



As of May 2026

Technical specifications Total Video

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Technical specifications

TV commercials & Special Ads

General information

Sponsorship

A sponsor is an entity that is not involved in the production or broadcast of a programme, but contributes to its direct or indirect financing. The sponsor may not impair the editorial independence of the programme.

The sponsor credit must be clearly identifiable at the beginning or at the end of the sponsored programme and must be kept reasonably short (around 7 seconds per sponsor). A reference to the sponsor within a programme before and after each commercial break is permitted. Multiple sponsors are also allowed. Programme trailers may not be sponsored.

The sponsor credit must establish a clear connection to the sponsored programme and, apart from an image-building slogan, may not contain any additional advertising statements about the sponsor, its products, or its brands.

News programmes and programmes providing political information may not be sponsored; the sponsorship of advertising itself is not permitted. Short formats (also known as segments), such as the weather report, may be sponsored.

Programmes may not be sponsored by companies whose main activity is the manufacture and/or sale of cigarettes and other tobacco products.

Political, ideological, or religious organisations are not allowed to sponsor programmes.

Additional conditions for sponsoring / special ads

The general terms and conditions of the channels marketed by RTL AdAlliance Austria apply to traditional television advertising. For special ads, the following provisions apply additionally and take precedence.

A) TV sponsorship: If the number of broadcasts is lower than stated in the offer, only the actual broadcasts will be invoiced. This means that the total price will be reduced proportionally. If more broadcasts are possible than agreed, a corresponding notification/adjustment of the offer will be made, and the additional broadcasts can be booked subsequently on the basis of their rate or price group valid at the time the contract was concluded. In the event that the broadcast slot of the sponsored programme is moved, a new offer will be issued.

If the sponsoring elements are produced by the client, RTL AdAlliance will carry out a legal review in advance. This can be done by submitting a storyboard at least 10 weeks before the broadcast.

General information

Additional conditions for sponsoring / special ads

In the event of a legal objection by the broadcaster/RTL AdAlliance, the client shall make the necessary changes and provide the broadcaster/RTL AdAlliance in good time with a version that may be broadcast in accordance with the specifications of the broadcaster/RTL AdAlliance. The broadcaster and RTL AdAlliance accept no liability. The sponsoring elements must be available to RTL AdAlliance in their final version at least 3 working days before broadcast.

RTL AdAlliance reserves the right to allocate programme sponsorship for the broadcast to another client, taking into account the agreed exclusivity with respect to competitors. The competitor exclusivity relates exclusively to the sponsorship. The client must state bindingly which product will take over the programme sponsorship. In the event of a subsequent specification or change of product, RTL AdAlliance cannot guarantee compliance with an agreed competitor exclusivity.

Sponsorship: right of withdrawal/cancellation fees

12 weeks before broadcast: 10% of the gross rate

8 weeks before broadcast: 50% of the gross rate

4 weeks before broadcast: 100% of the gross rate

B) Exclusive placement and special creation: The offer made by RTL AdAlliance is non-binding. A spot to be used in split-screen must be submitted to RTL AdAlliance at least 3 days before broadcast. The implementation of exclusive spots depends on the availability of advertising inventory. If changes are made to the price or rate group of the advertising environment, the prices will be adjusted accordingly. In the event of a deviation between the actual number of broadcasts and the offer, the prices will be adjusted accordingly. RTL AdAlliance reserves the right to market additional exclusive positions and special creations within the format.

General information

Unless otherwise specified in these specifications, the current recommendations of the EBU shall apply and are binding.

The Mediengruppe RTL Deutschland only accepts commercials in high definition (HD). At the present time, commercials are broadcast in stereo only. Subtitling of commercials for hearing-impaired viewers is currently not planned. Programmes, including advertising, are broadcast only with loudness control in accordance with EBU Recommendation R 128. All commercials must be delivered with normalised loudness.

Safe title area

The title-safe area is the area in which important visual information must remain visible on transmission. Due to different technical standards in TV sets, it cannot otherwise be guaranteed that all devices will display the full content of the broadcast image. To ensure that all relevant content is displayed, the two standards "action-safe area" and "title-safe area" are used and must be observed when designing the visual content.

ACTION-SAFE AREA

Covers 90% of the picture area.

Margin left & right: HD 96 px | SD 51 px; top & bottom: HD 54 px | SD 29 px

This area, which is 10% smaller than the full picture, ensures that all action within this area remains visible.

TITLE-SAFE AREA

Covers 85% of the picture area.

Margin left & right: HD 145 px | SD 77 px; top & bottom: HD 81 px | SD 43 px

The legally required advertising identification must appear within this area.

This area, which is 15% smaller than the full picture, ensures that all titles and text inserts remain visible.

Material request

The best way to deliver material is tapeless via FTP server.

Still image	Open Adobe Photoshop file TIFF (including alpha and bleed) JPEG PNG
Logos, Typos	Adobe-Illustrator-file (.eps or .ai)
Fonts (Writings)	TrueType (.ttf) OpenType (.otf)
Project Data AE	Open Adobe Photoshop file TIFF (including alpha and bleed) JPEG PNG
Tone	Sound is transmitted at a uniform volume in accordance with EBU R128. Preferred Linear PCM stereo – 48 kHz / 16 bit resolution Integrated in Quicktime movie (see MOVING IMAGE) AIFF (.aif) WAVE (.wav)
Moving image	If necessary, with alpha channel or separate key (with overflow): Quicktime movie, codecs: Apple ProRes HQ, animation (alternatively PhotoJPEG or uncompressed, other codecs by arrangement) Tiff sequences (.tif) Targa sequences (.tga) PNG sequences (.png)

Delivery of advertising spots

Advertising spots should be delivered online in file format wherever possible. A secure web interface is available for this purpose:

<https://ingest.cbc-service.de/ingest-werbung/>

A one-time, free registration is required to deliver the files. Only MXF containers with the XDCAM HD 422 encoding algorithm are accepted as wrapper or container formats, and Operational Pattern 1a (OP1a) must be used.

The MXF file generated by the source system must comply with SMPTE RDD09-2013.

The sound must have a resolution of 24 bits in at least two discrete audio tracks.

Multiplexed data streams in an audio track are not permitted.

The file may only consist of the actual net content of the advertising film and must be concluded with four additional black/mute frames. It may not have any opening credits and must have the first visible image or the first audible sound as the start frame.

Image format

Delivered commercials must always be recorded in 1080i/25 format. If the source material is film, it must be encoded at 25psF.

Toneformat

Advertising spots should preferably be produced and delivered in stereo, but at least in 2-track mono. A stereo signal must be backward compatible with mono receivers without a negative correlation coefficient (greater than or equal to zero). Furthermore, it must be ensured that at least tracks 1 and 2 contain the complete programme sound. The use of additional audio tracks for the transport of 5.1 multi-channel sound is permitted in accordance with these technical guidelines, but commercials will initially only be broadcast in stereo at this time.

Timecode

The timecode must start with the first frame at timestamp 00:00:00:00, 02:00:00:00 or 10:00:00:00 and be continuously ascending for the entire duration of the spot. All timecode tracks that may be present in parallel on a medium must have identical timecodes.

The audio track assignment of the media file must correspond exactly to one of the following schemes, whereby currently only the programme audio from tracks 1+2 is broadcast:

	1	2	3	4	5	6	7	8
XDCAM HD Stereo	Stereo L	Stereo R	-	-	-	-	-	-

The use of a Dolby E-Stream within a media file is not permitted.

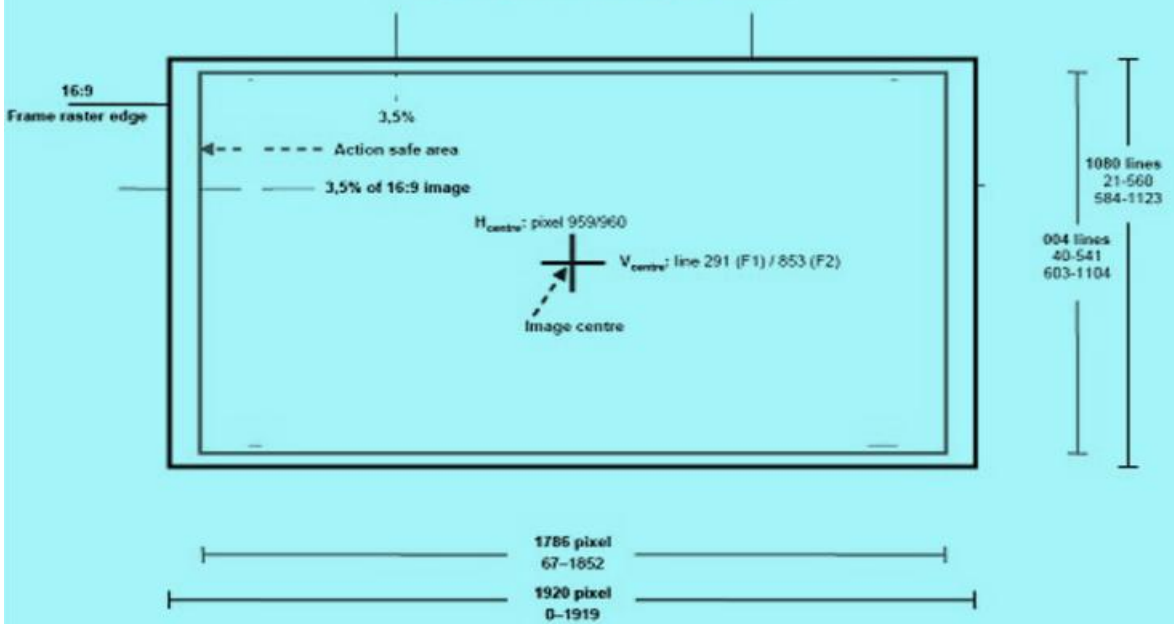
Important part of the image

To ensure that the important parts of the image are displayed on (consumer) end devices, the safety margins (action safe area) defined in EBU R95 must be observed (Fig. 2.1). Modern TV receivers usually display images with pixel precision. Therefore, objects that do not belong to the scene and other interference signals or unclean image edges must not be visible.

Under certain circumstances, they may not be displayed completely on every receiving device. When creating special advertising formats in particular, content may be cut off or not displayed completely outside the action-safe area.

	Vertikal	Horizontal
Action Safe Margin	3,5 %	3,5 %

Scanning raster 1080i/25 and 1080psf/25: 16:9 safe areas for 16:9 presentation
Image format: 16:9 Full Format



Videosignal

Throughout the entire duration of the commercial, the video signal must comply with ITU-R BT709-6.

The maximum level of the luminance signal must not exceed 100%. This value corresponds exactly to 700 mV.

The maximum level of the combined FBA signal must not exceed 133% and must not fall below -33%.

The black lift must be between 0% and a maximum of 2%.

Audiosignal

The audio signals must be modulated in such a way that a programme loudness (target level) of -23 LUFS (+/- 0.5 LU) is achieved. The maximum short-term loudness must not exceed -18 LUFS (+5 LU). A maximum peak level of -1 dBTP is permitted. In accordance with the "Practical Guidelines" (EBU Tech 3343, point 10.1 "Commercials (Advertisements) and Trailers"). Further detailed information on this can also be found in documents EBU Tech 3341 to 3344.

Prerequisite: "EBU mode" loudness meter (hardware or software)

Measuring devices commonly used for this purpose to date

Explanation of terms

LU (Loudness Units):

Relative unit of loudness; reference to the dB scale: 1LU = 1dBr.

LUFS:

Absolute unit of loudness relative to digital full scale ("Loudness Units Full Scale")

Scales:

1. 'EBU +9 scale': -18.0 LU to +9.0 LU (-41.0 LUFS to -14.0 LUFS);
 2. 'EBU +18 scale': -36.0 LU bis +18.0 LU (-59.0 LUFS to -5.0 LUFS);
- The following applies to both scales: -23.0 LUFS = 0.0 LU

Sliding time windows for loudness measurements:

Momentary "M" (400 ms integration)

Short term "S" (3 s integration)

Integrated "I" (individual integration length from start to stop)

Programme loudness:

Average loudness value, integrated over the entire duration of a programme (a number expressed in LUFS). This is obtained from the "I" measurement.

In this context, "programme" refers to a single commercial or trailer (generally an individual, independent, related piece of programming ("broadcast")).

Loudness Range (LRA):

Range of loudness levels within a programme (conceptually comparable to "programme dynamics").

This parameter is not useful for very short programmes (

Exact maximum peak level ("Maximum True Peak Level"):

Maximum value of the continuous audio signal waveform of a programme in the time domain, measured with 4x oversampling, unit of measurement dBTP, reference value 0 dBFS. The maximum true peak level can be several dB higher than the sample peak value in the case of strong impulses.

Requirements for loudness meters:

The algorithm for loudness measurement is defined in ITU-R BS.1770.

K-weighting curve according to ITU-R BS.1770: frequency weighting for loudness measurement.

Gating:

Absolute gate of -70 LUFS. "M" measurements below this value are not included in the calculation of the "absolute gated integrated loudness".

Relative gate of -10 LU, based on the currently calculated "absolute gated integrated loudness". "M" measurements below this threshold are not included in the further averaging of the I value for programme loudness.

True peak measurement with 4x oversampling.

For an in-depth examination of the topic, you will find the following four documents, which cover all aspects of the new standard, at:

<http://tech.ebu.ch/loudness>

EBU Tech 3341 Metering specification ("EBU mode")

EBU Tech 3342 Loudness Range descriptor

EBU Tech 3343 Practical Guidelines

EBU Tech 3344 Distribution Guidelines

All information is available as PDF for download at <https://ingest.cbc-service.de/ingest-werbung/>

TGA sequences RTLZWEI

Important advertising regulations / RTLZWEI

For the insertion of advertising elements in addition to the programme material, the current version of the Interstate Broadcasting Treaty (Rundfunkstaatsvertrag) states in § 7 para. 4: A partial occupation of the broadcast image with advertising is permissible if the advertising is clearly separated visually from the rest of the programme and identified as such.

For HD broadcasts, the size, colour and font of the word "WERBUNG" may not be smaller than 34 px (cap height) in Arial Bold or Helvetica Neue.

For cut-ins, the advertising label is defined via the TGA sequence supplied for integration into the advertising medium.

Delivery of TGA sequences

The TGA sequence must be delivered at least 10 working days before broadcast. Prior to delivery, RTL AdAlliance Austria must grant content and legal approval of the TGA sequence (in advance via QuickTime/mpg preview).

After this approval, the TGA sequence is delivered tapeless via FTP server to RTL AdAlliance Austria.

If there are errors within the TGA sequence (e.g. "WERBUNG" too small or incorrectly positioned), the material must be rejected and the client is requested to deliver a corrected TGA sequence to RTL AdAlliance Austria within one working day.

The graphic must be supplied as a TGA sequence with alpha channel (32-bit).

FTP server: <ftp://ftp.rtl2.de>

User: motivdispo

Password: #motiv-08Dispo

FTP-Server: <ftp://ftp.rtl2.de>

User: motivdispo

Passwort: #motiv-08Dispo

The individual images must be numbered consecutively, e.g.:

FILENAME_0001.tga

FILENAME_0002.tga

The following parameters must be observed:

Image size: 1920x1080

TGA (Targa) files with alpha channel (32 bits)

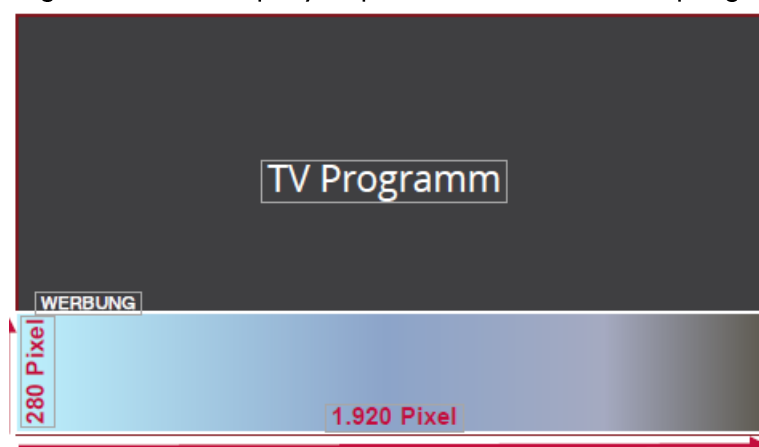
25 full frames per second

continuously ascending numbering

HD resolution

Cut In – horizontal integration RTLZWEI

This is an advertising bar that is displayed parallel to the current programme.



Format/size	width: 1920 Pixel (entire screen width) height: until 280 Pixel
advertising disclosure	See TGA sequence
Spotlength	10 seconds
Placement	Fixed placement, entire width can be used, exact placement in the current programme is at the discretion of the broadcaster. Image format 16:9
Delivery	According to the broadcast schedule, at least 10 working days before the first broadcast.
Frames	Cut-in build in 10 frames, cut-out in 10 frames No full screen/black screen with alpha at the beginning and end of the sequence

Important advertising law requirements/RTLZWEI:

Approval, legal review and written clearance of the storyboard (text and image version) will be carried out by RTLAdAlliance Austria prior to production.

Permanent advertising label (from the first to the last frame – capital letters) in direct connection above the advertising element

Clear visual separation between advertising and programming

Image build-up and breakdown minimum 8 frames

Cut In - horizontal integration RTL

This is an advertising bar that is displayed parallel to the current programme.



Format/size	Maximum cut-in size: 1,920 x 280 pixels (at 1,920 x 1,080 pixels)
advertising disclosure	The word 'ADVERTISEMENT' should preferably be inserted by MGRTL Marketing. Please leave space for this.
Spotlength	7 – 10 Seconds
Layout	<p>Before implementation, the layout must be approved by the broadcaster, RTLAdAlliance Austria and the legal department of MGRTL. If MGRTL requires significant changes during production, these will be communicated.</p> <p>Inserts should preferably be graphically designed and not contain large areas of live action, as this will cause them to compete too strongly with the programme.</p> <p>The background can be transparent or opaque. If transparent, the maximum opacity is 80-90%.</p>
Delivery	<p>Cut-ins can be delivered ready for use.</p> <p>In accordance with the broadcast schedule, at least 10 working days before the first broadcast.</p>
Frames	In addition, setup and dismantling are required, which may not exceed a maximum of 10 frames each (e.g. for a 7-second booking, a total of 7 seconds and 20 frames must be delivered).

Material delivery RTL:

Moving images and, as required, STILL IMAGES and LOGOS (fonts, logos)

Upon delivery of the finished cut-in after prior consultation and layout approval: approx. 5 working days

If the cut-in is implemented by MGRTL marketing, depending on the effort involved: approx. 6-10 working days of pure production time

For particularly time-consuming projects (e.g. filming or 3D production): upon prior consultation

Feasibility depends on the availability of suitable environments and approval by the broadcaster.

SKY material delivery

The preferred method of delivery for special graphic advertising formats is via download link. Alternative delivery methods – such as WeTransfer or FTP server – are possible (but please do not use Dropbox).

Lead time:

Delivery of final motif at least 7 working days before initial broadcast (as Sky may still make adjustments such as fade-in/fade-out animations and advertising labels)

Important:

Please send an informal email to veronika.dreer@sky.at and tobias.fellinger@sky.at at the same time as delivering the advertising material

Transmission standard and safe area

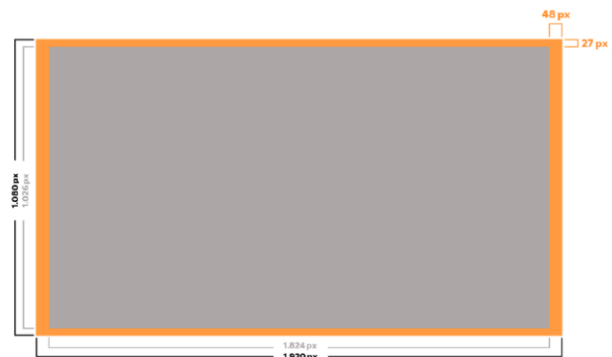
Standard delivery

HD 1,080 50i 16:9 (1920 x 1080 px)

25 fps

Safe Area

The safe area used by Sky is
1824px x 1026px (95%)



Please do not place any relevant images, logos or text at the very edge of the page. Instead, leave at least the following space around the text:

Vertical: 48px from the left and right margins

Horizontal: 27px from the top and bottom margins

SKY Live-Insert (LINS)

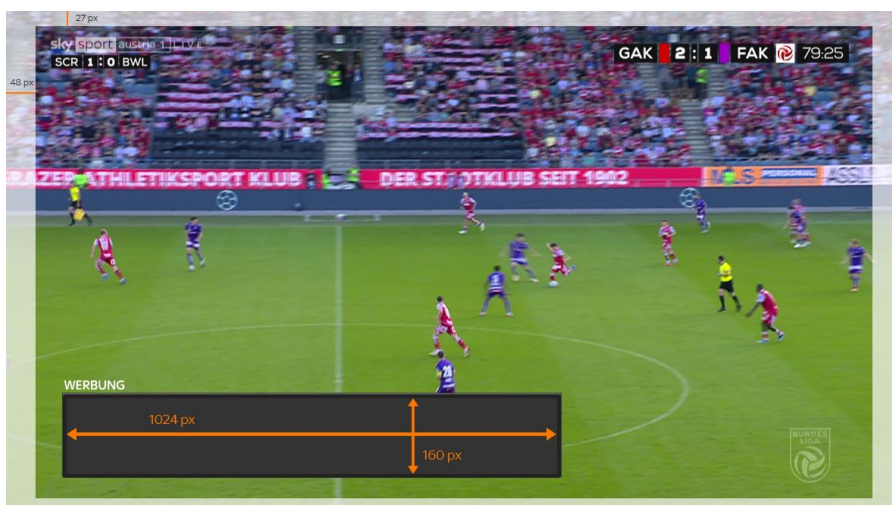
The live-insert is placed at the bottom centre of the programme image.

Clips, animations, spot elements, etc. can be integrated into the graphically animated advertising format (moving images without audio).

Please place the advertising label ("ADVERTISEMENT") outside the advertising material on the left-hand side in the specified area (see screenshot), at the top level and insert it clearly visible. Font Calibri Bold in uppercase (24 pt).

Technical requirements

Dimensions	delivery 1024 x 160 px
Standard length	10 seconds
File formats	Uncompressed Quicktime with alpha channel Tiff (.tif) sequence with integrated alpha channel Targa (.tga) sequence with integrated alpha channel
Delivery	7 working days before initial broadcast (final motif)
Advertising label	ADVERTISEMENT in Calibri Bold font in capital letters (24 pt) at the highest level, clearly visible at all times



SKY Live-Frame (LFR)

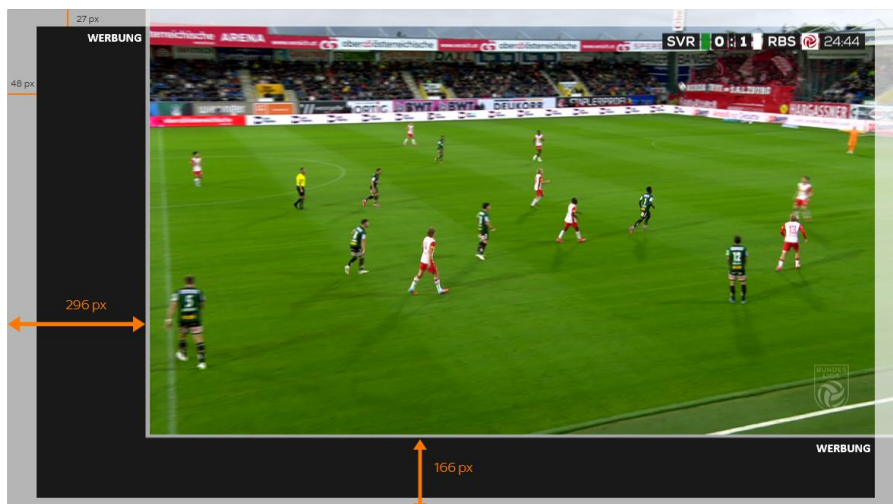
The broadcast image is reduced in size and a graphically animated insert in the form of an L-frame with vertical and horizontal areas appears directly in the live programme. The live image is not obscured by the advertising format.

Clips, animations, spot elements, etc. can be integrated into the graphically animated advertising format (moving images without audio).

Please insert the advertising label ("ADVERTISEMENT") within the advertising material in ONE of the two positions in the specified area (see screenshot), at the top level and clearly visible. Font: Calibri Bold in capital letters (24 pt).

Technical requirements

Dimensions	Vertical: 296 x 1080 px Horizontal: 1920 x 166 px Please deliver as a single connected element.
Safe Area	48 px left and right 27 px top and bottom
Standard length	10 seconds
File format	HD 1080p50 16:9 (1920x1080 px)
Codec	MOV Apple ProRes422 HQ
Frame rate	50 FPS
Delivery	7 working days before initial broadcast (final motif)
Advertising label	ADVERTISEMENT in Calibri Bold font in capital letters (24 pt) at the highest level, clearly visible at all times



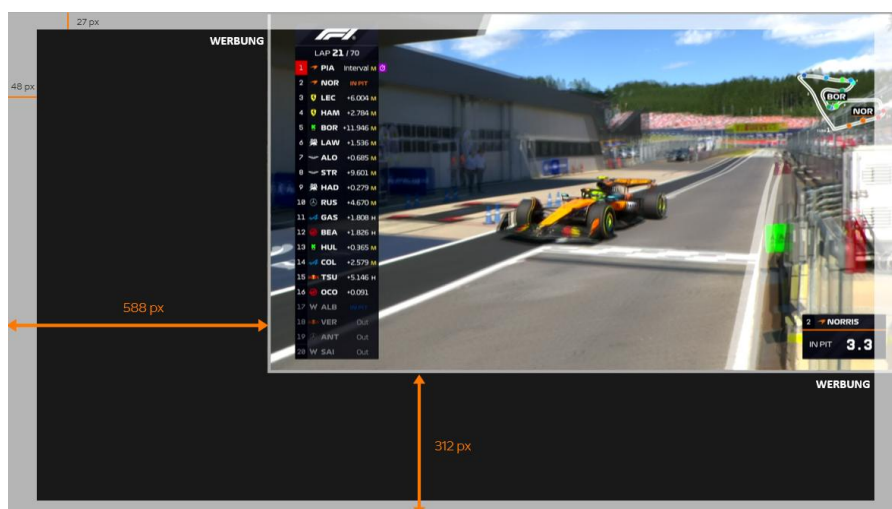
SKY Super-Frame (LFRS)

During the live programme, the programme image is reduced in size and an advertising space in the form of an L-frame appears. The programme image is not obscured by the advertising.

The advertising space can include, for example, clips, animations, graphics and ad elements (without audio), etc. Please insert the advertising label ("ADVERTISEMENT") within the advertising material in ONE of the two positions in the specified area (see screenshot), at the top level and clearly visible. Font: Calibri Bold in capital letters (24 pt).

Technical requirements

Dimensions	Vertical: 588 x 1080 px Horizontal: 1920 x 312 px Please deliver as a single connected element.
Safe Area	48 px left and right 27 px top and bottom
Standard length	10 seconds
File format	HD 1080p50 16:9 (1920x1080 px)
Codec	MOV Apple ProRes422 HQ
Frame rate	50 FPS
Delivery	7 working days before initial broadcast (final motif)
Advertising label	ADVERTISEMENT in Calibri Bold font in capital letters (24 pt) at the top level, clearly visible at all times



SKY Rating integration

on a sponsorship spot or a Golden Spot

Technical requirements

Dimensions	delivery 1250 x 200 px
Standard length	5 - 7 seconds
File format	tga or png formats with integrated alpha or key, uncompressed
Delivery	7 working days before initial broadcast (final motif)



SKY Augmented Reality (AR)

Please deliver the skyscraper graphic design as a png file, and the sky graphic designers will recreate an AR graphic from it.

Please deliver **14 working days before the first broadcast**.

Technical requirements



SKY Conference separator (KTR)

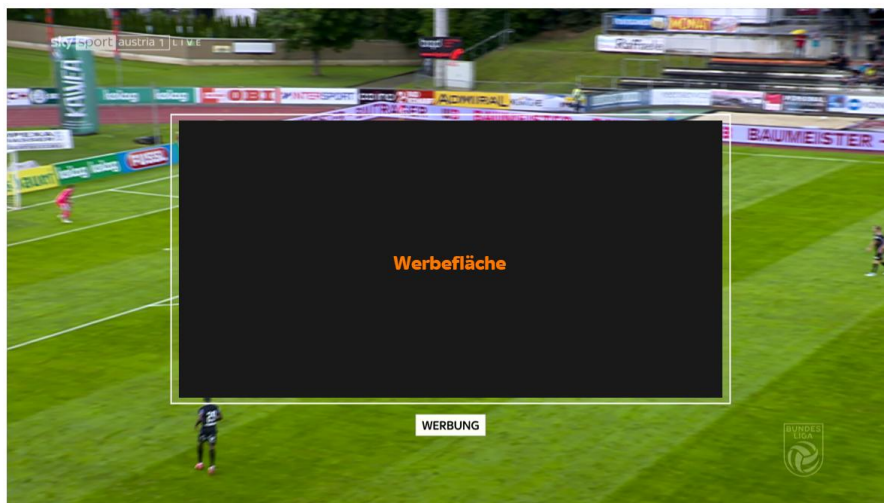
The conference separator acts as a switching element when switching between stadiums during live conferences.

The company logo is incorporated into the advertising space.

Once the graphics/clip have been delivered, Sky will produce the final version of the conference break, including the advertising branding.

Technical requirements

Dimensions	landscape or portrait format
Standard length	1,5 seconds
File format	Animation: HD 1080p50 (no audio) MOV Apple ProRes422 HQ Still: High resolution: .tif, .jpg or .png
Delivery	7 working days before initial broadcast
Advertising label	The advertising label is added by Sky.



SKY On-Screen Credit (OSC)

The on-screen credit (OSC) is integrated directly into the live picture within the advertising space as a graphically animated or static company logo.

The fade-in/fade-out animation for the on-screen credits is created by Sky.

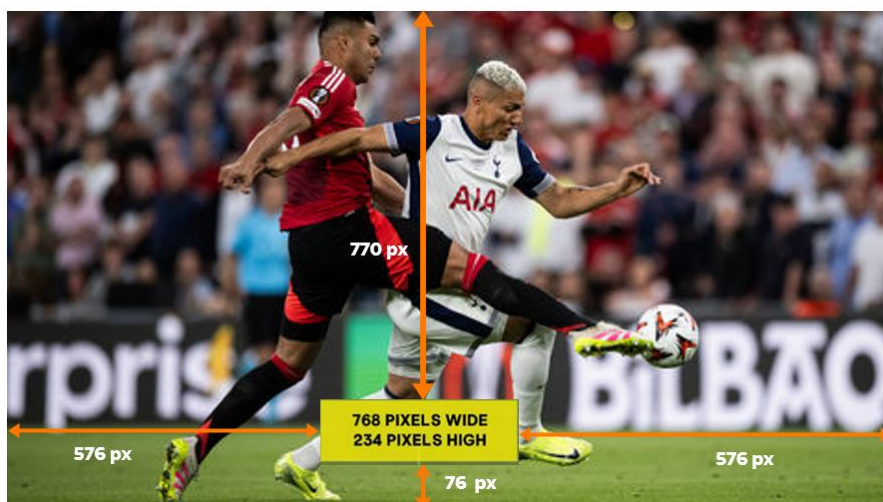
IMPORTANT: Due to the fade-in/fade-out animation, no important content should be visible during the first 0.5 seconds or the last 0.5 seconds, so that it is not obscured by the animation.

The area surrounding the actual image must be completely transparent (100% transparency).

The advertising is provided by Sky.

Technical requirements

Dimensions	1920 x 1080 px (to be supplied as a full-screen image with full transparency around the graphic/clip) advertising space: 768 x 234 px
Standard length	6 seconds
File formats	Format: MOV / ProRes 4:2:2 Audio: muted, with and without animation within the clip
Frame rate	50 FPS
Delivery	7 working days before the first broadcast





Technical specifications

Addressable TV

Addressable TV Specifications

General Informations

Advertising material	delivered always as one file, for JPG with a black background
Dimension	please see the information provided for each individual advertising format
Third-Party-Redirect	no
Third-Party Tracking	generally possible via smartclip anonymization proxy for impressions and clicks
Requirement	The smartclip anonymization proxy is not recognized as "fraud". For this purpose, the proxy user agent ("smartclip-atv") must be allowed on the tracking provider's side. Click trackers may contain redirects to target pages.
Programmatische Kampagnen (d-force)	Please note that different specifications may apply for programmatic campaigns.
Lead time	<ul style="list-style-type: none"> – 5 working days before the start of the campaign – 10 working days before the start of the campaign for dynamic advertising media (e.g. weather targeting, regionalized advertising targeting based on external data sources) – 10 working days before the start of the campaign for production by IP Austria → delivery of all assets (videos, images) – 10 working days before the start of the campaign if microsites are booked; technical monitoring and going live (via the infrastructure of our technical partner smartclip) is carried out by RTL AdAlliance
Additional information	<p>RTL AdAlliance reserves the right to stop the delivery of advertising material or microsites if:</p> <ul style="list-style-type: none"> – Complaints from viewers / users arise following the start of the campaign – It subsequently turns out that the advertising material or the microsites disrupt or impair the performance or use of the TV programming – The advertising media or the microsite mislead the viewer / user – Any part of the ad (including the display file, video or microsite) does not comply with the regulations or applicable law <p>In case of any interrupted delivery, there will be immediate contact with the client/agency to resume the delivery of the campaign as quickly as possible.</p>
Delivery	rtladalliance_adops5_at@rtl.com
Contact	rtladalliance_adops5_at@rtl.com

Mandatory Requirements for all Display Advertising Formats (Switch In-types)

Advertising disclaimer	<ul style="list-style-type: none"> – all display formats must include a clearly visible/readable disclaimer labelling the advertisement "Anzeige" – font size minimum of 22px, typeface Helvetica – background monochrome; font color must stand out clearly from background color – elements in the immediate surrounding (e.g. yellow button) must not be larger than the advertising label "Anzeige"
Data protection	A blue button with the label "Datenschutz" (data privacy) must be included
Safe Area	Relevant logos and texts may not be placed in the safe area (45x25px) and only at a sufficient distance from the advertising label "Anzeige"

Technical Specifications

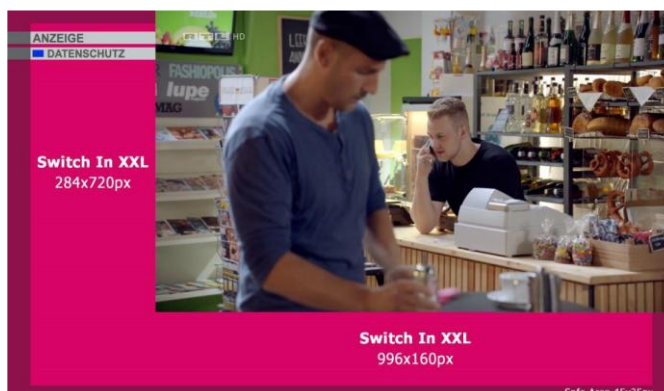
Interactive advertising materials	<ul style="list-style-type: none"> – Interactive ads must include a "Yellow Button" with an appropriate call-to-action – Click-to-Video: <ul style="list-style-type: none"> – The start of the video must be clearly indicated with a respective label or notification, e.g. "Start video now" – Maximum video length of 55 seconds
Animation	<ul style="list-style-type: none"> – Delivery as animated GIF or VPAID. – Simple animations can be realized using the GIF format (max. 700 KB), but with a maximum of 10 fps. Real moving images are not supported in Switch In formats. Delivery is restricted to specialized and experienced developers only – Complex animations should be represented using a VPAID. Delivery only through certified service providers – For quality assurance and due to the special requirements in the HbbTV environment, we strongly recommend implementation with specialized and experienced developers, regardless of the format.

Special Instructions for OTC Products, Casino-/Betting Companies & Social Ads

- OTC**
- Please note: as of December 27, 2023, a new textual requirement applies to the OTC mandatory disclosure
 - For Addressable TV ad formats with a spot, the requirements for TV commercials apply accordingly
 - Addressable TV Display ad formats must also include the mandatory notice. The creative form of how it is displayed (whether permanently or at the end) is at the discretion of the advertiser
 - As of January 2022, veterinary medicinal products are no longer subject to the HGW regulation (German law governing the advertising of medicinal products for human use.) and require no OTC mandatory notice anymore.
- Casino- and betting companies**
- The following mandatory notices must be permanently displayed in the advertising material: addiction notice, addiction help center, age notice
- Social Advertising**
- The clearly legible labelling (in terms of size, contrast) "Social Spot" must be placed in the advertising material for at least 3 seconds.
- At least 3-second "Social Spot" reference in the advertising material: for Switch In XXL, Switch In Masthead and Switch In Zoom
 - At least 3-second "Social Spot" message at the top of the advert: for Switch In Spot and Switch In Bumper, Addressable TV Spot

Switch In XXL

File type	PNG or JPG
Dimensions	284x720px + 996x160px, delivery as one file
Max. file size	250 KB (static); 700 KB (GIF), please also see under “Animation”
Display duration	10 seconds
Download template	Switch In XXL
Interaction options	<ul style="list-style-type: none"> – Pure branding format without interaction – Click-to-Video – Click-to-Microsite
Animation	<ul style="list-style-type: none"> – GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers – Complex animations should be represented using a VPAID, delivery only through certified service providers – In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices



Switch In Zoom

File type	PNG or JPG
Dimensions	1280x720px, delivery as one file (The TV picture measures 896x504px)
Max. file size	250 KB (static GIF); 700 KB (animated GIF, please also see next page "Animation")
Display duration	10 seconds
Download template	Switch In Zoom
Interaction options	<ul style="list-style-type: none"> – Pure branding format without interaction – Click-to-Video – Click-to-Microsite
Animation	<ul style="list-style-type: none"> – GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers – Complex animations should be represented using a VPAID, delivery only through certified service providers – In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices



Switch In Masthead

File type	PNG or JPG
Dimensions	1280x720px, delivery as one file (The TV picture measures 896x504px)
Max. file size	250 KB (static GIF); 700 KB (animated GIF, please also see next page "Animation")
Display duration	10 seconds
Download template	Switch In Masthead
Interaction options	<ul style="list-style-type: none">– Pure branding format without interaction– Click-to-Video– Click-to-Microsite
Animation	<ul style="list-style-type: none">– GIF format, max. 700 KB, max.10 fps, delivery only by specialized and experienced developers– Complex animations should be represented using a VPAID, delivery only through certified service providers– In addition, a non-animated fallback must be provided, as there is no guarantee that the animation will function correctly on all devices



Switch In Bumper

File type	MP4 or H.264
TV-Bildgröße	1920x1080px
Framerate	25 fps
Profile	4.0 high, optimized for web
Bitrate	256/15.000 KBit/s min. a/v Bitrate
Loudness	~-23 LUFS
Spot length	Max. 6 seconds



Switch In Spot

File type	MP4 or H.264
Image size	1920x1080px
Framerate	25 fps
Profile	4.0 high, optimized for web
Bitrate	256/15.000 KBit/s min. a/v Bitrate
Loudness	~-23 LUFS
Spot length	depending on the order (regularly 10 seconds)



Microsites

Requirements and Workflow

Technical requirements	<ul style="list-style-type: none">– Addressable TV microsites must comply with the HbbTV / CE-HTML standard.– The development of HbbTV microsites requires appropriate know-how and access to HbbTV devices for development and testing– All microsites are hosted on the smartclip infrastructure and undergo a technical check on various TV sets before going live
Internal creation	<ul style="list-style-type: none">– RTL AdAlliance enables the production of microsites based on standardized templates (recommendation)– The implementation effort can thus be minimized– Graphics, videos, and images should adhere to the specified requirements upon delivery– The implementation, technical monitoring, and deployment of the microsite is carried out by RTL AdAlliance– Tracking and reporting are conducted by smartclip
External creation	<ul style="list-style-type: none">– Generally, external service providers can undertake the development of microsites– RTL AdAlliance tests all microsites on various HbbTV devices to ensure error-free operation– RTL AdAlliance takes no responsibility for delays arising from improperly delivered microsites
Premium features	Integration of additional dynamic elements (such as external databases, dealer search, contests, etc.) is possible after consultation

Microsite Basic

Advertising material

- Ideal for the communication of additional product information by integrating links, QR codes, hotlines, contact information etc.
- The TV picture is integrated on the microsite, so that the viewer can still follow the TV program

Download template

[Microsite Basic Template](#)

Required Assets

- Background image: 1280x720px, PNG or JPG, max. 200 KB, consider safe area, consider navigation bar: 1280x84px.
- Consider space for the TV program window with a minimum of 320x180px (positioning variable)



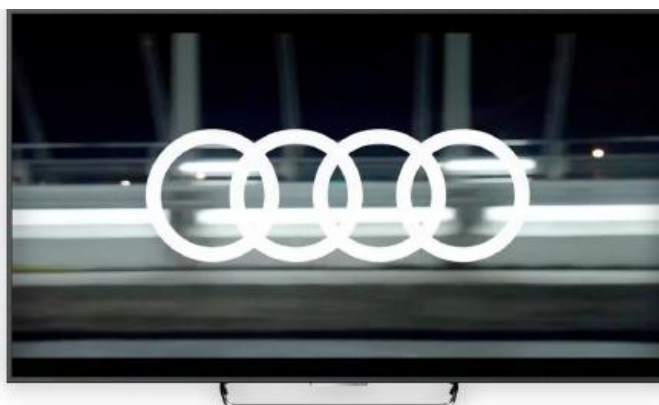
Microsite Advanced

- Advertising material**
- Flexible number of images or videos
 - Vertical or horizontal arrangement of the navigation
 - The TV picture is integrated on the entry page of the microsite and disappears upon viewer interaction
- Required assets picture gallery**
- Background image: 1280x720px, PNG or JPG, max. 200 KB, consider safe area, consider navigation bar: 1280x84px
 - consider space for TV signal: at least 320x180px (positioning variable)
 - Images for image gallery (PNG or JPG, max. 200 KB)
 - Thumbnail images (PNG or JPG, max. 100 KB)
 - Focus/highlight color
- Required assets video gallery**
- Background image: 1920x1080px, PNG or JPG, max. 200 KB, consider navigation bar: 1280x84px
 - Consider space for TV signal: at least 320x180px (positioning variable)
 - Videos (MP4, H.264, 1280x720px, 25fps, Profile 4.0 high, 192/1800 KBit/s min. a/v bitrate, web optimized, loudness ~-23 LUFS)
 - Preview images (PNG or JPG, max. 100 KB)
 - Focus/highlight color



Click-to-Video

Video type	MP4 or H.264
Image size	1920x1080px
Frame rate	25fps
Profile	4.0 high, optimized for web
Bitrate	256/15.000 KBit/s min. a/v Bitrate
Loudness	~-23 LUFS
Spot length	Max. 55 seconds (Videos of 55 seconds or longer must be implemented via microsite)



Addressable TV Spot

Video type	MP4 or H.264
Image size	1920x1080px
Frame rate	25fps
Profile	4.0 high, optimized for web
Bitrate	256/15.000 KBit/s min. a/v Bitrate
Loudness	~-23 LUFS
Spot length	Exakt 10, 15, 20, or 30 seconds
Motif	Standard is 1 motif per booked placement. In the case of motif splits, a limit of max. 3 motifs per placement and 1 motif change per week must be taken into account. RTL AdAlliance reserves the right to approve each motif on a caseby-case basis. Advertising media that provoke too strong a reaction may be rejected. From 5 positions per campaign, a maximum of 1 motif per position is possible.



Technical Specifications

Video

Video Pre-/Midroll

(Products: All Devices/Big Screen (CTV)/Kinderwelten/Sponsoring)

Description	Preroll / Midroll are traditional commercial spots that can be run before or during online video content. The attention level of the user is very high, as the spot begins immediately prior to the desired clip. In addition, valuable contacts can be achieved by running Preroll / Midroll in appropriate environments or formats. The association of the advertising message with the video content selected by the users themselves as a positive impact on the promoted product
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent= \${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>More information: here</p>
Motif	The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery. RTL AdAlliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected. As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.
Lead time	5 working days
Delivery	<code>rtladalliance_adops5_at@rtl.com</code>
Contact	<code>rtladalliance_adops5_at@rtl.com</code>
VPAID allowed?	NO, delivery of VPAID ads is not allowed.
SSL required?	Yes, guaranteed.
SSL info	Without exception, all components of an ad (ad tags, tracking pixels, scripts, etc.) must be SSL-capable as otherwise ad or tracking errors may occur. All servers must allow access from secure (https) environments. In the case of noncompliance with SSL compatibility, RTL AdAlliance assumes no liability for underdeliveries or counting differences.

Tracking

HTML5 (http and https)	<p>Prerequisite: The 3rd-party server must send correct CORS headers. For this purpose, the "origin" of the request header in the "axis-control-allow-origin" of the response header must be adopted.</p> <p>In addition, "credentials" must be set to "true". Here is an example of a correct CORS header of a server response: Access-Control-Allow-Origin: http(s)://www.rtl.de Access-Control-Allow-Credentials: true</p> <p>Please contact your 3rd-party ad server provider in order to set up the necessary configurations.</p>
Instruction on redirects	All resources that in turn redirect to additional resources (301-1302-Redirects) must also fulfill the above CORS header (HTMLS) requirement.
General instructions	In the case of physical delivery of ad materials and tracking, it should be noted that only 1 set of VTR pixels (start pixel, 25%, 50%, 75%, 100%) is possible. In the case of CTV/Smart TV bookings, for Smart TV we require the spot to be in TV quality. We can then additionally convert this spot and use it for online purposes but not vice versa.

Technical Requirements and Physical Delivery

Loudness	Please observe the EBU R 128 loudness standard, see loudness
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	Up to 1920x1080
Frame rate	25 or 30 fps
Spot length	For Sponsoring, 5–7 seconds; no limit for other Pre-/Midroll video formats
Audio properties	48 or 44,1 kHz, 16- or 24-bit, stereo
Weight	max. 200 MB
bitrate	max. 30.000 kbps

Technische Anforderungen VAST Redirect

Delivery For campaigns with three or more spots, the spots must be delivered via VAST tags. Failure to comply will result in a processing fee of €150 per spot.

For www.toggo.de a delivery per Redirect is not possible.

Log file Please deliver VAST 3 or VAST 4 ad tags.

Video settings In order to guarantee a reliable airing via all user devices, all three below-mentioned file formats need to be delivered. The sequence of the files acc. to the table below is to be strictly observed within VAST. All three media files have to be delivered within the same < Creative> node.

Format / Codec / Profile / Level || Max. Bitrate || Resolution/FrameRate || Bitrate
Video/Audio

=====

MP4 / H.264 / Baseline / Level 3.0 || 750 kbps || 640x360 (25fps) || 600k Video + 128k Audio

MP4 / H.264 / Main / Level 3.1 || 1500 kbps || 960x540 (25fps) || 1350k Video + 128k Audio

MP4 / H.264 / Main / Level 3.1 || 2500 kbps || 960x540 (25fps) || 2350k Video + 128k Audio

In the case of a redirect in VAST 4.0 format or higher, an additional "mezzanine" node can be added to the XML, with a high-resolution media file. This particularly large media file, however, is only used in the case of so-called server-side ad insertion.

MP4 / H.264 / Main or High / - || 30 Mbps || 1920x1080 (25fps) || 30Mbps

additional prerequisites:

- MP4 files are required to be in the MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported.
- MP4 files should be suitable for transmission in a progressive download procedure. The MOOV atom of the MP4 video also needs to be at the beginning of the file.

Loudness Please observe the EBU R 128 loudness standard, see [loudness](#)

Audio properties 48,0 or 44,1 kHz, stereo

Audio format AAC (LC)

Bit rate mode constant

Branded Player

Description	The branded player combines the branding elements of the commercial with performance elements of the frame. The additional graphic elements ensure increased user activation. Our full service can also be used to enhance your commercial with call-to-action elements.
IAB Transparency & Consent Framework	<p>All URL-based components of an advertising medium (e.g. VAST Redirect, Pixeltracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT_XXX}&gpd=\${GDPR}</code> to process the TC string, where XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>More information: here</p>
Motif	Standard is 1 motif per booked placement. In the case of motif splits, a limit of max. 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account.
Lead time	10 working days
Delivery	<code>rtladalliance_adops5_at@rtl.com</code>
Contact	<code>rtladalliance_adops5_at@rtl.com</code>
VPAID allowed?	NO, no VPAID ads may be delivered.

General Information Delivery Video

Loudness	Please observe the EBU R 128 loudness standard, see loudness
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	Up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44,1 kHz, 16- or 24-bit, stereo
Weight	max. 200 MB
bitrate	max. 30.000 kbps

General Information Delivery Frame

Video sizes	640 x 360
Weight	max. 5 MB or 100KB (HTML5)

Full Service

General information	<p>This form of advertising can also be booked via RTL AdAlliance full service. To create advertising material for you, we need the following materials:</p> <ul style="list-style-type: none"> • Video according to video specs* preferably MP4 or MOV with H.264 codec • L-frame left and bottom around the video, video size minus L-frame is 1507 x 848 pixels • Logo (as vector); product/campaign claim/headline • Product shots / visuals (cropped, .psd/.png) • Typo files (.ttf, .otf); texts • Existing campaign motifs, as open graphic files (.psd) or open HTML5 banner files • Video (if integration is planned) • Current style guide + information on CI • Delivery of the L-frame either as an open PSD file (if possible, embed composings as smart objects and not flattened) or creation via RTL AdAlliance possible
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Choose Ad (Interactive Ad)

Description	Thanks to its unique selection mechanism, the Choose Ad provides for the highest acceptance from the user. Before the video starts, the user has the choice of selecting among four possible commercial spots from the same customer, which is presented to him/her as preroll. This not only guarantees maximum attention but also significantly boosts the impact of the ad. If no ad is actively selected after seven seconds, an ad selected at random or previously specified by the customer will begin.
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent=\${GDPR_CONSENT>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1&key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>More information: here</p>
Motif	The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery. RTL AdAlliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected. As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.
Lead time	10 working days
Delivery	<code>rtladalliance_adops5_at@rtl.com</code>
Contact	<code>rtladalliance_adops5_at@rtl.com</code>
VPAID allowed?	VPAID JS is required

Full Service

- General information** This form of advertising can also be booked via RTL AdAlliance full service. To create advertising material for you, we need the following materials:
- 2 -4 videos max. 30 seconds → definition of a standard video that starts automatically, if the user does not make a selection
 - The ad must be optimized for the player size of 1280 x 720 px.
 - Video according to video specs* - preferably MP4 or MOV with H.264 codec

Technische Anforderungen

- Instruction** An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.

Shop-it Ad (Interactive Ad)

Description	The Shop-it ad offers the freedom of flexible presentation of a range of products or goods. Information placed around the spot can be replaced daily. A direct link to the product in the shop or in the shopping basket is possible. If desired, the information can vary according to location-based target groups.
IAB Transparency & Consent Framework	<p>All URL-based components of ad material (e.g. VAST Redirect, pixel tracker) must contain the IAB macro <code>gdpr_consent= \${GDPR_CONSENT}>IX}&gpd=\${GDPR}</code> to process the TC string, whereby XXX represents the numerical vendor ID according to the global vendor list of the IAB.</p> <p>Example: Pixel tracker without IAB macro of a vendor with ID 123: <code>https://vendor-a.com/key1=val1 &key2=val2</code> This pixel tracker incl. IAB macro: <code>https://vendor-a.com/key1=val1 &key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</code></p> <p>More information: here</p>
Motif	The standard is 1 motif per booked placement. In the case of a motif split, a limit of max. 3 motifs per placement is to be taken into account, and 1 motif change per week in the case of physical delivery. RTL AdAlliance reserves the right to approve each motif on a case-by-case basis. Ads that elicit too strong a reaction or too heavily impair the use of the websites may be rejected. As of 5 items per campaign, a maximum of 1 motif/day/redirect per item is possible. That is why we recommend delivering several motifs behind one redirect.
Lead time	15 working days
Delivery	rtladalliance_adops5_at@rtl.com
Contact	rtladalliance_adops5_at@rtl.com

General Information Delivery

Loudness	Please observe the EBU R 128 loudness standard, see loudness
Formats	MOV, MXF, MP4
Aspect ratio	16:9 full frame
Video codes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 or H.264 (at least 6 Mbit/s)
Video sizes	Up to 1920x1080
Frame rate	25 or 30 fps
Audio properties	48 or 44,1 kHz, 16- or 24-bit, stereo
Weight	max. 200 MB
bitrate	max. 30.000 kbps

Full Service

General information	<p>This form of advertising can also be booked via RTL AdAlliance full service. To create advertising material for you, we need the following materials:</p> <ul style="list-style-type: none"> • Logo (preferably as a vector) • Product shots / visuals (preferably cropped, .psd/.png) • Typo files (.ttf, .otf) • Existing campaign motifs, if possible open graphic files (.psd) or open flash files (.fla) • product/campaign claim • Texts • Target URL (where should be linked to?) • Video (if integration is planned), delivery according to specifications for online/mobile moving images
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Technical Requirements

Instruction	An ad identifier ("advertisement") has to be integrated into the ad, placed in the upper right or upper left corner and easily distinguishable from the content.
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Kontakt

RTL AdAlliance

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Multichannel Sales

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AGB

Es gelten die Allgemeinen Geschäftsbedingungen der RTL AdAlliance GesmbH, abrufbar unter www.rtl-adalliance.at/terms-conditions-advertising

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