DIGITAL ALLIANCE

Advertising requirements for the Smart TV format with QR in the Online TV product

General information

1. The creative must contain in the visible part:
   - "Ad" label - "Реклама" (in Russian);
   - Info about advertiser and (or) web-site, web-page located in Internet, containing information about the advertiser (for example, Romashka LLC and / or romashka.ru);
2. Click link or link to a landing page (URL) must be provided.
3. Claims for the non-availability or problems with displaying statistics collected by the pixel on the Client's side are accepted within 3 days after the actual start of the advertising campaign.

Social advertising

Online social advertising distributed over Internet must contain label «Социальная реклама» in Russian ("Social advertising" in English), as well as information about the advertiser of the social ad and the web site, web page containing information about the advertiser of the social ad.

Provision of advertising materials

All advertising materials and accompanying documents must be submitted for verification and testing no later than 5 (five) working days before the start of the advertising campaign.

Ad identifier (ERID, token) placement

Since there are no clicks on SmartTV devices and the user is navigating to the click URL from another device (e.g., a smartphone) Digital Alliance independently places/applies an ERID (token) on top of the video clip in the upper left corner in the form of a «erid:xxx», where «erid» is a token name, «xxx» - ID, assigned by "ОРД" (Advertisement Data Operator) to an ad, in the form of a set of alphanumeric text using Latin letters in Comfortaa font, font size 16.

Example:

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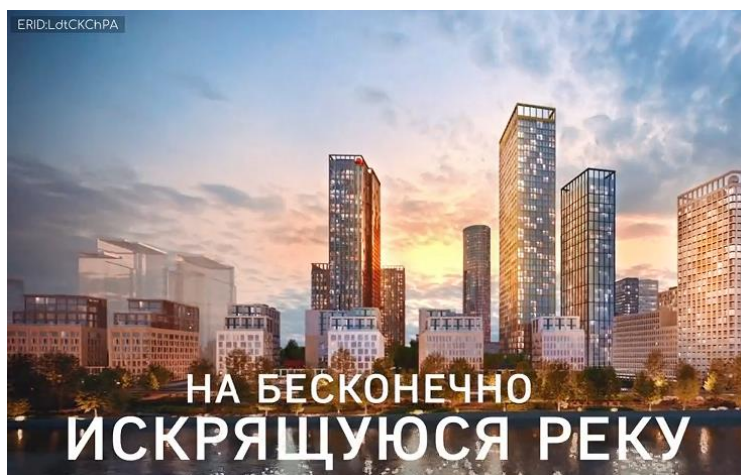
Important!
Do not place important information on the top left corner. That place is for ERID by default.

Accepted verification:

- MOAT

- Adserving

- Weborama

- DoubleVerify

- Adriver

- Admon

Technical requirements to source files for Smart TV format with QR in the Online TV product

Video

File format	. mp4
Video codec	H.264
Resolution at 16:9 aspect ratio	1280x720
Pixel aspect ratio	1:1 (square pixel)
Video bitrate	5 MB/s or more
Frame rate	25 fps
Video duration	10 – 45 seconds
File size	Unlimited

Banner with QR code

File format	jpg / png
Resolution at 16:9 banner aspect ratio	1280x720
Pixel aspect ratio	1:1 (square pixel)
File size	Unlimited

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Audio for banner with QR code

File format	.mp3
Bitrate	320 kbps
Audio duration	25 seconds
Loudness	- 23 (+0.5) LUFS
Maximum Permitted True Peak level	-3 dbTP

1280x720
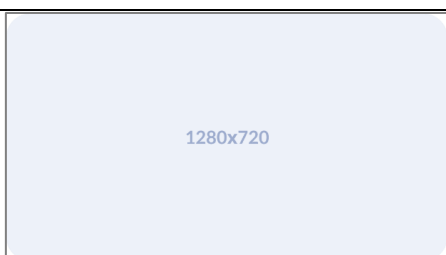
Structure of the with QR code background banner

- Logo

- Title

- Main content

- Highlighted white field 280x340 px anywhere on the background (sent without a QR code, the countdown timer and the QR code are edited in on the DA side)

- May contain an illustration (with reduced contrast)
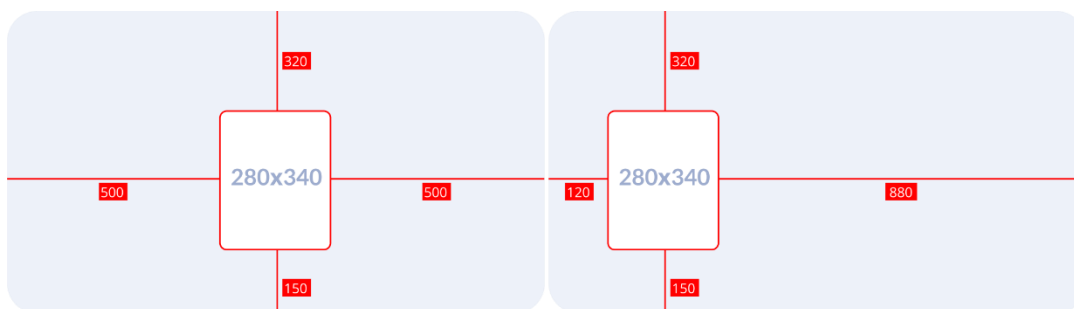
Examples

Horizontal background and banner with QR code