



Video specifications

ATV | In-Stream | xMedia





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ATV

General information



Standard products

General information | ATV

The following specifications apply to the following Ad Alliance standard products:

- Switch In XXL
- Switch In XXL Extended
- Switch In Zoom
- Switch In Masthead
- Switch In Bumper
- Switch In Spot
- ATV Spot



General information | ATV

GENERAL INFORMATION	
Dimensions	see details for the individual advertising formats
Max. file size	Customised according to advertising format
Third-Party-Redirect	No
Third-Party Tracking	Basically possible via smartclip anonymisation proxy for impressions and clicks. Prerequisite: The smartclip anonymisation proxy must not be recognised as "fraud". For this purpose, the proxy user agent ("smartclip -sxp") must be authorised by the tracking provider. Click trackers may contain a redirect to target pages.
Possible "Yellow Button" interaction	Click-to-microsite and click-to-video, max. length 55 seconds. All formats can also be delivered as pure branding formats without interaction.
Programmatic campaigns (d-force)	Please note that different specifications may apply here.
Contact us	atv-campaign@ad-alliance.de

DELIVERY TIMES & LEAD TIMES	
Advertising material	<ul style="list-style-type: none"> - At least 5 working days before campaign start - At least 10 working days before the start of the campaign for dynamic advertising media (e.g. weather targeting, regionalised advertising media control based on external data sources)
Microsites/ Ad Alliance Template	<ul style="list-style-type: none"> - Delivery of all assets (videos, images) at least 10 working days before the start of the campaign - Production on the basis of the template, technical control and live provision (via the infrastructure of our technical partner smartclip) is carried out by the Ad Alliance



General information | ATV

DISPLAY WERBEMITTEL	
Advertising material	Always deliver display ads as one graphic; for JPG with black background
Labelling as display (mandatory)	<ul style="list-style-type: none"> - The words "Advertisement" must be included in all display advertising media and be clearly recognisable/legible - Font size at least 22px, Helvetica font - Background in one colour; font colour must stand out clearly from the background colour - Elements in the immediate vicinity must not be larger than the "Display" notice
Data protection (mandatory)	A blue button with the note "Data protection" must be included
Safe Area (obligatorisch)	Relevant logos and texts may not be placed in the safe area and only at a sufficient distance from the "Advertisement" labelling
Yellow Button	Interactive ads must also include a "yellow button" with a corresponding call-to-action
Click-to-Video	<ul style="list-style-type: none"> - A clear text hint for the start of a video must be included in the advertising material, e.g. "Start video now" - Video Specs: - Video format: MP4, H.264 Image size: 1920x1080px - Frame rate: 25fps Profile: 4.0 high, optimised for web Bit rate: 256/15,000 KBit/s min. a/v bit rate + - Loudness: ~-23 LUFS (see: loudness) - Max. Spot length: 55 seconds, videos longer than 55 seconds must be placed via a microsite.
Click-to-Microsite	Separate specs for microsites on request

ANIMATION	
Animation	<ul style="list-style-type: none"> - Delivery as animated GIF or VPAID - Simple animations can be realised using the GIF format (max. 700 KB), but with a maximum of 10 fps. - Complex animations should be mapped via a VPAID. Delivery only via certified service providers. - Real moving images are not possible in the Switch In formats. - For reasons of quality assurance and the special requirements in the HbbTV environment, we recommend that animations be implemented by specialised and experienced developers, regardless of the format.



General information | ATV

INDUSTRY-SPECIFIC INFORMATION	
OTC	<ul style="list-style-type: none"> - Please note: since 27 December 2023, a new textual requirement for the OTC mandatory notice applies. - The requirements for TV adverts apply analogously to ATV adverts with spots. - The mandatory notice must also be included in display advertising media - in which creative form (whether permanent or displayed at the end) is left to the advertiser. - Since January 2022, veterinary medicinal products are no longer subject to the HGW, therefore no OTC mandatory labelling required.
Casino and betting customers	The following mandatory notices must be permanently visible in the advertising material: addiction notice, addiction help centre, age notice
Social Advertising	<ul style="list-style-type: none"> - The clearly legible labelling (in terms of size, contrast) "Social Spot" must be placed in the advertising material for at least 3 seconds. - The display requirements vary slightly between Switch In Display Ads, Switch In Video and ATV Spot: <u>Switch In XXL + Switch In Masthead + Switch In Zoom: At least 3-second "Social Spot" reference in the advertising material</u> <u>Switch In Spot + Switch In Bumper: At least 3-second "Social Spot" message at the top of the advert</u> <u>ATV advert: At least 3-second notice "Social Spot" at the top of the advert</u>

GENERAL NOTE	
General note	<p>Please note: When delivering advertising material, please state the six-digit order number according to the Ad Alliance order confirmation. If this is not (yet) available: Please state the campaign name, duration and desired advertising format.</p> <p>Ad Alliance reserves the right to stop the delivery of advertising material or microsites if:</p> <ul style="list-style-type: none"> - there are complaints from viewers/users after the start of the campaign - it subsequently transpires that the advertising material or the microsites disrupt or impair the performance or use of the TV offering - the advertising material or the microsite misleads the viewer/user - the advertising material or the microsite does not comply with the regulations or applicable law <p>In any case, coordination with the customer/agency takes place in order to continue the delivery of the campaign as quickly as possible.</p>



Product-specific information

ATV

1. Switch In XXL
2. Switch In XXL Extended
3. Switch In Zoom
4. Switch In Masthead
5. Switch In Bumper
6. Switch In Spot
7. ATV Spot
8. Dynamic Ad
9. Retail Ad



Switch In XXL und XXL Extended

SWITCH IN XXL (10")	
file format	PNG or JPG
Dimensions	284x720px + 996x160px, to be delivered as one graphic (!).
Max. file size	250 KB (statisch); 700 KB (GIF)
Animation	<ul style="list-style-type: none">- GIF-Format, max. 700 KB, max.10 fps- Complex animations should be mapped via a VPAID. Delivery only via certified service providers (Cynapsis). A non -animated fallback format must be supplied, as it cannot be guaranteed that the animation will work properly on all devices.
Downloadtemplate	Link

SWITCH IN XXL EXTENDED (15")	
file format	GIF or VPAID animation is mandatory
Dimensions	1280x720px, to be delivered as one file
Max. file size	700 KB
Animation	<ul style="list-style-type: none">- are mandatory for Switch In XXL Extended (GIF format or VPAID, max. 700 KB), but with max. 10 fps- Complex animations should be mapped via a VPAID. Delivery only via certified service providers (Cynapsis). A non -animated fallback format must be supplied, as it cannot be guaranteed that the animation will work properly on all devices.
Downloadtemplate	Link



Switch In Zoom and Switch In Masthead

SWITCH IN ZOOM	
file format	PNG or JPG
Dimensions	1280x720px (to be delivered as one graphic!): Top: 1280x108px Left: 384x504px Bottom: 1280x108px The TV picture has the size of 896x504px
Max. file size	250 KB (statisch); 700 KB (GIF)
Animation	<ul style="list-style-type: none">– GIF-Format, max. 700 KB, max.10 fps– Complex animations should be mapped via a VPAID. Delivery only via certified service providers (Cynapsis). A non-animated fallback format must be supplied, as it cannot be guaranteed that the animation will work properly on all devices.
Downloadtemplate	Link

SWITCH IN MASTHEAD	
file format	PNG or JPG
Dimensions	1280x720px (to be delivered as one graphic!): Top: 1280x190px Left: 192x530px Right: 192x530px The TV picture has the size of 896x504px
Max. file size	250 KB (statisch); 700 KB (GIF)
Animation	<ul style="list-style-type: none">– GIF-Format, max. 700 KB, max.10 fps– Complex animations should be mapped via a VPAID. Delivery only via certified service providers (Cynapsis). A non-animated fallback format must be supplied, as it cannot be guaranteed that the animation will work properly on all devices.
Downloadtemplate	Link



Switch In Bumper and Switch In Spot

Switch In Bumper (6")	
Video format	MP4, H.264
Image size	1920x1080px
Framerate	25fps
Profile	4.0 high, optimised for web
Bitrate	256/15,000 KBit/s min. a/v bit rate
Loudness	~-23 LUFS (see: loudness)

SWITCH IN Spot (10")	
Video format	MP4, H.264
Image size	1920x1080px
Framerate	25fps
Profile	4.0 high, optimised for web
Bitrate	256/15,000 KBit/s min. a/v bit rate
Loudness	~-23 LUFS (see: loudness)



ATV Spot (10", 15", 20", 30")

ATV SPOT (10", 15", 20", 30")	
Video format	MP4, H.264
Image size	1920x1080px
Framerate	25fps
Profile	4.0 high, optimised for web
Bitrate	256/15,000 KBit/s min. a/v bit rate
Loudness	~-23 LUFS (see: loudness)
Special features	Multiscreen
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. Ad Alliance reserves the right to approve each motif on a case-by-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.



Dynamic Ad und Retail Ad

Dynamic Ad (Switch In XXL & Switch In Spot)

Creation of advertising material	The creation of advertising material must be carried out via Cynapsis.
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Retail Ad /Switch In XXL & Switch In Spot)

Creation of advertising material	The creation of advertising material must be carried out via Cynapsis.
Number of Creatives	1 creative per retailer per campaign allowed.



In-Stream

General information

Standard products



General information | In-Stream

The following specifications apply to the following Ad Alliance standard products:

- Pre-, Mid- and Post-Roll
- Bumper Ad (Pre- & Mid-Roll), max. spot length: 9 sec.
- CTV Spot (Pre- & Mid-Roll)
- Content-Roll (Pre-Roll)
- Roadblock (Pre-Roll)
- Digital Sponsoring (Opener & Reminder), max. spot length: 10 sec. | 7 sec. for RTL+



General information | In-Stream

GENERAL INFORMATION	
Motive	<p>Standard is 1 motif per booked placement. For motif splits, a limit of max. 3 motifs per placement and 1 motif change per week for physical delivery must be taken into account.</p> <p>Ad Alliance reserves the right to approve each motif on a case-by-case basis. Advertising material that causes too strong a reaction or impairs the use of the pages too much can be rejected.</p> <p>From 5 positions per campaign, a maximum of 1 motif/day/redirect per position is possible. We therefore recommend delivering several motifs behind a redirect</p>
Lead time	Standard 3 working days , please allow individual lead times for ad specials.
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 is 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: https://vendor-a.com/key1=val1&key2=val2</p> <p>This pixel tracker incl. IAB macro: https://vendor-a.com/key1=val1&key2=val2&gdpr_consent=\${GDPR_CONSENT_123}&gpd=\${GDPR}</p> <p>Further information: here</p>
Contact us	<p>video-ads@ad-alliance.de</p> <p>Contact for Display Video Ads (e.g. Content Frame): display-campaign@ad-alliance.de</p>
VPAID	
VPAID allowed?	NO, no VPAID ads may be delivered. Exceptions are explicit VPAID AdSpecials, which are labelled accordingly.



General information | In-Stream

SSL	
SSL required	Yes, binding.
SSL Info	Without exception, all components of an advertising medium (ad tags, tracking pixels, scripts, etc.) must be SSL-capable, as otherwise display and measurement errors may occur. All servers must allow access from secure (https) environments. In the event of non-compliance with SSL compatibility, the Ad Alliance accepts no liability for under-deliveries or counting differences.

TRACKING	
HTML5 (http and https)	<p>Prerequisite: The 3rd party server must send correct CORS headers. To do this, the "Origin" of the request header must be transferred to the "Access-Control-Allow-Origin" of the response header. In addition, "Credentials" must be set to "true".</p> <p>Example of a correct CORS header for a server response:</p> <p>Access-Control-Allow-Origin: http(s)://www.rtl.de</p> <p>Access-Control-Allow-Credentials: true</p> <p>Please contact your 3rd party ad server provider to have the necessary configurations made.</p>
Note on forwarding	All resources that in turn redirect to other resources (301/302 redirects) must also fulfil the above-mentioned requirement for CORS headers (HTML5).
General information	Please note: When delivering advertising material, please state the six-digit order number according to the Ad Alliance order confirmation. If this is not (yet) available: Please state the campaign name, duration and desired advertising format.



General information | In-Stream

REQUIREMENTS PHYSICAL DELIVERY	
Loudness	Please see the loudness standard EBU R 128 .
Formate	MP4
Aspect ratio	16:9 full format
Videocodes	Uncompressed, XDCAM HD 422, Apple ProRes 422, IMX30/50 oder H.264 (mind. 6 Mbit/s)
Video sizes	up to 1920x1080
Framerate	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
Placement of logo	Foundation Player: The ad notice is displayed at the bottom left, the advertiser link at the top right —this keeps the player content largely visible, even on small devices. Please ensure logo placement in the spot accordingly.



General information | In-Stream

ANFORDERUNGEN VAST REDIRECT																																																			
Exception Toggo	Delivery via redirect is not possible for www.toggo.de.																																																		
VAST version	Please deliver VAST 3 or VAST 4 Adtags.																																																		
Mediafiles / Settings	<p>To ensure secure playout across all end devices, all three file formats listed below must be supplied. The order of the files according to the table below must be adhered to within the VAST.</p> <p>All three media files must be delivered within the same <Creative> node.</p> <table><tr><th>Format</th><th>Codec</th><th>Profile</th><th>Level</th><th>Max. Bitrate</th><th>Resolution/FrameRate</th><th>Bitrate Video/Audio</th></tr><tr><td>MP4</td><td>H.264</td><td>Baseline</td><td>Level 3.0</td><td>750 kbps</td><td>640x360 (25fps)</td><td>600k Video + 128 Audio</td></tr><tr><td>MP4</td><td>H.264</td><td>Main</td><td>Level 3.1</td><td>1500 kbps</td><td>960x540 (25fps)</td><td>1350k Video + 128 Audio</td></tr><tr><td>MP4</td><td>H.264</td><td>Main</td><td>Level 3.1</td><td>2650 kbps</td><td>1920x1080 (25fps)</td><td>2500k Video + 128 Audio</td></tr></table> <p>With a redirect in VAST 4.0 format or higher, an additional "mezzanine" node with a high-resolution media file can be added to the XML. However, this particularly large media file is only used in the case of so-called server-based advertising implementations (server-side ad insertion), e.g. during live streams.</p> <table><tr><td colspan="4"></td><th colspan="3">Resolution</th></tr><tr><td rowspan="2">Nur Mezzanine:</td><th>Format</th><th>Codec</th><th>Profile</th><th>Level</th><th>Max. Bitrate</th><th>/FrameRate</th><th>Bitrate Video/Audio</th></tr><tr><td>MP4</td><td>H.264</td><td>Main or high</td><td>-</td><td>30 Mbps</td><td>1920x1080 (25fps)</td><td>30 Mbps</td></tr></table> <p>Further requirements: MP4 files must be in MP4 file format according to ISO/IEC 14496-14. The QuickTime file format is not supported. MP4 files should be suitable for transmission using the progressive download method. The MOOV atom of the MP4 file must be at the beginning of the file.</p>	Format	Codec	Profile	Level	Max. Bitrate	Resolution/FrameRate	Bitrate Video/Audio	MP4	H.264	Baseline	Level 3.0	750 kbps	640x360 (25fps)	600k Video + 128 Audio	MP4	H.264	Main	Level 3.1	1500 kbps	960x540 (25fps)	1350k Video + 128 Audio	MP4	H.264	Main	Level 3.1	2650 kbps	1920x1080 (25fps)	2500k Video + 128 Audio					Resolution			Nur Mezzanine:	Format	Codec	Profile	Level	Max. Bitrate	/FrameRate	Bitrate Video/Audio	MP4	H.264	Main or high	-	30 Mbps	1920x1080 (25fps)	30 Mbps
Format	Codec	Profile	Level	Max. Bitrate	Resolution/FrameRate	Bitrate Video/Audio																																													
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	MP4	H.264	Main or high	-	30 Mbps	1920x1080 (25fps)	30 Mbps																																												
Loudness	See: loudness standard EBU R 128																																																		
Audio properties	48.0 oder 44.1 kHz, Stereo																																																		
Audioformat	AAC (LC)																																																		
Bit rate mode	constant																																																		



Product-specific information

In-Stream Ad Specials

1. [Branded Player](#)
2. [Branded Player Advanced](#)
3. [Shop-it Ad](#)
4. [Standard Content Frame](#)



Branded Player

Full Service / Requirements physical delivery	<p>This form of advertising can either be booked as a full service or delivered in its entirety. Delivery must be made by flashtalking tag.</p> <p>If the advertising form is booked with the Ad Alliance full service, we require the following materials:</p> <ul style="list-style-type: none">- Video according to In-Stream video specs- 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- ProductShots / 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 the Ad Alliance possible
Frame delivery	Video size: 640 x 360 Weight: max. 5 MB or 100 KB (HTML5)
Lead times	10 working days for Ad Alliance full service contact: das-visualisierungen@ad-alliance.de



Branded Player Advanced

Full Service / Requirements physical delivery	<p>This form of advertising can either be booked as a full service or delivered in its entirety. Delivery must be made by flashtalking tag.</p> <p>If the advertising form is booked with the Ad Alliance full service, we require the following materials:</p> <ul style="list-style-type: none">- Video according to In-Stream video specs- Full frame around the video, video placement in the centre or bottom right possible- When placed in the centre- Video size minus full frame: 1,100 x 620 pixels- Full frame dimensions (at 1,920 x 1,080 pixels total size)- Top/bottom: 230 pixels- Left/right: 410 pixels- For placement bottom right- Video size minus full frame: 1310 x 738 pixels- Full frame dimensions (at 1,920 x 1,080 pixels total size)- Top: 287 pixels Bottom: 55 pixels Left: 555 pixels Right: 55 pixels- Logo (as vector); product/campaign claim/headline- ProductShots / 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 full frame either as an open PSD file (composings preferably as Embed Smartobjects and not flattened) or creation via the Ad Alliance possible
Frame delivery	Video size: 640 x 360 Weight: max. 5 MB or 100 KB (HTML5)
Lead times	10 working days for Ad Alliance full service contact: das-visualisierungen@ad-alliance.de



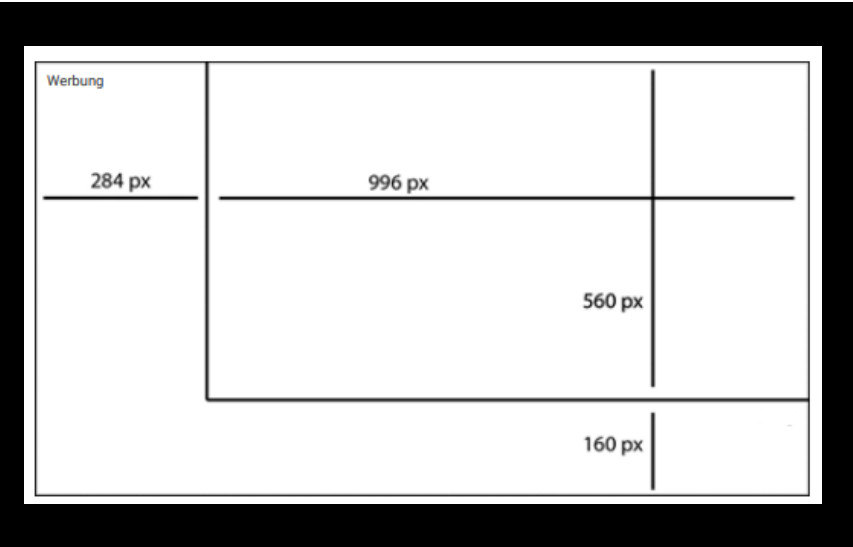
Shop-it Ad

Full Service / Requirements physical delivery	<p>This form of advertising must be booked via the Ad Alliance full service. To create advertising material for you, we need the following materials:</p> <ul style="list-style-type: none">- Video (if integration is planned) according to In-Stream video specs- Logo (preferably as a vector)- Product shots / visuals (preferably cropped, .psd/.png)- Typo files (.ttf, .otf)- Existing campaign motifs, preferably open graphic files (.psd) or open Flash files (.fla)- Product/campaign claim- Texte- Target URL (where do you want to link to?)
VPAID	VPAID JS required.
Advertising labelling	An advertising label ("advert") must be integrated into the ad, placed in the top right or top left corner and clearly visible from the content
Lead times	15 working days
Weight	Max. 2 GB



Standard Content Frame

Format	JPG GIF PNG ODER HTML5
Weight	JPG GIF PNG: 250 KB, please deliver as one file HTML5: 250 kB (total weight incl. all scripts), please deliver HTML5 Ads as iFrame URL. A clicktag can be added to this URL (?clicktag=)
Dimensions and layout	outside: 1280x720px inside: see graphic
Advertising labelling	An advertising label ("Advertisement") must be integrated into the ad, placed in the top left-hand corner and clearly visible from the content
Lead times	10 working days



Additional information for the creation of HTML5 adverts:

Link to the Samsung Web Engine Specs:

[Web Engine Specifications | Samsung Developer \(Relevant ab 2017 – M47\)](#)



xMedia

General specifications



General information | xMedia

INDUSTRY-SPECIFIC INFORMATION	
OTC	<ul style="list-style-type: none"> - Please note: since 27 December 2023, a new textual requirement for the OTC mandatory notice applies. - For BigScreen Spot, xMedia Spot and xMedia Bumper, the requirements for TV adverts apply analogously. - The xMedia Frame must also include the mandatory notice - in which creative form (whether permanent or displayed at the end) is left to the advertiser. - Since January 2022, veterinary medicinal products are no longer subject to the HGW, therefore no OTC mandatory labelling required.
Casino and betting customers	The following mandatory notices must be permanently visible in the advertising material: addiction notice, addiction help centre, age notice
Social Advertising	<ul style="list-style-type: none"> - The clearly legible labelling (in terms of size, contrast) "Social Spot" must be placed in the advertising material for at least 3 seconds. - The display requirements vary slightly depending on the advertising format: <u>BigScreen Spot / xMedia Spot: At least 3-second notice "Social Spot" at the top of the advert</u> <u>xMedia Frame: At least 3-second "Social Spot" reference in the advertising material</u> <u>xMedia Bumper: At least 3-second "Social Spot" notice at the top of the advert</u>
GENERAL NOTE	
General note	<p>Please note: When delivering advertising material, please state the six-digit order number according to the Ad Alliance order confirmation. If this is not (yet) available: Please state the campaign name, duration and desired advertising format.</p> <p>Ad Alliance reserves the right to stop the delivery of advertising material if:</p> <ul style="list-style-type: none"> - there are complaints from viewers/users after the start of the campaign - it subsequently transpires that the advertising material or the microsites disrupt or impair the performance or utilisation of the TV content - the advertising material misleads the viewer/user - the advertising material does not comply with the regulations or applicable law <p>In any case, coordination with the customer/agency takes place in order to continue the delivery of the campaign as quickly as possible.</p>
Contact us	PFADACSATVCampaign@ad-alliance.de



Product-specific information

xMedia

1. [xMedia Spot](#)
2. [BigScreen Spot](#)
3. [xMedia Bumper Ad](#)
4. [xMedia Frame](#)



xMedia Spot and BigScreen Spot (10", 15", 20", 30"), xMedia Bumper Ad (6")

Video format	MP4, H.264
Image size	1920x1080px
Framerate	25fps
Profile	4.0 high, optimised for web
Bitrate	192/5,000 KBit/s max. a/v bit rate
Loudness	~-23 LUFS (see: loudness)
Interaction	Clickable from CTV, desktop, tablet, mobile via the customer's target URL
Lead time	5 working days before campaign start
Special features	<p>xMedia Spot contains the advertising formats:</p> <ul style="list-style-type: none">- ATV Spot, In-Stream Pre-, Mid-, & Post-Roll and Out-Stream In-Text Video <p>BigScreen Spot contains the advertising formats:</p> <ul style="list-style-type: none">- ATV Spot (HbbTV & Livestreams) und CTV Spot <p>xMedia Bumper contains the advertising formats:</p> <ul style="list-style-type: none">- ATV Switch In Bumper, In-Stream Bumper Ad (Pre-, Mid-, & Post-Roll) and Out-Stream Bumper Ad (In-Text Video)



xMedia Frame (10")

Picture format	PNG
Dimension	284x720px + 996x160px, to be delivered as one file (see also download template: link)
Max. file size	250 KB (static)
Interaction	It is a pure branding format without interaction
Animation	Complex animations must be mapped via a VPAID. Delivery only via certified service providers (Cynapsis)
Lead time	10 working days before campaign start
Special features	xMedia Frame contains the advertising formats: ATV Switch In XXL and In-Stream Standard Content Frame
must haves	<p>The advertising labelling "Advertisement" (and "Data protection") is predefined in the template and must be included as shown</p> <ul style="list-style-type: none">- ATV with data protection notice- In-stream without data protection notice (CTV, desktop, tablet, mobile)- No relevant information such as logos or text may appear in the safe area and the transmitter bar