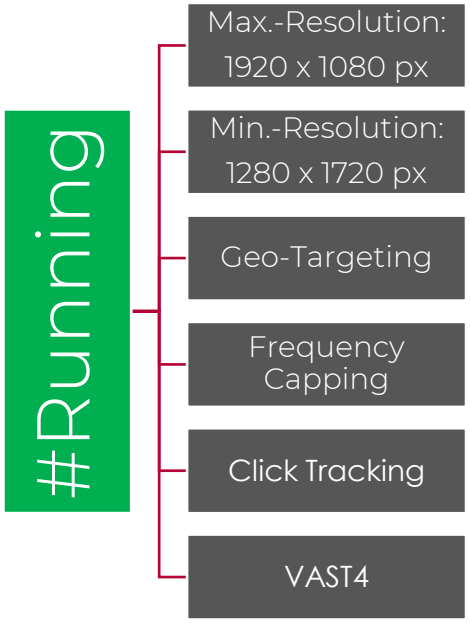
GENERAL TECHNICAL DATA:

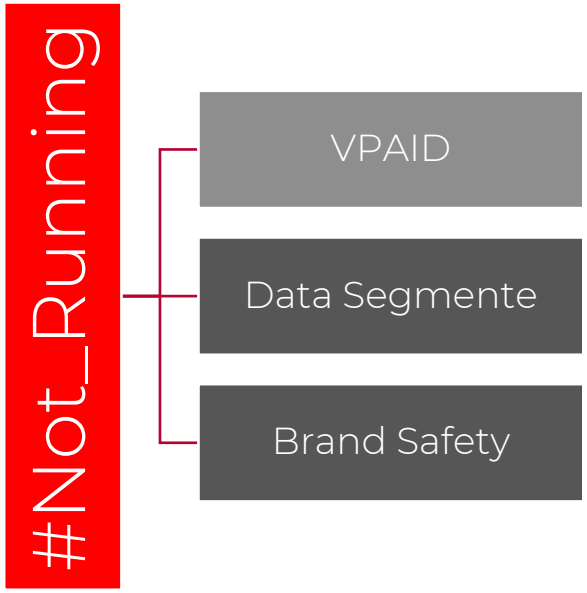
- VAST 4.0, 3.0, 2.0; NO VPAID
- Spot length: max. 90 seconds - Each day may only contain one spot length. Please brief spots longer than 30 seconds explicitly.
- Tracking pixels can be used, no “forth-party” wrapping of Vast Tags possible.
- All tags must be secure (https)
- Correct advertiser domains/click 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. DIGITAL SPECS

1. PAUSE AD

The Pause Ad appears over content on a 1920x1080 standard TV screen a few seconds after a viewer presses pause. It may appear differently depending on the streaming service and device a viewer is watching.

QR CODE REQUIREMENTS

QR code is provided by Paramount, using advertiser's URL of choice

- MINIMUM QR CODE SIZE → 250x250px
- COLORATION → Hoher Kontrast auf weißem Hintergrund

DELIVERABLES

- SPECS → The final art asset should be a Photoshop PSD utilizing our template
- COLORATION → No solid backgrounds, hero imagery should be cut out with a transparent background
- MAXIMUM FILE SIZE → 1.5MB max file size
- DIMENSIONS → The final exported transparent PNG should be 1018x674px
- THIRD PARTY TRACKING → Paramount Hosted and Served 1x1 impression and click tracking accepted

C. DIGITAL SPECS

1. PAUSE AD

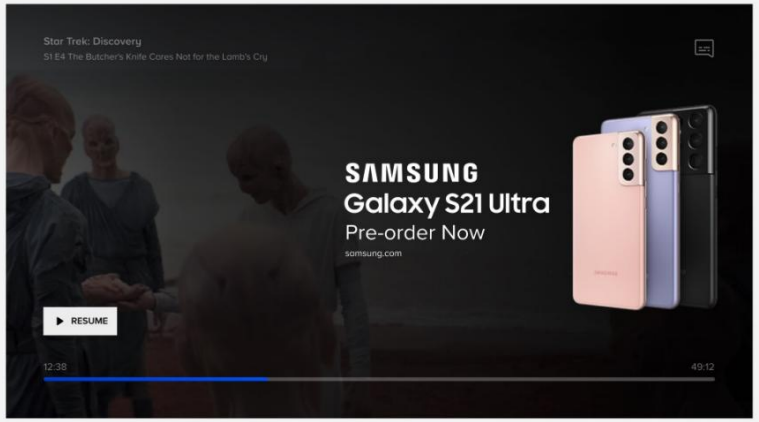
CREATIVE GUIDELINES:

- Graphics should be displayed on a transparent background
- No solid color backgrounds
- No background color gradients
- No duplication of video player control UI or CTAs
- No cropped images
- No colored text, with the exception of brand logo
- No overlapping elements. Content should be easily legible. It’s suggested you use clear, bright text #FFFFFF.
- All creative must fit within designated safety area of 1018x674

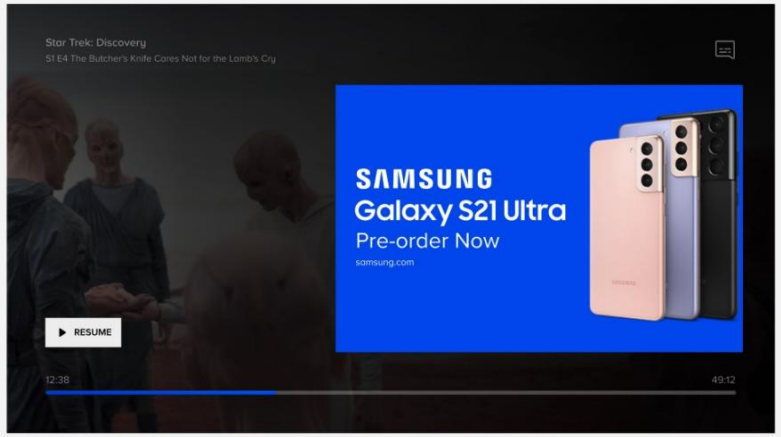
C. DIGITAL SPECS

1. PAUSE AD

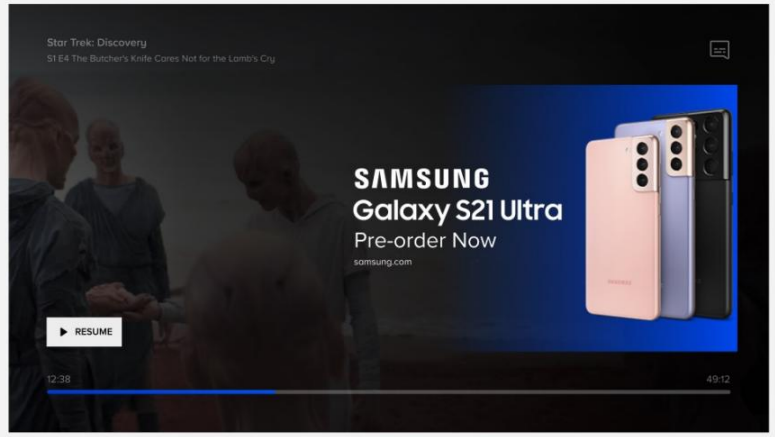
Acceptable



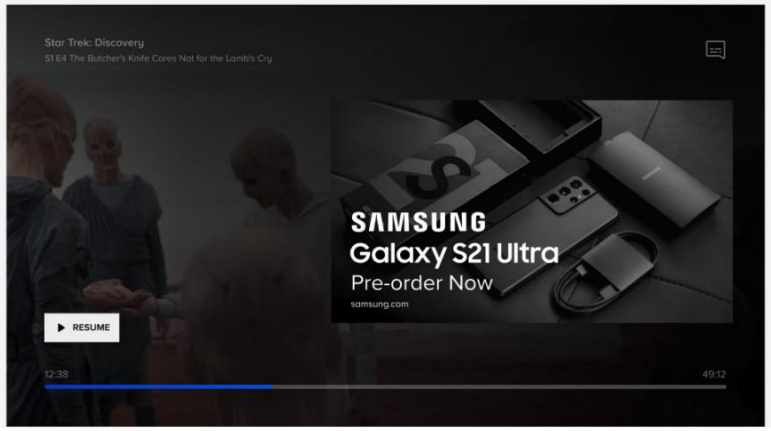
No Solid Backgrounds



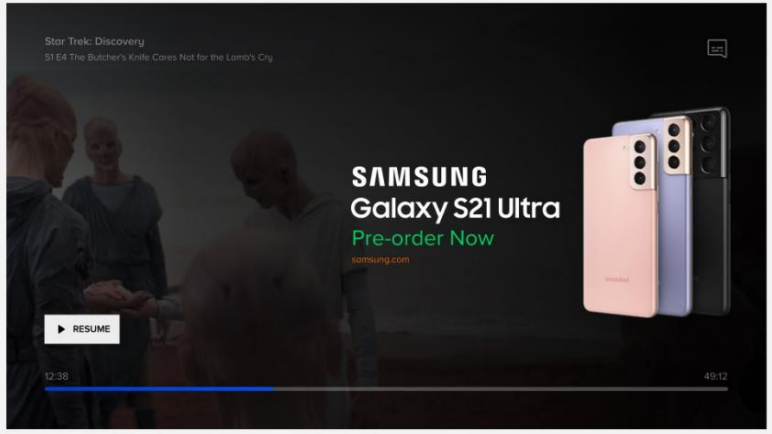
No Background Color Gradients



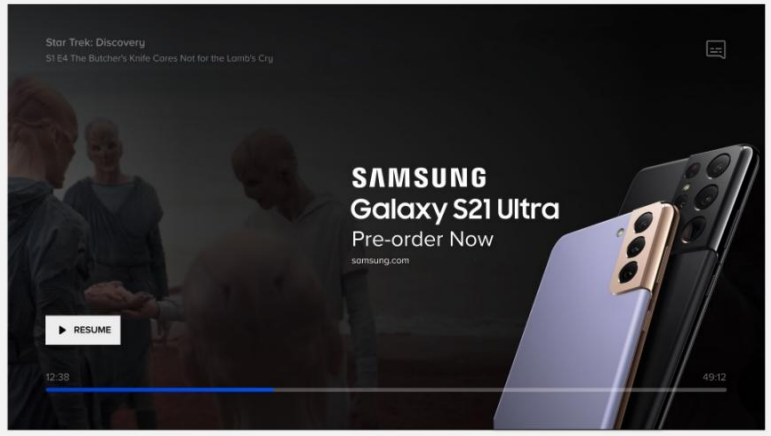
No Cropped Images



No Colored Text



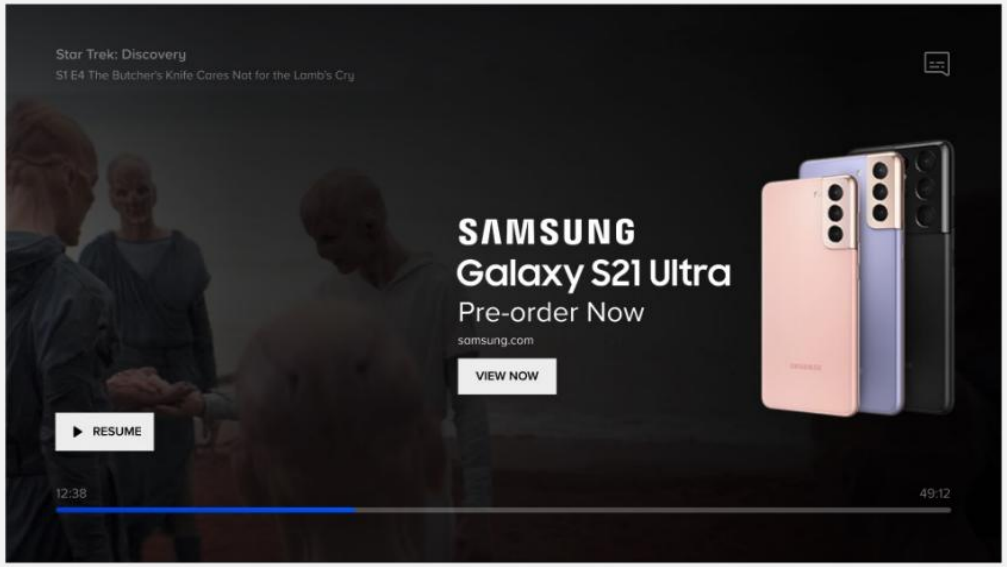
Do Not Place Elements Outside the Saftey Area



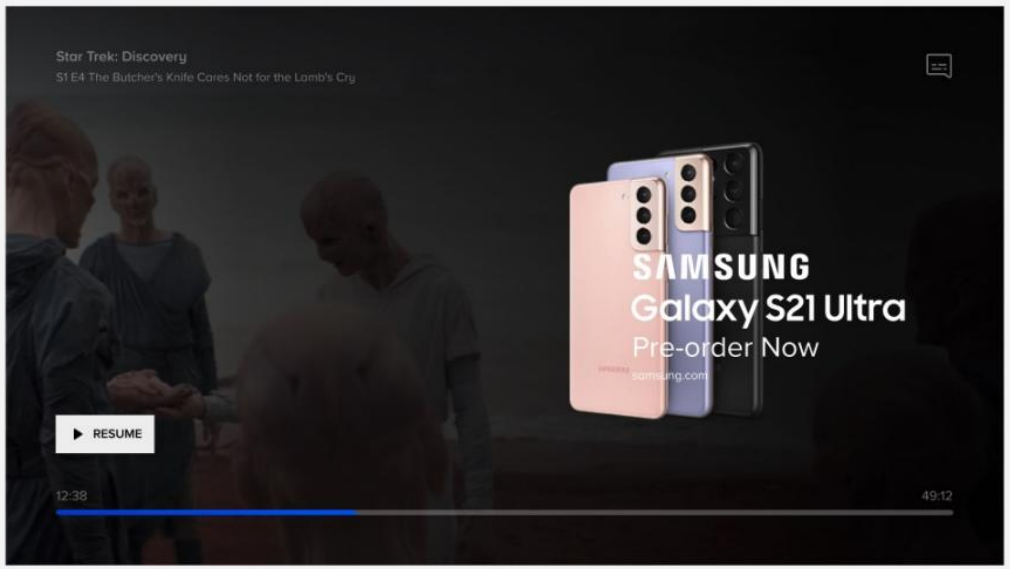
C. DIGITAL SPECS

1. PAUSE AD

NO Player Controls or CTA's



Overlaping elements should have defined space and legible



C. DIGITAL SPECS

1. PAUSE AD

SUBMISSION INSTRUCTIONS:

Please submit the Photoshop PSD template to your Paramount Account Manager. If you are unable to build the ad to spec our in-house Paramount Brand Studio Team can build the ad using the client's creative direction and assets. Final development of the ad unit must take place at Paramount as this unit is site served only. QR Code will be supplied by Paramount.

DEADLINES:

If your client has questions about the specs and/or the PSD template, a representative from Paramount's Brand Studio Team can meet with them to answer any questions. This call should be set up by the Paramount Sales Account Manager at least 10 days prior to launch. If the submitted creative does not conform to the above specifications, it will not be placed online and may result in a delayed launch date.

C. DIGITAL SPECS

3. SPONSOR AD

CLIENT CREATED:

- Max. Duration: :05 (Five Seconds)

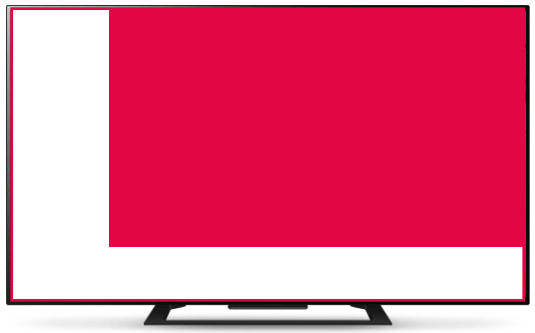
PARAMOUNT ACCEPTED:

- Please provide a 1280x720 jpg (Only static assets accepted)

D. 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

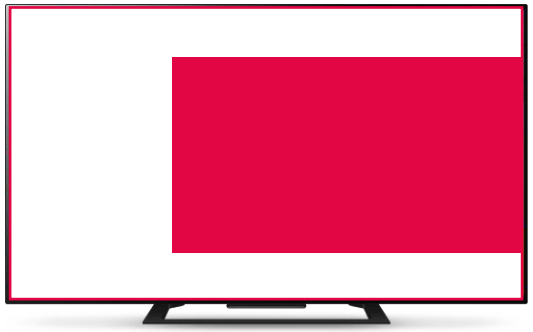
ATV Spot

- 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

D. ADDRESSABLE TV

1. FORMATS

Switch Zoom



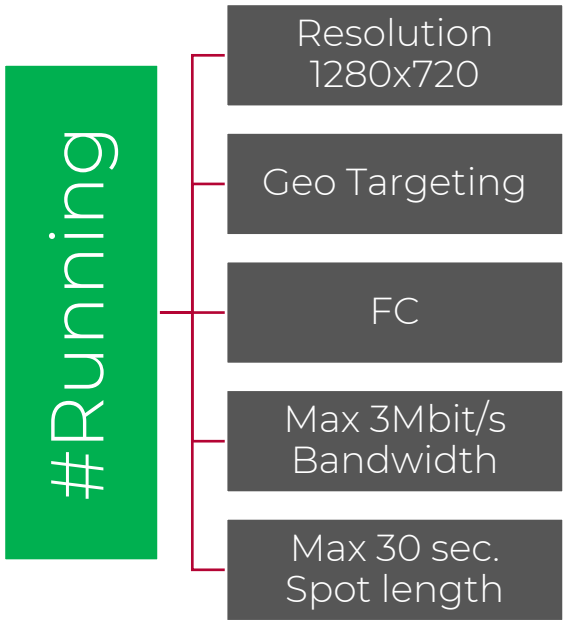
- Size: 1280 x 720 px
  TV picture is 896 x 504 px
- Formats: PNG, JPG
- Max. file size: 250 KB
- Advertising label: “Advertisement” & "Data protection
- Volume tone control -23LUFS
- Sample peaks not higher than -2dB

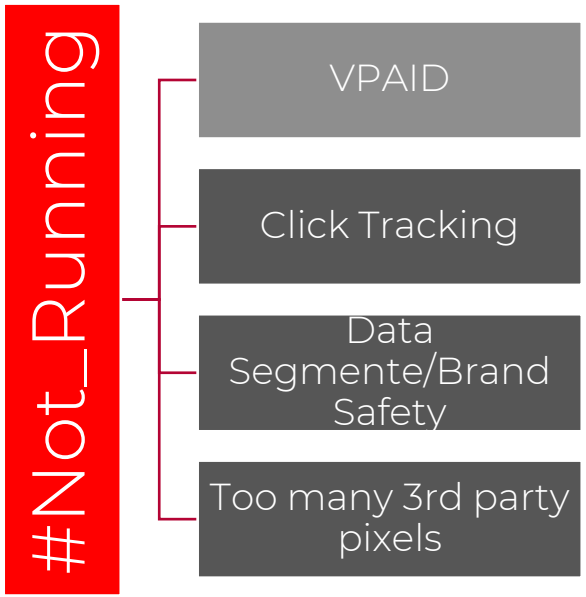
Switch Masthead

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

D. ADDRESSABLE TV

2. ANLIEFERUNG UND SPEZIFIKATIONEN





D. 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

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)

ADDITIONAL REQUIREMENTS FOR INTERACTIVE ADVERTISING MEDIA

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

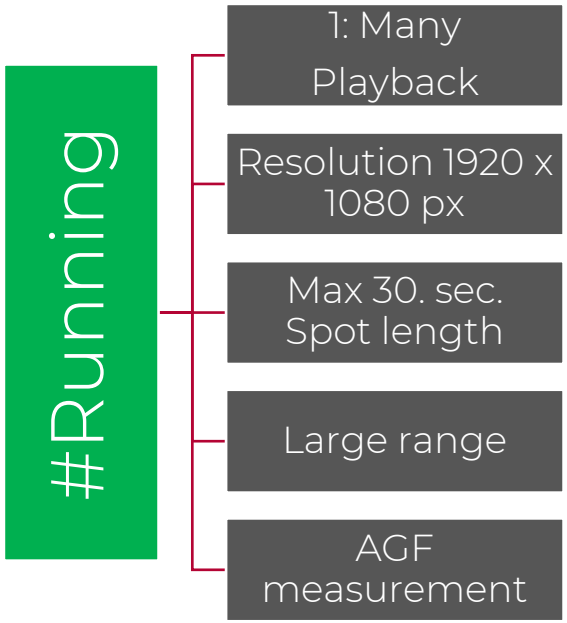
E. PROGRAMMATIC TV

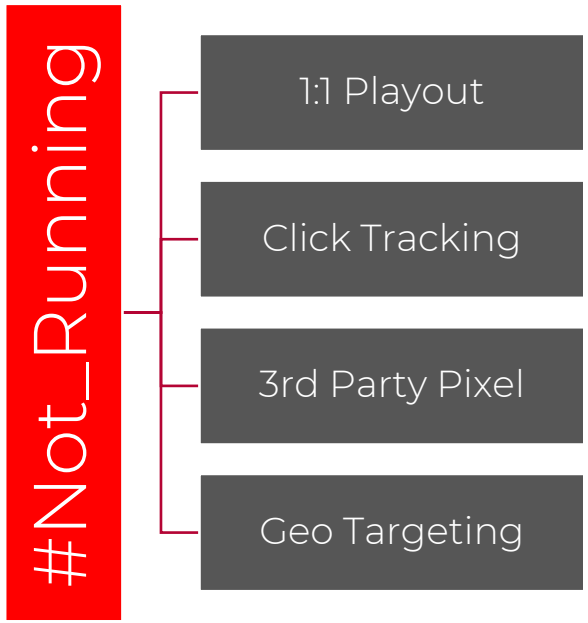
SPECIFICATIONS

- 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)

E. PROGRAMMATIC TV

DELIVERY AND SPECIFICATIONS





THANK YOU

VISOON.

VISOON.

RECHTLICHER HINWEIS

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IMPRESSUM

VISOON Video Impact GmbH & Co. KG
Sitz Berlin, Amtsgericht Charlottenburg HRA 51659 B
Persönlich haftende Gesellschafterin: VISOON Video Impact Management GmbH Sitz Berlin, Amtsgericht Charlottenburg HRB 171975 B
Geschäftsführer: Franjo Martinovic (Vorsitzender), Kai Ladwig

WELT N24DOKU BILD nickelodeon COMEDY CENTRAL MTV pluto tv