

# addressable tv

## TECHNICAL SPECIFICATIONS

2021





- 1 GENERAL INFO & DEADLINE
- 2 TRACKING
- 3 SAFE AREA
- 4 ADV FORMATS
- 5 INTERACTIVITIES
- 6 QUICK RECAP

### WHEN THE CREATIVITIES ARE READY FOR THE ON AIR

The creativities have to be delivered 3 working days before the on air with the following info:

- ADVERTISER, BRAND
- SCHEDULE DATE
- CHANNELS
- TAGS

### WHEN THE CREATIVITIES HAVE TO BE DONE BY DISCOVERY

Sharing the following info 7 working days before the on air:

- BRIEF
- CREATIVITIES TO INSERT (BACKGROUND, LOGO, ETC) IN .PNG FORMAT
- TEXTS AND FONT
- DETAILS AND INFO ABOUT THE POSITION OF PICTURES/TEXT ETC

- All formats (Lanner, Big Board, Maxi Board, Overlay+, Freestyle) must contain the text “Pubblicità”.
- All formats can be interactive
- it’s possible to use the same video as the TV campaign without any extra cost

The creativities must be shared by sending a Wetransfer to [addressabletv\\_creativity@discovery.com](mailto:addressabletv_creativity@discovery.com)

  
**DELIVERED  
IMPRESSION**

  
**NR. CLICKS  
(LANNER)**

TRACK TYPE	img pixel 1x1
AN EXAMPLE	<code>&lt;img height="1" width="1" style="border-style:none;" alt="" src="https://insight.adsrvr.org/track/pxl/?adv=fijci7m&amp;ct=0:i0hsfsd&amp;fmt=3"/&gt;</code>

It delimits the space in which the main components of the creativity have to be insert

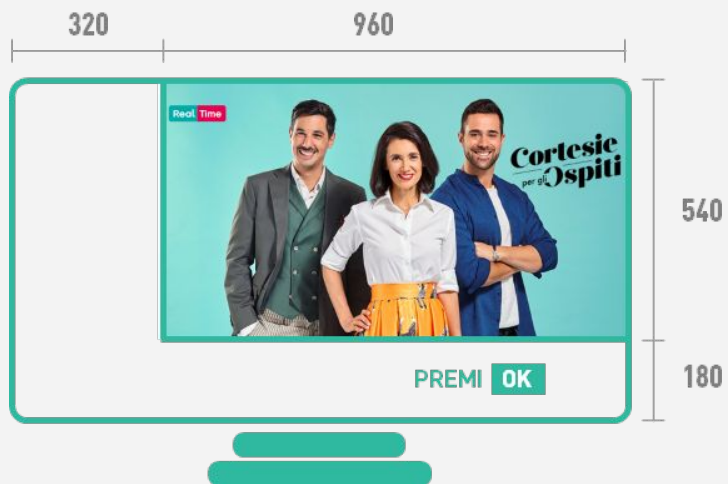
- Staying within the safe area the creativity is fully visible regardless of the devices



## SAFE AREA DIMENSIONS

Vertical sides (right and left): 64 pixel  
Horizontal sides (up and down) : 35 pixel

## LANNER

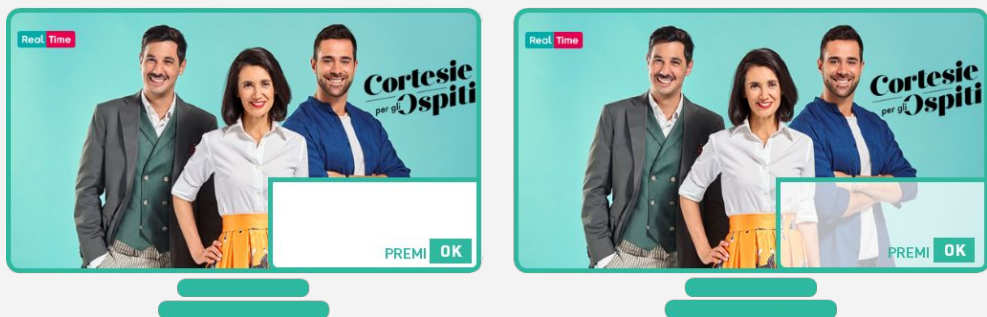


This format is an L frame (L-shape) that cover the whole display

- The duration is 15". The Tv show is not interrupted
- It covers the 40% of the display, so the TV show is proportionally resize.

<b>DIMENSION</b>	1280x720, column and row dimension as in the example
<b>FORMAT</b>	PNG
<b>MAX. WEIGHT</b>	150 KB
<b>INTERACTIVITY</b>	CLICK TO: insert the text "premi OK" in a clear and visible manner (you can choose other Call to Action such as "Scopri di più" or "Guarda il video" Etc)

## OVERLAY & FREESTYLE



## Elevator at the bottom-right of the screen

- The duration is 15". The TV show is full screen and not interrupted
- With this formats both transparencies and fades can be used

<b>DIMENSION</b>	300x250 bottom-right, column and row dimension as in the example
<b>FORMAT</b>	PNG, JPG
<b>MAX. WEIGHT</b>	100 KB
<b>INTERACTIVITY</b>	CLICK TO: insert the text "premi OK" in a clear and visible manner (you can choose other Call to Action such as "Scopri di più" or "Guarda il video" Etc)

## BIG BOARD



**Elevator at the bottom and middle side of the screen**

- Duration: 15”.
- The TV show is full screen and not interrupted

<b>DIMENSION</b>	750x100 bottom, column and row dimension as in the example
<b>FORMAT</b>	PNG, JPG
<b>MAX WEIGHT.</b>	100 KB
<b>INTERACTIVITY</b>	CLICK TO: insert the text "premi OK" in a clear and visible manner (you can choose other Call to Action such as “Scopri di più” or “Guarda il video” Etc)

## MAXI BOARD



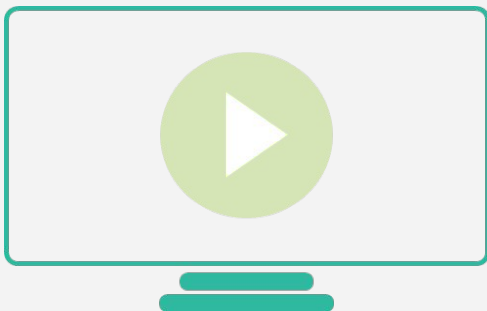
**The Elevator covers the entire bottom of the screen**

- Duration:15”.
- The TV show is not interrupted and it is partially covered.
- It covers the 35% of the display

<b>DIMENSION</b>	1280x200 bottom, column and row dimension as in the example
<b>FORMAT</b>	PNG, JPG
<b>MAX WEIGHT.</b>	150 KB
<b>INTERACTIVITY</b>	CLICK TO: insert the text "premi OK" in a clear and visible manner (you can choose other Call to Action such as “Scopri di più” or “Guarda il video” Etc)



## CLICK TO VIDEO



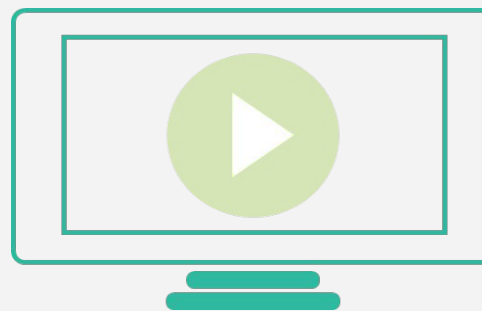
- The video is full screen
- There are no duration limits

**DIMENSION** 1280x720 Full Screen

**FORMAT** MP4 (H.264/AAC)

**SAFE AREA** 100 KB

## CLICK TO BRANDED VIDEO



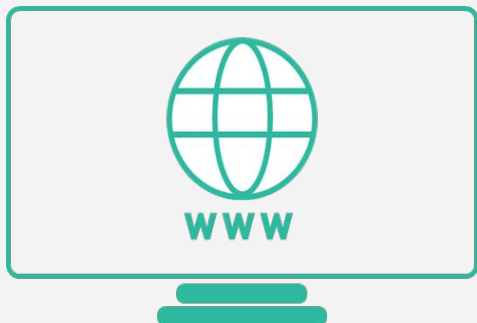
- The video is full screen
- The video is in a branded and custom frame

**DIMENSION** Background: 1280x720; Video: 940x528

**FORMAT** Background: JPG, PNG; Video: MP4 (H.264/AAC)

**SAFE AREA** 5Mbit/s

## CLICK TO MICROSITE



The Microsite contains 2 or more slides. It is created for each adv campaign according to the advertiser or the brand. It can contain a click to video. It's not possible to add an URL.

**DIMENSIONE** 1280x720 Full Screen

**FORMATO** PNG, JPG

**PESO MAX** Space of: 36px Top/Bottom, 128 px Left/Right

## CLICK TO LANDING PAGE O CAROUSEL



The Landing Page is a static full screen picture; the Carousel is 2 or more full screen pictures that rotate each other. Both can have a click to video. It's not possible to add an URL.

**DIMENSIONE** 1280x720 Full Screen

**FORMATO** PNG, JPG

**PESO MAX** Space of: 36px Top/Bottom, 128 px Left/Right

# QUICK RECAP

ADV FORMAT	DATA FORMAT	SIZE, POSITION, WEIGHT	INTERACTIVITY
LANNER	png, jpg	1280x720 Full screen 150 KB	Yes
OVERLAY & FREESTYLE	png, jpg	320x250 Lower right 100KB	Yes
BIG BOARD	png, jpg	750x100 Bottom 100KB	Yes
MAXI BOARD	png, jpg	1280x200 Bottom 150KB	Yes

INTERACTIVITIES	DATA FORMAT	SIZE & POSITION	SAFE AREA	NOTES
VIDEO	Mp4	1280x720 Full screen	Recommended bitrate 5Mbit/s	No limits for duration of the video
BRANDED VIDEO	Background: png, jpg Video: mp4 (H.261/AAC)	Background: 1280x720 Video: 940x528	Recommended bitrate 5Mbit/	No limits for duration of the video
MICROSITE	png, jpg	1280x720 Full screen	Space of 36px top/bottom & 128px left/right	1. Use larger fonts than usually on web (18pt+) 2. Recommended font by Hbbtv specifications: Tiresias/sans serif
LANDING PAGE & CAROUSEL	png, jpg	1280x720 Full screen	Space of 36px top/bottom & 128px left/right	1. Use larger fonts than usually on web (18pt+) 2. Recommended font by Hbbtv specifications: Tiresias/sans serif