

DIGITAL | Technical Specifications



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EUROSPORT

AVAILABLE AD FORMATS:

- INTERSTITIALS
- BANNERS
- RECTANGLES
- SPONSORSHIP BILLBOARDS
- HOME PAGE TAKE OVERS
- VIDEOS
- SPECIAL OPERATIONS

GENERAL GUIDELINES

TECHNICAL SPECIFICATIONS: GENERAL GUIDELINES

Please note this document is being updated on a regular basis to share the latest ad specifications
All creatives must meet the below General Guidelines in addition to other individual specifications presented within this document.

DEADLINE

- All creatives must be delivered to Eurosport Digital Traffic Team minimum 5 working days before launch date for all international campaigns. This allows for best quality testing and campaign implementation.

VALIDATION

- Testing your creatives and 3rd party tags is mandatory
- All creatives must follow the general rules set by the **iab.** guidelines (available [here](#))
- Please check all VAST tags on the **Google** VAST Validator (click [here](#))
- Please check all MRAID creatives on the **iab.** Validator (click [here](#))

LANGUAGES

All creatives must be translated or subtitled in the website or app language version :
FR, UK & COM, DE, IT, ES, RU, TR, PL

AD TYPES

Creative must be provided in one of the following ad types:

- HTML5 + backup .jpg or .gif
- MRAID
- .jpg / .gif / .png
- redirect 3rd party tag

DESIGN

A border line is required on all sides of the creative if its colour tone does not contrast well with the page background.

CLICKS / TRACKING

- The click through URL is mandatory
- Any tracking on the click through URL must be checked by the client first



AD FORMATS

INTERSTITIALS

🌐 = web

🍏🤖 = apps



Desktop



Size: 1350x640 pixels



Mobile



Size: 320x480 pixels



Tablet



Size: 768x1024 / 1024x768 pixels

INTERSTITIALS | Specs

DIMENSIONS	GIF / JPEG	REDIRECT 3 RD PARTY TAGS AND HTML5 FILES
DESKTOP: 1350x640	250 KB + link	Initial content: 250 KB + Polite loading and Video : 2 MB
MOBILE: 320x480	60 KB + link	Initial content: 70 KB + Polite loading and Video : 0.5 MB
TABLET: 768x1024 & 1024x768 PORTRAIT & LANDSCAPE	100 KB + link	Initial content: 110 KB + Polite loading and Video : 2 MB

GIF / JPG / PNG + LINK: No closing button

REDIRECT 3RD PARTY TAGS:

- Mandatory closing button + automatic closing after 30 seconds
- Use **_ADTIME_** as a cache busting variable if necessary
- **_ADCLICK_** is our ad server click tracking variable

HTML5 FILES:

- All links must be located in the main html file, not in the JS or CSS files
- Clicks: the below 3 scripts are mandatory in your html5 file (see "HTML5 click")
- No closing button or automatic closing
- Main *.html file in root directory
- Spaces and Umlauts in file names are not supported

The <header> script

HTML5 click

```
<HEAD>
<script>
var params = window.location.search.substr(1).split('&');
window.adclick = params[0]; </script>
(...)
</HEAD>
```

The <body> script

```
<BODY>
<script type="text/javascript">
clicktag = window.adclick+'HTTP://MY-LINK.COM/';
document.getElementById('EUROSPORT_ADTECH_clicktag').setAttribute('href', clicktag); </script>
(...)
</BODY>
```

The #clicktag link script

```
<a href="#clicktag"
id="EUROSPORT_ADTECH_clicktag" target="_blank">
(...)
</a>
```

Video & Rich Media

For animations + in-banner videos

- Codec: MP4 - H.264 (progressive or adaptive streaming)
- Max. duration 30 sec.
- Sound off : click is mandatory to start the sound
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate : 500 KBps
- Max Size : see table above

CREATIVE DELIVERY CHECKLIST

PLEASE MAKE SURE TO MEET THE BELOW REQUIREMENTS



OVERALL:

- Backup picture + click through URL
- Delivery 5 working days before launch date
- iab.** compliant (test it [here](#))
- HTTPS compliant

HTML5 CHECKLIST:

- HTML5 with our script variables
- Backup picture + click through URL

MOBILE & TABLET APPS:

- MRAID compliant (test it [here](#))

BANNERS

🌐 = web

🍏 🤖 = apps

EUROSPORT



SIZE: 970x90



SIZE: 320x50



SIZE: 728x90

DIMENSIONS	GIF / JPEG	REDIRECT 3 RD PARTY TAGS AND HTML5 FILE
DESKTOP 970x90	80 KB + link	Initial content: 90 KB + Polite loading and Video : 1 MB
MOBILE 320x50	40 KB + link	Initial content: 40 KB + Polite loading and Video : 0.5 MB
TABLET 728x90	50 KB + link	Initial content: 50 KB + Polite loading and Video : 0.5 MB

REDIRECT 3rd PARTY TAGS:

- Use `_ADTIME_` as a cache busting variable if necessary
- `_ADCLICK_` is our ad server click tracking variable

HTML5 FILES:

- All links must be located in the main html file, not in the JS or CSS files
- Clicks: the below 3 scripts are mandatory in your html5 file (see "HTML5 click")
- Main *.html file in root directory
- Spaces and Umlauts in file names are not supported

The <header> script

HTML5 click

```
<HEAD>
<script>
var params = window.location.search.substr(1).split('&');
window.adclick = params[0]; </script>
(...)
</HEAD>
```

The <body> script

```
<BODY>
<script type="text/javascript">
clicktag = window.adclick+'HTTP://MY-LINK.COM/';
document.getElementById('EUROSPORT_ADTECH_clicktag').setAttribute('href', clicktag); </script>
(...)
</BODY>
```

The #clicktag link script

```
<a href="#clicktag"
id="EUROSPORT_ADTECH_clicktag" target="_blank">
(...)
</a>
```

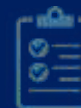
Video & Rich Media

For animations + in-banner videos

- Codec: MP4 - H.264 (progressive or adaptive streaming)
- Max. duration 30 sec.
- Sound off : click is mandatory to start the sound
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate : 500 KBps
- Max Size : see table above

CREATIVE DELIVERY CHECKLIST

PLEASE MAKE SURE TO MEET THE BELOW REQUIREMENTS



OVERALL:

- Backup picture + click through URL
- Delivery 5 working days before launch date
- iab.** compliant (test it [here](#))
- HTTPS compliant

HTML5 CHECKLIST:

- HTML5 with our script variables
- Backup picture + click through URL

MOBILE & TABLET APPS:

- MRAID compliant (test it [here](#))

RECTANGLES

🌐 = web

🍏🤖 = apps



Desktop



ALL PAGES

SIZE: 300x250 (rectangle)
300x600 (mega rectangle)



Mobile



HOMES + ARTICLES

SIZE: 300x250



Tablet



HOMES + ARTICLES

SIZE: 300x250

RECTANGLES | Specs

DIMENSIONS	GIF / JPEG	REDIRECT 3 RD PARTY TAGS AND HTML5 FILE
DESKTOP 300x250 / 300x600	60 KB / 90KB + link	Initial content: 60 KB / 90KB + Polite loading and Video : 1 MB
MOBILE 300x250	60 KB + link	Initial content: 60 KB + Polite loading and Video : 0.5 MB
TABLET 300x250	60 KB + link	Initial content: 60 KB + Polite loading and Video : 0.5 MB

REDIRECT 3rd PARTY TAGS:

- Use **_ADTIME_** as a cache busting variable if necessary
- **_ADCLICK_** is our ad server click tracking variable

HTML5 FILES:

- All links must be located in the main html file, not in the JS or CSS files
- Clicks: the below 3 scripts are mandatory in your html5 file (see "HTML5 click")
- Main *.html file in root directory
- Spaces and Umlauts in file names are not supported

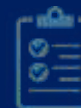
	The <header> script	The <body> script	The #clicktag link script
HTML5 click	<pre><HEAD> <script> var params = window.location.search.substr(1).split('&'); window.adclick = params[0]; </script> (...) </HEAD></pre>	<pre><BODY> <script type="text/javascript"> clicktag = window.adclick+'HTTP://MY-LINK.COM/'; document.getElementById('EUROSPORT_ADTECH_clicktag').setAttribute('href', clicktag); </script> (...) </BODY></pre>	<pre> (...) </pre>

Video & Rich Media
For animations + in-banner videos

- Codec: MP4 - H.264 (progressive or adaptive streaming)
- Max. duration 30 sec.
- Sound off : click is mandatory to start the sound
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate : 500 KBps
- Max Size : see table above

CREATIVE DELIVERY CHECKLIST

PLEASE MAKE SURE TO MEET THE BELOW REQUIREMENTS



OVERALL:

- Backup picture + click through URL
- Delivery 5 working days before launch date
- iab.** compliant (test it [here](#))
- HTTPS compliant

HTML5 CHECKLIST:

- HTML5 with our script variables
- Backup picture + click through URL

MOBILE & TABLET APPS:

- MRAID compliant (test it [here](#))

SPONSORSHIP BILLBOARDS

🌐 = web

🍏🤖 = apps

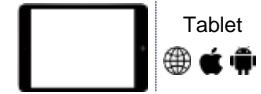
EUROSPORT



Size: 970x250
Can add background



Size: 320x50



Size: 970x90
up to 1024x90 accepted (landscape only)

“Presented by” above the creative

SPONSORSHIP BILLBOARDS | Specs

DIMENSIONS	GIF / JPEG	REDIRECT 3 RD PARTY TAGS / HTML5 FILE
DESKTOP 970x250	100 KB + LINK	INITIAL CONTENT: 100 KB + POLITE LOADING AND VIDEO : 1 MB
MOBILE 320x50	30 KB + LINK	INITIAL CONTENT: 40 KB + POLITE LOADING AND VIDEO : 0.5 MB
TABLET 970x90	80 KB + LINK	INITIAL CONTENT: 90 KB + POLITE LOADING AND VIDEO : 0.5 MB

REDIRECT 3RD PARTY TAGS:

- Use **_ADTIME_** as a cache busting variable if necessary
- **_ADCLICK_** is our ad server click tracking variable

HTML5 FILES:

- All links must be located in the main html file, not in the JS or CSS files
- Clicks: the below 3 scripts are mandatory in your html5 file (see "HTML5 click")
- Main *.html file in root directory
- Spaces and Umlauts in file names are not supported

The <header> script

HTML5 click

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<HEAD>
<script>
var params = window.location.search.substr(1).split('&');
window.adclick = params[0]; </script>
(...)
</HEAD>
```

The <body> script

```
<BODY>
<script type="text/javascript">
clicktag = window.adclick+'HTTP://MY-LINK.COM/';
document.getElementById('EUROSPORT_ADTECH_clicktag').setAttribute('href', clicktag); </script>
(...)
</BODY>
```

The #clicktag link script

```
<a href="#clicktag"
id="EUROSPORT_ADTECH_clicktag" target="_blank">
(...)
</a>
```

Video & Rich Media

For animations + in-banner videos

- Codec: MP4 - H.264 (progressive or adaptive streaming)
- Max. duration 30 sec.
- Sound off : click is mandatory to start the sound
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate : 500 KBps
- Max Size : see table above

BACKGROUND | Specs

CREATIVE	SPONSORING BANNER	BACKGROUND PICTURE	BACKGROUND COLOR	URL
Sponsoring billboard 970x250 + Background (desktop only)	See previous page specifications + Please don't include any URL or any click event in the creative	STATIC JPG, GIF or PNG: <ul style="list-style-type: none">100KB1800 x 250 max	Hexadecimal code	Click URL (sent separately) Will be applied on the entire creative



Size: 970x250 + 1800x250 background + Background color



Please contact us for further detailed information on this format

CREATIVE DELIVERY CHECKLIST

PLEASE MAKE SURE TO MEET THE BELOW REQUIREMENTS



OVERALL:

- Backup picture + click through URL
- Delivery 5 working days before launch date
- iab.** compliant (test it [here](#))
- HTTPS compliant

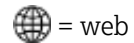
HTML5 CHECKLIST:

- HTML5 with our script variables
- Backup picture + click through URL

MOBILE & TABLET APPS:

- MRAID compliant (test it [here](#))

HOME PAGE TAKE OVERS (HPTO)



= web



= apps



Desktop



SIZES: 970x250 + 300x250 / 300x600
(Sponsorship Billboard + Rectangle or Mega rectangle)
can add background to the billboard



Mobile



SIZES: 320x50 + 300x250



Tablet



SIZES: 970x90 + 300x250
up to 1024x90 accepted (landscape only)

DIMENSIONS	GIF / JPEG	REDIRECT 3 RD PARTY TAGS / HTML5 FILE	
		Initial content	Polite loading and Video
Desktop 970x250 + 300x250 / 300x600	100 KB + 50 KB to 90 KB + links	100 KB + 60 KB	1MB 1MB
Mobile 320x50 + 300x250	30 KB + 50 KB + links	40 KB + 50 KB	0.5MB 1MB
Tablet 970x90 + 300x250	80 KB + 40 KB + links	90 KB + 60 KB	0.5MB 1MB

REDIRECT 3RD PARTY TAGS:

- Use **_ADTIME_** as a cache busting variable if necessary
- **_ADCLICK_** is our ad server click tracking variable

HTML5 FILES:

- All links must be located in the main html file, not in the JS or CSS files
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- Main *.html file in root directory
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The <header> script

HTML5 click

```
<HEAD>
<script>
var params = window.location.search.substr(1).split('&');
window.adclick = params[0]; </script>
(...)
</HEAD>
```

The <body> script

```
<BODY>
<script type="text/javascript">
clicktag = window.adclick+'HTTP://MY-LINK.COM/';
document.getElementById('EUROSPORT_ADTECH_clicktag').setAttribute('href', clicktag); </script>
(...)
</BODY>
```

The #clicktag link script

```
<a href="#clicktag"
id="EUROSPORT_ADTECH_clicktag" target="_blank">
(...)
</a>
```

Video & Rich Media

For animations + in-banner videos

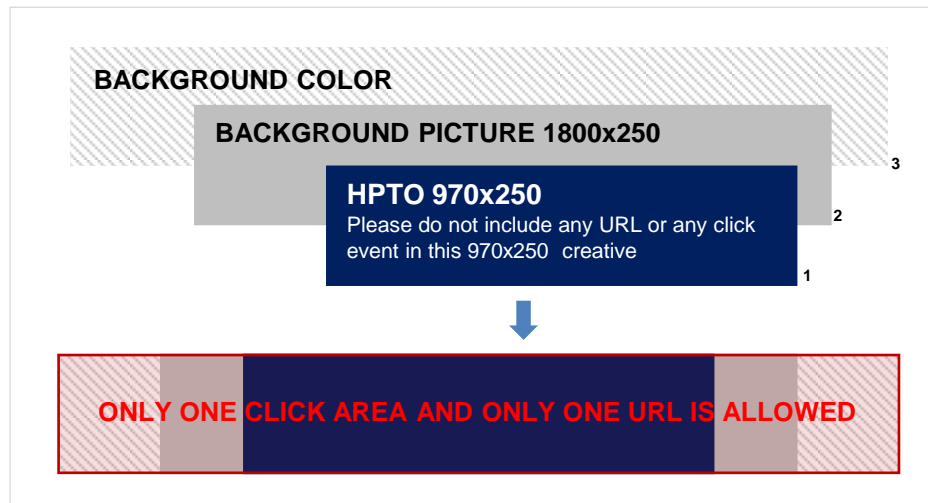
- Codec: MP4 - H.264 (progressive or adaptive streaming)
- Max. duration 30 sec.
- Sound off : click is mandatory to start the sound
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate : 500 KBps
- Max Size : see table above

BACKGROUND | Specs

CREATIVE	HPTO SPONSORSHIP BILLBOARD	BACKGROUND PICTURE	BACKGROUND COLOR	URL
HPTO 970x250 + Background (desktop only)	See HPTO page specifications + please do not include any URL or any click event in the creative	Static JPG, GIF or PNG: <ul style="list-style-type: none">• 100KB max• 1800x250 max	Hexadecimal code	Click URL must be sent separately (only one click area on the creative)



Size: 970x250 + 1800x250 Background + Background color



CREATIVE DELIVERY CHECKLIST

PLEASE MAKE SURE TO MEET THE BELOW REQUIREMENTS



OVERALL:

- Backup picture + click through URL
- Delivery 5 working days before launch date
- iab.** compliant (test it [here](#))
- HTTPS compliant

HTML5 CHECKLIST:

- HTML5 with our script variables
- Backup picture + click through URL

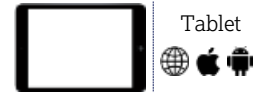
MOBILE & TABLET APPS:

- MRAID compliant (test it [here](#))

VIDEOS

🌐 = web

🍏🤖 = apps



Pre-rolls



InRead



InRead are available on web responsive only – not available on apps

Size: 1024x576

Size: 640x360

Size: 640x360

Pre-rolls vs. InRead

Pre-roll: Video ad placement played before an editorial video stream

inRead: Video unit embedded into the body of editorial articles for optimal user experience:

- video only plays when visible on user's screen
- video pauses when user can't see it onscreen
- video resumes when in view again
- audio starts on mouse rollover.

MEDIA FILE SPECIFICATION

- Mandatory formats: MP4 (H.264) and WEBM
- Audio codec: AAC
- Max. duration 30 sec.
- Normal sound level: -18 dBfs,
- Max. sound level: -6 dBfs,
- Frames per second ratio: 25
- Video ratio (width/height): 16:9
- The click through link is mandatory (URL)

	DIMENSIONS	MAX BITRATE	MAX SIZE
DESKTOP	1024x576 px	700 – 1500 KBps	3 MB
MOBILE	640x360 px	500 – 700 KBps	1.5 MB
TALET	640x360 px	500 – 700 KBps	1.5 MB

Wrapper / VAST redirect tags

Wrapper redirect tags must be at least **VAST 2 compliant**, as presented in the IAB specifications (available [here](#))

All creatives must meet the following specific guidelines:

- the media file within the target VAST tag must be compliant with the “Media file specifications” listed on the previous page of this document
- a skip offset at 75% of the video is mandatory
- the script must not affect the proper functioning of the app, video player, website or other ads
- ad duration must be 6-30 seconds maximum.

VPAID

Eurosport network is VPAID compliant :

- javascript VPAID only
- desktop only
- a skip offset at 75% of the video is mandatory

VPAID redirect tags must be delivered 5 working days before launch date including a MP4 backup file and a click-through URL

CREATIVE DELIVERY CHECKLIST

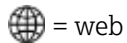
PLEASE MAKE SURE TO MEET THE BELOW REQUIREMENTS



- Video + click through URL
- Delivery 5 working days before launch date
- VAST compliant (test it [here](#))
- HTTPS compliant

SPECIAL OPERATIONS

SPONSORED CONTENT



= web



= apps

EUROSPORT



Desktop



ARTICLE

HOME



Mobile



ARTICLE



HOME



Tablet



ARTICLE



HOME

Mention "Sponsored Content" + Brand Logo

DIMENSIONS	GIF / JPEG	REDIRECT 3 RD PARTY TAGS / HTML5 FILE
DESKTOP 970x90	90 KB + LINK	INITIAL CONTENT: 90 KB + POLITE LOADING AND VIDEO : 1 MB
MOBILE 320x50	40 KB + LINK	INITIAL CONTENT: 40 KB + POLITE LOADING AND VIDEO : 0.5 MB
TABLET 728x90	50 KB + LINK	INITIAL CONTENT: 50 KB + POLITE LOADING AND VIDEO : 0.5 MB

REDIRECT 3RD PARTY TAGS:

- Use **_ADTIME_** as a cache busting variable if necessary
- **_ADCLICK_** is our ad server click tracking variable

HTML5 FILES:

- All links must be located in the main html file, not in the JS or CSS files
- Clicks: the below 3 scripts are mandatory in your html5 file (see "HTML5 click")

The <header> script

HTML5 click

```
<HEAD>
<script>
var params = window.location.search.substr(1).split('&');
window.adclick = params[0]; </script>
(...)
</HEAD>
```

The <body> script

```
<BODY>
<script type="text/javascript">
clicktag = window.adclick+'HTTP://MY-LINK.COM/';
document.getElementById('EUROSPORT_ADTECH_clicktag').setAttribute('href', clicktag); </script>
(...)
</BODY>
```

The #clicktag link script

```
<a href="#clicktag"
id="EUROSPORT_ADTECH_clicktag" target="_blank">
(...)
</a>
```

Video & Rich Media

For animations + in-banner videos

- Codec: MP4 - H.264 (progressive or adaptive streaming)
- Max. duration 30 sec.
- Sound off : click is mandatory to start the sound
- Normal sound level: -18 dBfs
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate : 500 KBps
- Max Size : see table above

CONTACT US



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