



DIGITAL AUDIO TECHNICAL SPECS

FORMAT
DELIVERY
TRACKING & REDIRECT

DELIVERY

DELIVERY VIA TRAFFIC

5 business day before start

(send email to TrafficIPNewmedia@rtl.be)

- The audio format accepted are wav, mp3
- Codec 128 CBR / maximal gain 89db
Audio will be reencoded with same audio compression than editorial content (depending of each publisher)
- impression tracker embed into a text file

In case of 3th party redirect

(not available for Deezer inventory)

- Only VAST 2.0, 3,0 or DAAST are accepted if the audio file is compliant with format specification.
- IP Belgium does **not allow** VAST Wrapper,

If the quality of your audio file is not high enough, the traffic might refuse to use it.

IN-STREAM FORMAT

General	Deadline	5 business day before start
	Duration	Preroll : max 15 seconds Midroll : max 30 seconds
	File type	WAV, MP3
Audio	Codec	128 CBR / 128 kbps - maximal gain 89db
	VAST-Redirect	Not available for Deezer inventory VAST 2.0, 3.0 When delivering via VAST, the resulting file size must not be bigger than 1 MB
Tracking	Impression tracker	Allowed

DEEZER DISPLAY COMPANION

General	Deadline	5 business day before start
	Size	Desktop : 728x90 Mobile : 1024x1024
	File Type	JPG, PNG
	Weight	100kb
	Click URL	URL or Click-Command
	Companion text	An informative text of 36 characters maximum displayed in the Player Deezer during the broadcast of the spot (Example: "Advertiser - Product Baseline").
Tracking	Impression tracker	Allowed
	Click tracker	Allowed

Header CORS requirement

VAST header responses should be set according the following guideline in order to properly work within IP Belgium AdServer environment.

As our adserver is linked with third party video player and RTL video player is embed on syndication website, therefore, IP Belgium requires using
Access-Control-Allow-Credentials : True in order to properly perform cookie matching on users.

When the Access-Control-Allow-Credentials information is enabled in the tag response header, the Access-Control-Allow-Origin information required to be set in a particular way.

What you can do :

Access-Control-Allow-Credentials : True

Access-Control-Allow-Origin : XXXX

XXXX = should equate to the host information contained in the header request coming from the IP Belgium client.

What you cannot do :

Access-Control-Allow-Credentials : True

Access-Control-Allow-Origin : *



STRAIGHT TO THE HEART

IP