FACTOR ELEVEN

Required materials by Factor Eleven

Product: Branded Player XL

> **You'll find the required material and the relevant requirements depending on the channel for desktop and mobile devices in the following.**

Template contents

CI/CD-data:

To set up the template according to the client's CI/CD-guidelines, we kindly ask to provide the following:

- URL of the campaign's landing page
- "Open" PSD/InDesign files with access to all images
- CI/CD-guidelines (incl. Online style guide)
- Fonts and font sizes

Texts:

All texts or further information need to be supplied in .xls-/.csv-format:

- Product title, product ID
- Product-URL
- Short description of the product (max. 200 signs)
- Pricings of the product

Retailer information:

In order to integrate all the necessary retailer information, we require the following data in form of a .xls-/.csv-table:

- ID, name of the retailer
- Street, postal code, city, country
- Optional: Retailer's deep link, opening hours, telephone number, mail address etc.

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Desktop image requirements:

Logo: Delivery of the logo as .svg or .png with transparent background, max. height: 130px

- **Video-format 16:9**
  Delivery of all images as .jpg, .jpeg or .png
  Dimensions: 1000x800px (additional 650x650px for scaling)

- **Video-format 4:5 & 1:1**
  Delivery of all images as .jpg, .jpeg or .png
  Dimensions: 1000x400px (additional 650x390px for scaling)

Mobile image requirements:

Logo: Delivery of the logo as .svg or .png with transparent background, max. height: 40px

- **Video-format 16:9**
  Delivery of all images as .jpg, .jpeg or .png
  Dimensions: 650x650px

- **Video-format 4:5 & 1:1**
  Delivery of all images as .jpg, .jpeg or .png
  Dimensions: 650x390px

Desktop and Mobile video requirements (16:9, 4:5, 1:1)

The video must have an aspect ratio of 1:1 or 4:5 or 16:9 with a minimum playtime of 6 seconds, whereas there is no maximum playtime. For videos over 30 seconds, the Google Heavy Ads restrictions must be observed.

1. **Video file**
   The video file must have a minimum length of 6 seconds, the maximum video length is generally not limited. Delivery of the video file as .mp4. The minimum resolution is 640x640 px (1:1), 640x800 px (4:5) or 640x360 px (16:9).
   The advanced specifications for a video are listed in the table below:

Format	MP4			Codec	H.264
Min. resolution	640x360 px	640x800 px	640x640 px	**Frame rate**	25 fps
Aspect ration	16:9	4:5	1:1	**Color intensity**	32 Bit
Max. data size	100 MB			**Max. video length**	-
Audio	Sound: EBU R 128 (https://en.wikipedia.org/wiki/EBU_R_128) Audio must be included in the video.				
Components of data supply	Video, tracking pixel (no js-pixel) and click counter (click-through-tracking-pixel)				

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2. **Video redirect**

If it is possible to generate a VAST 3 or 4-Tag via the client-specific ad server, the video can be hosted directly by the client and only has to be provided via link. Please use "https" for the link. For the correct conversion, the following table can be used:

Format	MP4		Codec	H.264
Aspect ratio	16:9 or 4:5 or 1:1			
Min. video length	6		**Max. video length**	-
Download procedure	Progressive – the "moov atom" index has to be placed at the beginning of the MP4-file (web optimized)			
3rd-Party	Based on VAST 3.0 or VAST 4.0 (Digital Video AD serving template) via Doubleclick, Adform, Mediamind, Flashtalking, Adition, etc. Guidelines of VAST according to IAB: www.iab.com			
Media files	For a flawless playout, our publisher partners need redirects for ALL four media files:			
Audio	Container MPEG Version 1 Layer 3 (MP3) or AAC (LC) **Audio Settings:** Stereo **Sampling Rate:** 44,1 kHz **Bit rate modus:** constant **Sound:** EBU R 128 (https://de.wikipedia.org/wiki/EBU-Empfehlung_R_128)			
VPAID	VPAID must *not* be included!			

Media files table:

Format	Resolution	Max. bit rate video	Max. bit rate audio
16:9	320x180 px	600 kb/s	128 kb/s
16:9	640x360 px	600 kb/s	128 kb/s
4:5	320x400 px	600 kb/s	128 kb/s
4:5	640x800 px	600 kb/s	128 kb/s
1:1	320x320 px	600 kb/s	128 kb/s
1:1	640x640 px	600 kb/s	128 kb/s

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Creation - & product information

The Branded Player XL is produced by Factor Eleven.

The client delivers his logo, the video and images in the correct sizes. Factor Eleven combines these components with any background color (or the automatic Ambilight effect) and the timeline for the Branded Player XL.

The content can change on a millisecond basis in order to relate to the video.

An automatic Ambilight effect (transparent background) or a fixed background color (RGB value) is used for the background. With cut-our graphics in the conent area (below the video), the background or the Ambilight effect can optionally also be placed behind the entire ad. It is not possible to use an image for the background.

Optionally, social icons and / or a footer can be added, e.g. for the integration of legal texts.

If required, additional grid options are also available for the content area, but this does not change the overall size of the area. Another division only offers the advantage of placing different target URLs in the content.

Logo area
(left-justified, centered, right-justified)

16:9 Video

Video control (incl. timeline)
(no delivery necessary)

Content
(image delivery)
1000x800px (und 650x650px)

Logo area
(left-justified, centered, right-justified)

4:5 Video

Video control (incl. timeline)
(no delivery necessary)

Content
(image delivery)
1000x400px (und 650x390px)

Logo area
(left-justified, centered, right-justified)

1:1 Video

Video control (incl. timeline)
(no delivery necessary)

Content
(image delivery)
1000x400px (und 650x390px)

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Google Heavy Ads restrictions

Some of the newer Chrome versions already have an ad blocker from Google. This was introduced as part of the [Google Heavy Ads intervention](#). The rollout of this blocker is not completed yet, but according to the release notes it will be completed soon.

According to this, ads are blocked if they violate the following guidelines:

1.) If they use more than 4MB of bandwidth.
2.) If they use the CPU (central processing unit) for more than 60 seconds.
3.) If they fully load the CPU for more than 15 seconds within 30 seconds.

The limitation under point 1 will be removed if the user interacts with the ad before 4MB of bandwidth has been loaded.

For videos over 30 seconds, the ad becomes larger than 4MB. This is why we have an automatism that stops the video after 30 seconds and signals to the user via an animation that he has to press a CTA on the video to continue the video.

Alternatively, videos can also be reduced in bit rate to reduce the MB. This can be done for up to 45 seconds without any noticeable loss of quality. Sometimes it is optically justifiable for up to 60 seconds.

From March 2021, a new automatism will be introduced for videos which are longer than 30 seconds. The video runs in high resolution up to a certain second mark and then continues in a mini window in the ad.