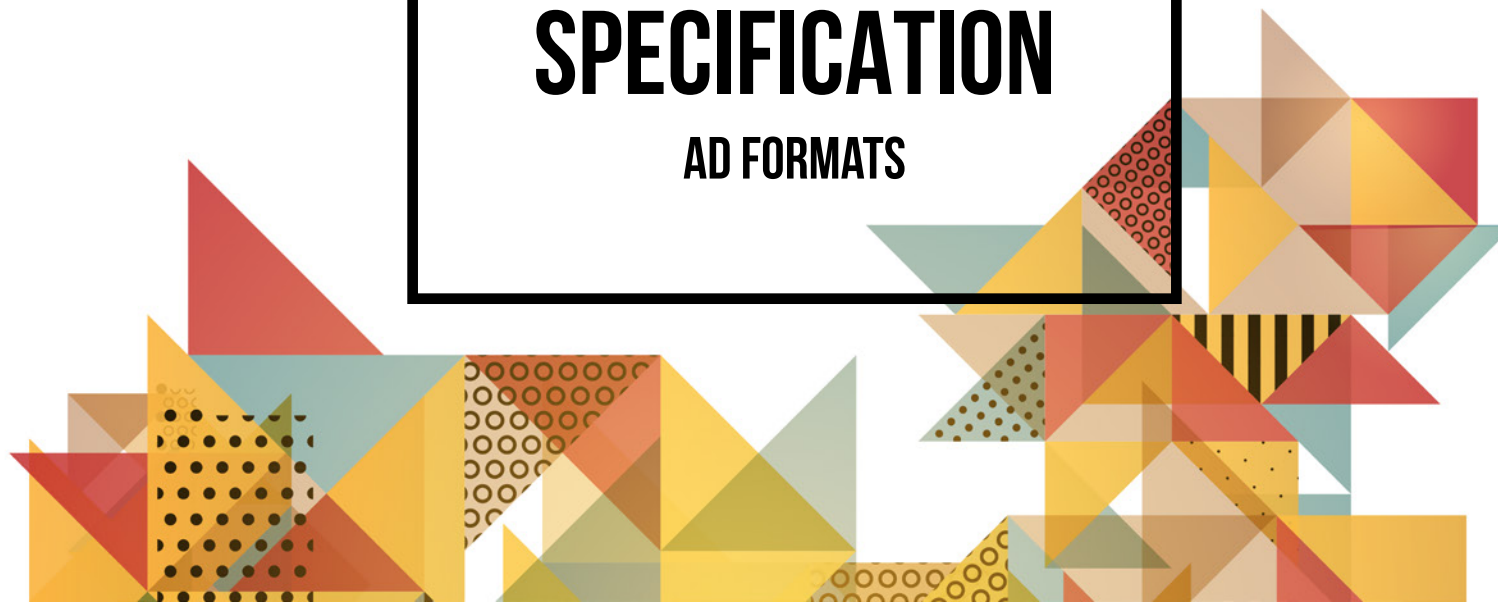




TECHNICAL SPECIFICATION

AD FORMATS



AVAILABLE AD FORMATS

- PREROLL/MIDROLL/POSTROLL
- BRANDED PREROLL/MIDROLL/POSTROLL

GENERAL INSTRUCTIONS

- WE ASK FOR SENDING US A COMPLETE SET OF CREATIVES AT ONCE, FOR THE WHOLE CAMPAIGN, AT LEAST 3 WORKING DAYS BEFORE ITS START. OTHERWISE, WE DO NOT GUARANTEE TIMELY START OF THE CAMPAIGN
- CREATIVES MUST HAVE A SIZE AND WEIGHT COMPLIANT WITH DETAILED SPECIFICATION (FOR SPECIFIC AD FORMAT)
- A SET OF CREATIVES SHOULD BE PROVIDED WITH AN ACTIVE URL (EXCEPT NON-CLICKABLE FORMATS)
- ADS THAT CAUSE ERRORS OR WARNINGS IN USERS BROWSERS WILL NOT BE ACCEPTED;
- HTML5 SPECIFICATION IS AVAILABLE [HERE](#);

PRE-ROLL/MID-ROLL/POST-ROLL

WWW APP TV

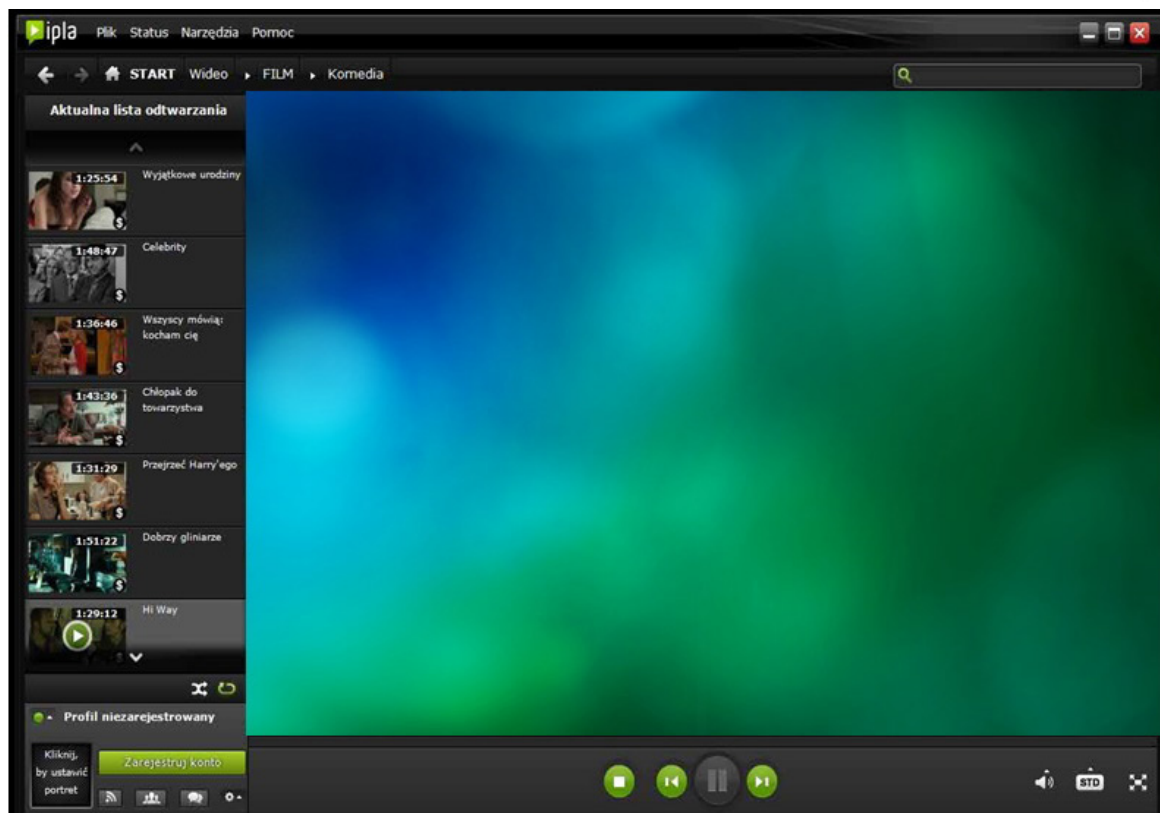
ADVERTISING SPOT, EMITTED BEFORE, DURING OR AFTER THE MAIN VIDEO MATERIAL. AVAILABLE ON ALL PLATFORMS, I.E. PERSONAL COMPUTERS, MOBILE DEVICES (TELEPHONES AND TABLETS) ALSO ON THE TELEVISION PLATFORM. THE AD IS CLICKABLE ON ALL PLATFORMS EXCEPT THE SMART TV PLATFORM.

REQUIREMENTS:

- format: MP4
- resolution: min. 720i/p
- pixel aspect ratio: 16:9
- MAX AUDIO LEVEL: -9DBFS
- FPS: 25
- weight: no limit

COMMENTS:

- VIDEO AD REQUIRES BOTH IMAGE AND AUDIO LAYERS
- THE ABOVE RESOLUTIONS REFER TO THE EFFECTIVE AREA OF THE VIDEO AD - I.E. REFER TO THE AREA WITHOUT MATTE
- ADVERTISING TIMES OTHER THAN 30 SECONDS ARE ALLOWED



BRANDED PRE-ROLL/MID-ROLL/POST-ROLL

WWW APP TV

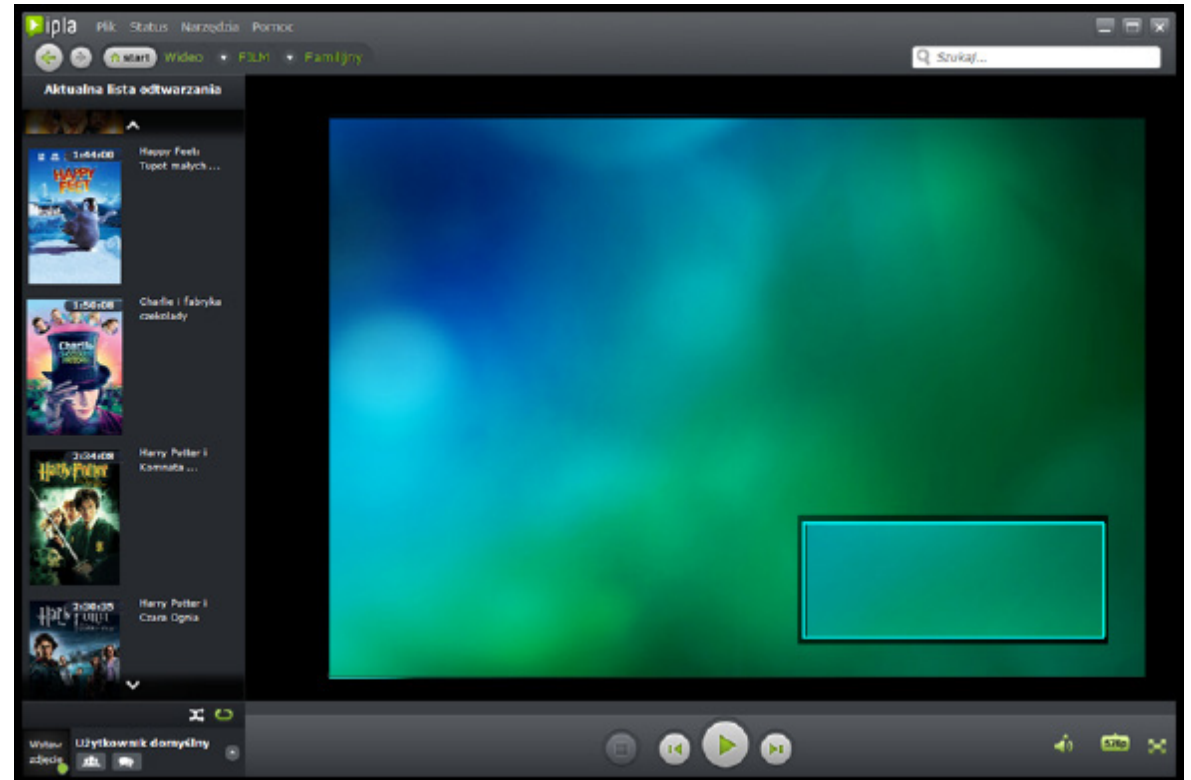
A COMBINATION OF VIDEO ADVERTISING SPOT WITH INTERACTIVE ELEMENTS. THESE ELEMENTS ARE DISPLAYED OVER VIDEO AD ONLY DURING ITS PLAYBACK.

REQUIREMENTS:

- video:
 - spot prepared according to the guidelines for linear video advertising
- graphic elements:
 - weight: each up to 40kb
 - format: JPG/PNG
 - size: any size (recommended up to 650x150px for horizontal orientation and up to 100x300px for vertical orientation)

COMMENTS:

- SOUND IN AD IS ALLOWED WITHOUT USER INTERACTION
- JPG/PNG FORMAT IS DISPLAYED ON IPLAT.TV WEBSITE(DESKTOP/MOBILE)





POLSAT MEDIA
B I U R O R E K L A M Y

