



DIGITAL VIDEO TECHNICAL SPECS

FORMAT
DELIVERY
TRACKING & REDIRECT

DELIVERY

DELIVERY VIA DMAT IPB TV

concerns campaigns broadcast on RTL TV channel and online
3 business day before start

DELIVERY VIA TRAFFIC

5 business day before start

(send email to TrafficIPNewmedia@rtl.be)

- In case of delivery via Traffic, the format accepted are avi, mp4
- The video file will be transcoded to H264 MP4 and can be used on all platforms in multi-bitrates.
- Click URL and pixel trackers embed into a text file
- Aspect ratio will be converted to 16/9.

In case of 3th party redirect

- Only VAST 3.0 or 4.1 are accepted if the video file is compliant with format specification (see page 5).
- IP Belgium does **not allow** redirect VPAID ads excepted authorized by IP Belgium (see page 5)
- IP Belgium does **not allow** VAST Wrapper,

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

IN-STREAM FORMAT

VIDEO MATERIAL DELIVERED TO AND ENCODED BY IPB

General	Deadline	5 business day before start
	Minimum size	1280x720 pixels
	Aspect ratio	16 : 9
	Duration	Maximum 40 seconds
	File type	AVI, MP4
	Click URL	URL landing page required
Video	Codec	H.264 & AAC or HE-AAC audio
	Video data rates	Minimum 2000 kbps
	Sound	Minimum 128 kbps Integrated -23 LUFS, following the R128 norm
Tracking	Impression tracker	Allowed
	Click tracker	Allowed

IN-STREAM FORMAT

VAST 3TH PARTY DISTRIBUTION (Media gency Adserver)

General	Deadline	5 business day before start
	Minimum size & rates	640x360 pixels + 400 kbps
	Maximum size & rates	1280x720 pixels + 2000 kbps
	Aspect ratio	16 : 9
	Duration	Maximum 40 seconds
	File type	AVI, MP4
	Click URL	URL landing page required
	Skip button	Video is not skippable for PreRoll / PostRoll
Video	Codec	.mp4 / .webm
	Sound	Minimum 128 kbps Integrated -23 LUFS, following the R128 norm
	VAST-Redirect	VAST 2.0, 3.0 and 4.1 VPAID by default not allowed When delivering via VAST, the resulting file size must not be bigger than 8 MB
Tracking	Impression tracker	Allowed
	Click tracker	Allowed

IN-READ FORMAT

General	Deadline	5 business day before start
	Size	1024x576 pixels
	Aspect ratio	16 : 9
	Duration	Maximum 30 seconds
	File type	AVI, MP4
	Click URL	URL landing page required
Video	Codec	H.264 & AAC or HE-AAC audio
	Video data rates	Minimum 2000 kbps
	Sound	Minimum 128 kbps Integrated -23 LUFS, following the R128 norm
	VAST-Redirect	VAST 2.0 or 3.0 only VPAID by default not allowed When delivering via VAST, the resulting file size must not be bigger than 5 MB
Tracking	Impression tracker	Allowed
	Click tracker	Allowed

3th PARTY & TRACKER

IP Belgium allow only two kinds of tracking metrics :

1. Impression tracker to measure the number of play on the creative
2. Click tracker to measure how many click that creative has made

IP Belgium support VAST 3.0 Third Party tag

[\(https://www.iab.com/guidelines/digital-video-ad-serving-template-vast-3-0/\)](https://www.iab.com/guidelines/digital-video-ad-serving-template-vast-3-0/)

- Ensure that the MP4 format is populated in the VAST XML. The SWF version is no longer supported
- Note that video **must be non skippable**.

VPAID or not usual VAST 3 – 4.1 tags are not allowed

On prior permission, IP Belgium can give its authorization for exceptional use of specific tracking method (viewability) as VPAID. Only 3th party provider certified by IP Belgium will be allowed. The advertiser undertakes to transmit to IP Belgium all the results and performance analyzes obtained within the creative served through IP Belgium publishers.

Where appropriate, the use and communication of such datas shall be determined by mutual agreement and in writing between the parties.

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

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