

Technical specifications

Video

	Online Video	Connected TV
Format	VAST 2.0 & 3.0; Support for multiple file formats.	VAST 2.0 & 3.0; Support for multiple file formats.
Technical requirement	All creatives and tracking tags must be SSL-compatible.	All creatives and tracking tags must be SSL-compatible.
Aspect ratio	4:3 or 16:9	16:9
Duration	max. 89 sec., recommended max. 30 sec. (Bumper Ads:15 sec, Skippable: 16-30s)	min. 5 Sec., max. 30 Sek. (recommended 20 Sec.)
Video resolution	HD (1920x1080, 1280x720), SD (1024x576, 854x480, 640x360, 480x270).	HD (1920x1080, 1280x720), SD (1024x576, 854x480, 640x360, 480x270).
Frame rate	23.98, 24, 25, 29.97, or 30 fps.	23.98, 24, 25, 29.97, or 30 fps.
Video Format	WebM (VP8/Vorbis), MP4 (H.264/AAC), MOV, AVI, MPEGPS, WMV, FLV, HLS.	WebM (VP8/Vorbis), MP4 (H.264/AAC), MOV, AVI, MPEGPS, WMV, FLV, HLS.
File size	512 MB Hosted; 10 MB VAST-served	512 MB Hosted; 10 MB VAST-served
Audio	Bitrate min.192 Kbps.	Bitrate min.192 Kbps.
Click-Through URL	The video must be clickable. When delivering advertising materials within the redirect, the redirects must be secure (https).	

Technical specifications

CTV Homescreen Ads / Display I

Titan 2024

	Image	Logo	Title	Text	CTA	Full Screen Banner
Format	JPEG or PNG	Transparent PNG				JPEG or PNG
Aspect ratio	Min 1920x1080 px Max 3840x2160 px	Max width 999px				1920x1080 px
File size	Max. 1 MB	Max 100 KB	Max. 30 characters	65-120 characters	Max. 20 characters	Max. 500 KB
Description	Main image of the banner	The logo will appear above the banner title. Please deliver separately.	Advertisement title	Promotional description of the content	Text on the CTA button	CTA button can link to a full screen content. It should contain additional information about the campaign (text, QR-code, etc.)
Click Functionality	Click to YouTube or Click to full screen banner					
Tracking Pixel	Must be a 1x1 Image pixel to be able to implement it (no JavaScript formats)					

Technical specifications Homescreen Ads / Display II

Titan 2024

The banner is a static graphic with an interactive button to link to content. The main focus of the image should be away from red areas.

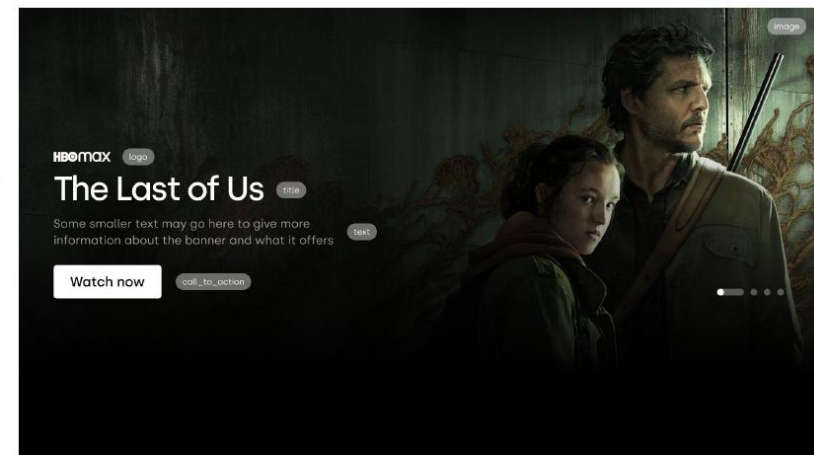
Final Result



Red Areas



Anatomy of the Banner



Technical specifications

CTV Homescreen ads / Video I

Titan			
ASSET	DESCRIPTION	SPECIFICATION	EXAMPLES
Fallback Image	The visual of the banner, without text or logos in it. Shown while the video loads or if playback fails.	Minimum dimensions: 1920×1080 px Maximum dimensions: 3840×2160 px Format: PNG or JPEG Maximum file size: 1 MB	
Logo	The logo appears above the title and must be provided as a separate file.	Maximum width: 999 px Format: Transparent PNG Maximum file size: 100 KB	
Title	The headline or name of the content, product, or campaign in the local language*.	Maximum length: 30 characters	A Minecraft Movie
Text	A short promotional description of the content in the local language*.	Minimum length: 65 characters Maximum length: 120 characters	If everything is square, you're in the right place. Start your epic journey into the Overworld with A Minecraft Movie!
CTA Button	Text on the button in the local language*.	Maximum length: 20 characters	- Watch now - Learn more
Target	The destination the user is taken to after clicking the CTA.	Must be either a URL or a Full-screen Image (see separate specs)	

*For multilingual country, please provide all languages

Technical specifications

CTV Homescreen ads / Video II

Titan

Button Actions Supported

Click to Open Full-Screen Image

- Opens a full-screen branded experience with a complementary promotional message.
- The image can include a QR code for quick access to the promoted product or service via the user's smartphone.

Technical specifications

CTV Homescreen ads / Video III

Titan		
ASSET	ATTRIBUTE	REQUIREMENTS
Video	Resolution	16:9 aspect ratio, 1920×1080 px
	Frame Rate	Maintain the frame rate of the original content. Avoid frame rate conversion, transrating, telecine, and 3:2 pulldown wherever possible. The source frame rate for progressive content is likely to be one of the following: — 29.970 fps for NTSC countries, commonly referred to as 30 fps — 23.976 fps for film-look content, commonly referred to as 24 fps
	Codec	MP4 (high profile) – MIME type has to be video/MP4
	Duration	TitanOS accepts different creative lengths, standards include: 15, :20, :30.
	Audio	MP4 assets) 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate , Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard Max Peak: Should be between -8db and -10db never to exceed -6db

Your contact persons



Mirjam Renz

Head of Sales

+49 151 165 641 13

mirjam.renz@goldvertise.com



Andrea Wentzlau

Senior Sales Manager

+49 160 376 3183

andrea.wentzlau@goldvertise.com



Steffen Bock

Senior Sales Manager

+49 89 614 240 502

steffen.bock@goldvertise.com



Tilo von Ketelhodt

Sales Manager & Data Engineer

+49 151 677 952 58

tilo.vonketelhodt@goldvertise.com