

Video ad specification

NENT Hosted (Delivery through other services)

Required media file	[] MP4/MOV above @8000kbps
Audio tested with Orban Loudness Meter ¹	[] BS.1770 Integrated Loudness must be between -24 and -22 [] Highest Reconstructed Peak Level not above -7
Chroma Subsampling	[] 4.2.0
Aspect ratio	[] 16:9
Framerate	[] Max 30 FPS
Creative duration	[] Not above agreed maximum

¹
Note that some files may alter after being uploaded, so tests must be done on the files delivered, not on source files before upload



Video ad specification

IO VAST

Media files package VAST 2.0

Direct VAST VAST does not contain re-direct (VASTAdTagURI)

Required media files in VAST
 MP4 480x270 @500kbps
 MP4 768x432 @900kbps
 MP4 1024x576 @1400kbps
 MP4 1280x720 @2000kbps

Additional media files None above 4000kbps

VPAID VAST does not contain VPAID mediafile

Audio tested with Orban Loudness Meter ¹
 BS.1770 Integrated Loudness must be between -24 and -22
 Highest Reconstructed Peak Level not above -7

Chroma Subsampling ² 4.2.0

Aspect ratio 16:9

Framerate Max 30 FPS ³

Creative duration Not above deal maximum

¹
Note that some DSPs may alter uploaded mediafiles, so tests must be done on the files delivered, not on source files before upload

²
Chroma Subsampling 4.2.2 is allowed on deals targeting only browsers and mobile device inventory.
Chroma Subsampling 4.4.4 is allowed on deals targeting only mobile device inventory.

³
Variable framerate allowed on deals targeting only mobile device inventory.



Video ad specification



Programmatic Deals & PG (Guaranteed through RTB)

Media files package VAST 2.0

Required media files in VAST

- MP4 480x270 @500kbps
- MP4 768x432 @900kbps
- MP4 1024x576 @1400kbps
- MP4 1280x720 @2000kbps

Additional media files None above 4000kbps

VPAID VAST does not contain VPAID mediafile

Audio tested with Orban Loudness Meter ¹

- BS.1770 Integrated Loudness must be between -24 and -22
- Highest Reconstructed Peak Level not above -7

Chroma Subsampling ² 4.2.0

Aspect ratio 16:9

Framerate Max 30 FPS ³

Creative duration Not above deal maximum

¹
Note that some DSPs may alter uploaded mediafiles, so tests must be done on the files delivered, not on source files before upload

²
Chroma Subsampling 4.2.2 is allowed on deals targeting only browsers and mobile device inventory.
Chroma Subsampling 4.4.4 is allowed on deals targeting only mobile device inventory.

³
Variable framerate allowed on deals targeting only mobile device inventory.

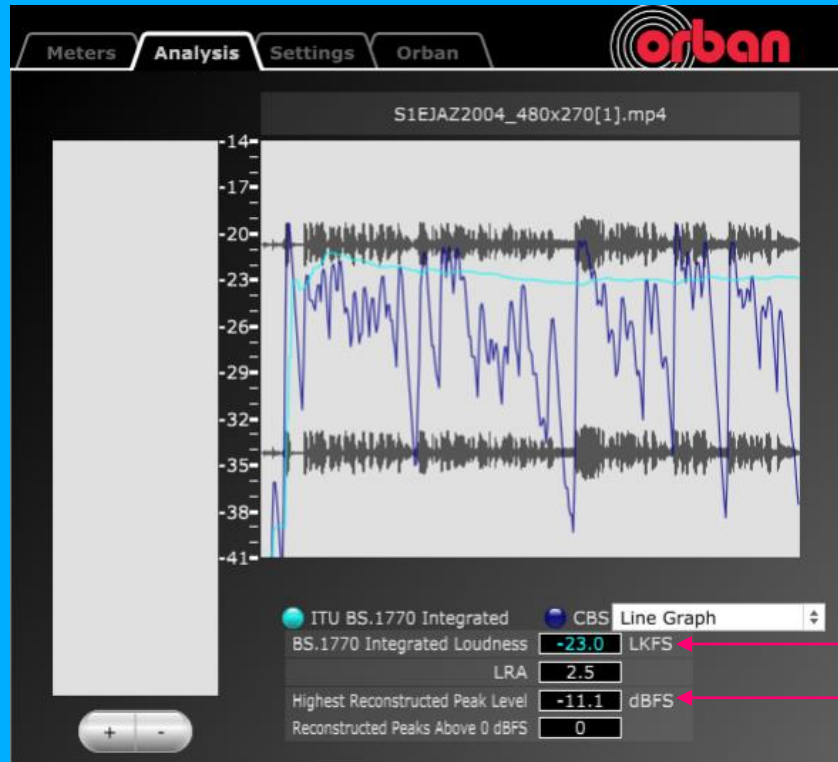


Video ad specification

Orban Loudness Meter

Audio tested assets with Orban Loudness Meter

BS.1770 Integrated Loudness must be between -24 and -22
Highest Reconstructed Peak Level not above -7



Between -24 and -22

Not above -7 (where -6 is higher and -8 is lower)

