



TECHNICAL SPECIFICATION ADDRESSABLE TV

2022



INDEX

1	General info & Deadline
2	ADV Formats
3	Interactivity
4	Tracking
5	Safe Area
6	Template
7	Quick Recap

GENERAL INFO & DEADLINE

Creativities made by the costumer

Delivery 2 working days before the on air



- Add the text "Pubblicità" on all the Adv Format
- For the deliver send a Wetransfer
- In case of video delivered by provider: communicate the clock number

Template creativities made by Warner Bros. Discovery

Delivery 5 working days before the on air



- Share the following info:
- The chosen Layout
 - Creativities, texts, logo and background
 - Font

Custom creativities made by Warner Bros. Discovery

Delivery from 7 to 10 working days before the on air



- Share the following info:
- Brief
 - Creativities, texts, logo, background and -Font
 - Details about the position of text and pictures

ADV FORMAT made by Warner Bros. Discovery:

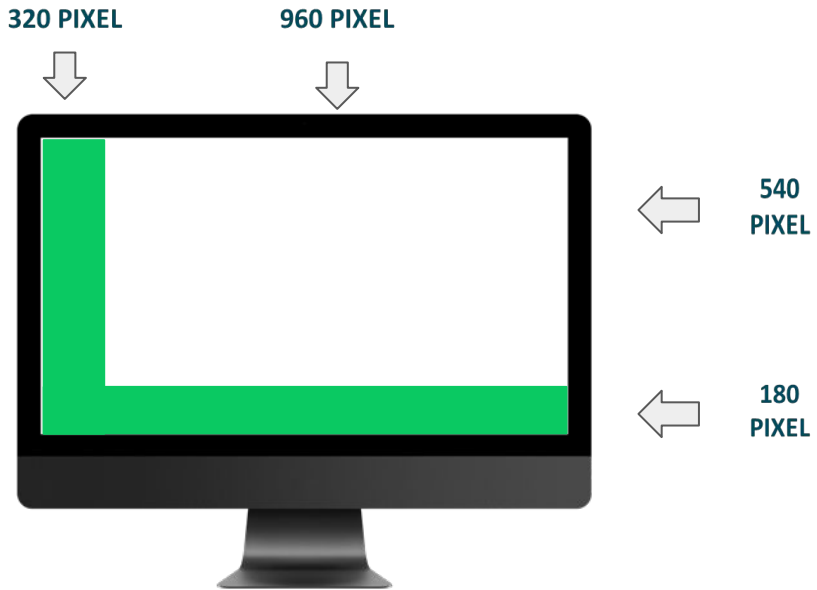
- Lanner
- Overlay & Freestyle
- Big Board
- Maxi Board
- Landing Page
- Minisites

All the Adv Format can have the interactivity option

It is possible to add a QR Code on all the Adv Formats and Interactivities



ADV FORMATS: LANNER



This format is an L-shape that cover the whole display with an half frame

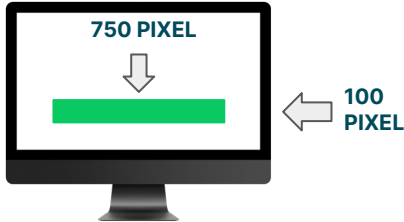
The duration is 15".
The TV show is not interrupted.
It covers the 40% of the display and the Tv show is resized proportionally.

DIMENSION	Tot: 1280x720 \\ Pixel L external: 320x180; Pixel L internal: 960x540
FORMAT	PNG; JPG
MAX WEIGHT	500 KB
INTERACTIVITY	If required: insert a CTA in a clear and visible manner es. "PREMI OK



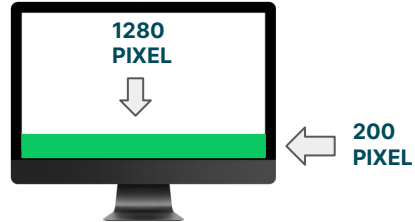
ADV FORMATS

MAXI BOARD



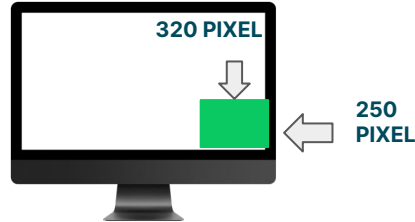
This elevator is at the bottom and middle side of the screen
 Its duration is 15".
 The TV show is not interrupted and it is partially covered

BIG BOARD



This elevator covers the the entire bottom of the screen
 Its duration is 15".
 The TV show is not interrupted and the bottom of the screen is totally covered
 It covers more than the 35% of the display

OVERLAY & FREESTYLE



This elevator is at the bottom-right of the screen
 Its duration is 15"
 The TV show is not interrupted and it is partially covered
 The freestyle can be transparent

DIMENSION	750x100 bottom, Column and row dimensions as in the example	1280x200 bottom, Column and row dimensions as in the example	320x250 bottom, Column and row dimensions as in the example
FORMAT	PNG, JPG	PNG, JPG	PNG, JPG
MAX. WEIGHT	500 KB	500 KB	500 KB
INTERACTIVITY	If required: insert a CTA in a clear and visible manner ex. "PREMI OK"	If required: insert a CTA in a clear and visible manner ex. "PREMI OK"	If required: insert a CTA in a clear and visible manner ex.. "PREMI OK"



INTERACTIVITY

The users land on the Interactivity by clicking on the CTA added in the Adv Format

CLICK TO VIDEO



Video full screen without any limits of duration

CLICK TO BRANDED VIDEO



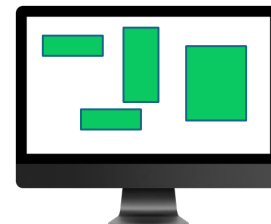
The video is in a branded and custom frame.
There are no duration limits

MINISITE



There are more slides in it. It can contains a click to video.
It is not possible to add an URL

LANDING PAGE



Static and full-screen picture. It can contains a click to video
It is not possible to add an URL

DIMENSION	1280x720 Full screen	Background: 1280x720 Video: 940x528	1280x720 Full screen	1280x720 Full screen
FORMAT	MP4 (H.264/AAC)	MP4 (H.264/AAC)	PNG; JPG	PNG; JPG
MAX WEIGHT	5 MB	5 MB	300 KB per singola slide	500 KB
NUM. SLIDE	\\	\\	\\	1 (One slide only)

TRACKING

KPI	Delivered impressions; click to Lanner
TRACKING TYPE	1x1 Pixel
POSITION	It can be add to all the Adv Formats: Lanner; Overlay; Freestyle; MaxiBoard; BigBoard
EXAMPLE	<code></code>

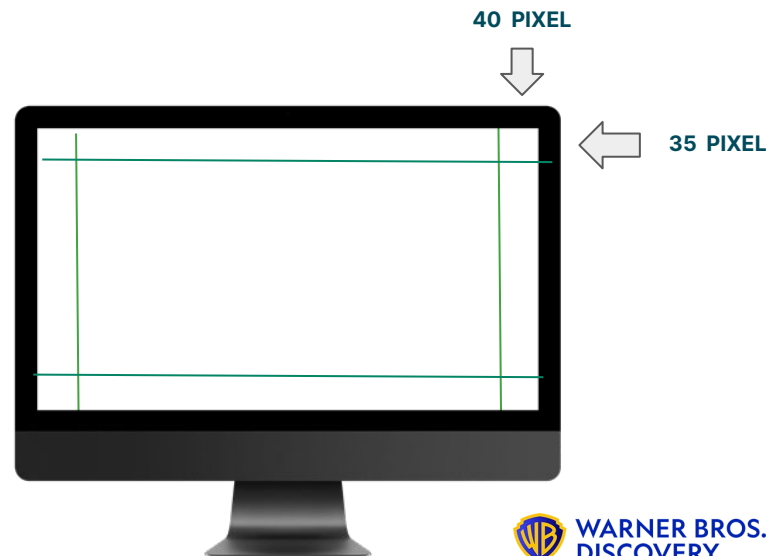
SAFE AREA

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

Staying within the safe area both the Adv Formats and the interactivities are fully visible regardless the devices

DIMENSION

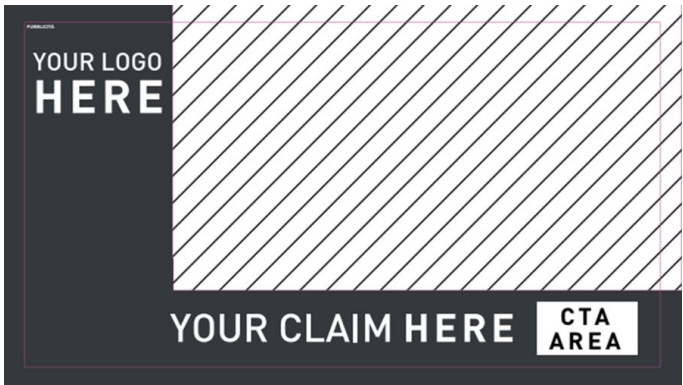
Vertical sides (right and left): 40 pixel
Horizontal sides (up and down) : 35 pixel



TEMPLATE

LANNER

LAYOUT 1



■ Area reserved for graphics elements, and background pictures

— Safe Area: 40 pixel → vertical sides (right and left);
35 pixel → horizontal sides (up and down)

LAYOUT 2



■ ■ Area reserved for graphics elements, and background pictures

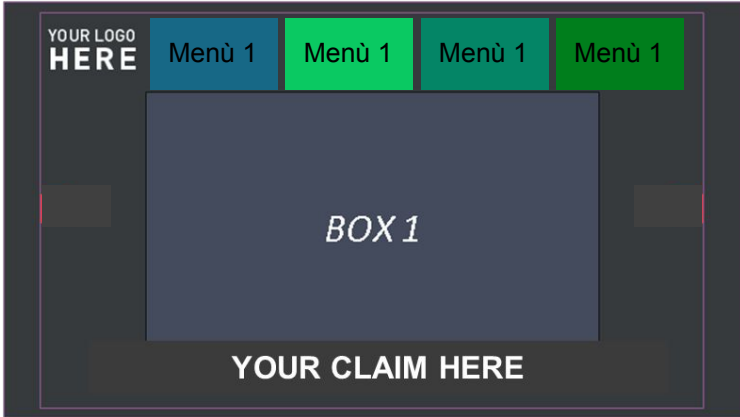
— Safe Area: 40 pixel margini verticali (a dx e a sx); 35 pixel margini orizzontali (in basso e in alto)



TEMPLATE

MINISITE

LAYOUT 1



Area reserved for the Menu items

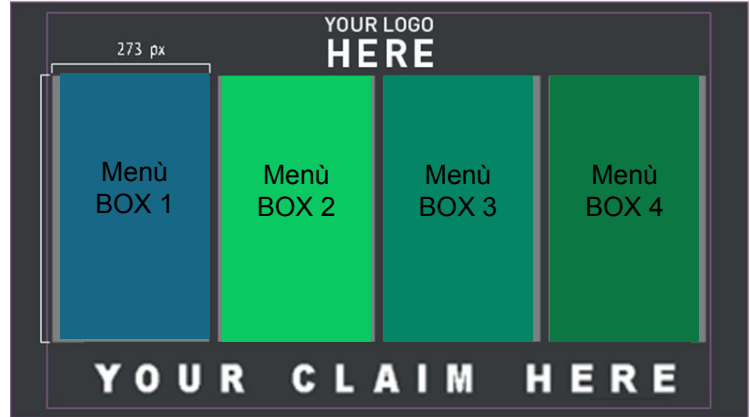


Area reserved for graphics elements, and background pictures



Safe Area: 40 pixel → vertical sides (right and left);
35 pixel → horizontal sides (up and down)

LAYOUT 2



Area reserved for the Menu items



Area reserved for graphics elements, and background pictures



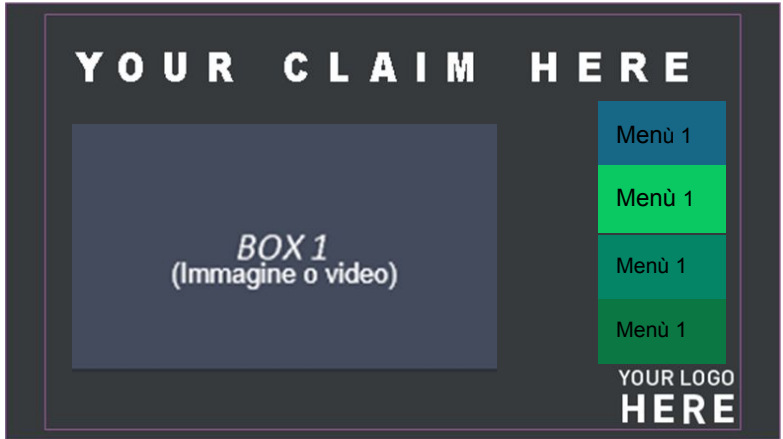
Safe Area: 40 pixel → vertical sides (right and left);
35 pixel → horizontal sides (up and down)



TEMPLATE

MINISITE

LAYOUT 1



Area reserved for the Menu items

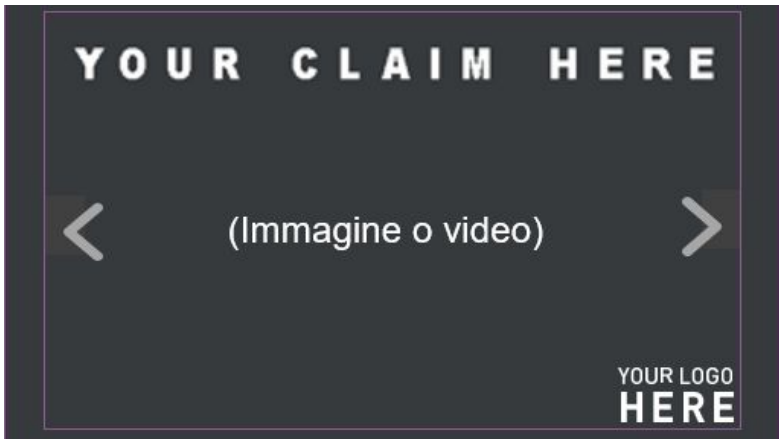


Area reserved for graphics elements, and background pictures



Safe Area: 40 pixel → vertical sides (right and left);
35 pixel → horizontal sides (up and down)

LAYOUT 2



Area reserved for graphics elements, and background pictures



Safe Area: 40 pixel → vertical sides (right and left);
35 pixel → horizontal sides (up and down)



TEMPLATE

ITEMS TO DELIVER

ITEMS	FORMAT/DIMENSION
LOGO	Send the logo and its guidelines .Ai / .PDF / .EPS / .SVG / .PNG (short side bigger than 700px)
BACKGROUND IMAGES	Send the pictures in HD Dimension: min 1280×720 px .JPG / .PNG / .PSD / .TIFF
GRAPHIC ELEMENTS	Send the pictures in HD .JPG / .PNG / .PSD / .TIFF / .PSD / .TIFF / .Ai / .Idml
BOX MINISITE_LAYOUT 2 PICTURES	Send the pictures in HD 273× 461 px
LANNER_LAYOUT 2 PICTURES	Send the pictures in HD. Dimension: min. 115×193 px .JPG / .PNG / .PSD / .TIFF
MINI SITE VIDEO	Send the video in .MP4 format Send a screen that has to be used as cover: .JPG / .PNG / .PSD / .TIFF

QUICK RECAP

ADV FORMAT	DATA FORMAT	SIZE, POSITION, WEIGHT	INTERACTIVITY
LANNER	png, jpg	1280x720 Full screen; 500KB	Yes
OVERLAY & FREESTYLE	png, jpg	320x250 Lower right ; 500KB	Yes
BIG BOARD	png, jpg	750x100 Bottom ; 500 KB	Yes
MAXI BOARD	png, jpg	1280x200 Bottom ; 500 KB	Yes

INTERACTIVITY*	DATA FORMAT	SIZE, POSITION, WEIGHT
VIDEO	png, jpg	1280x720 Full screen; 500KB
BRANDED VIDEO	png, jpg	Background: 1280x720; Video: 940x528; 5 MB
MINISITO	png, jpg	1280x720; 300 KB x Slide
LANDING PAGE	png, jpg	1280x720; 500 KB

SAFE AREA	DIMENSION
VERTICAL SIDES (right and left)	40 pixel
HORIZONTAL SIDES (up and down)	35 pixel

ITEMS	FORMAT/DIMENSION
LOGO	Send the logo and its guidelines .Ai / .PDF / .EPS / .SVG / .PNG (short side bigger than 700px)
BACKGROUND IMAGES	Send the pictures in HD Dimension: min 1280x720 px .JPG / .PNG / .PSD / .TIFF
GRAPHIC ELEMENTS	Send the pictures in HD .JPG / .PNG / .PSD / .TIFF / .PSD / .TIFF / .Ai / .Idml
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NOVE

DMAX

Giallo



HGTV
HOME & GARDEN

MOTORTREND

