AVAILABLE AD FORMATS:

- Interstitials
- Banners
- Rectangles
- Sponsorship Billboards
- Home Page Take Overs
- Videos
- Special Operations
**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](https://www.iab.net) (available [here](https://www.iab.net))
- Please check all VAST tags on the [Google VAST Validator](https://validator.google.com) (click [here](https://validator.google.com))
- Please check all MRAID creatives on the [IAB Validator](https://validator.iab.com) (click [here](https://validator.iab.com))

<table>
<thead>
<tr>
<th>LANGUAGES</th>
<th>AD TYPES</th>
<th>DESIGN</th>
<th>CLICKS / TRACKING</th>
</tr>
</thead>
</table>
| All creatives must be translated or subtitled in the website or app language version: FR, UK & COM, DE, IT, ES, RU, TR, PL | Creative must be provided in one of the following ad types:  
  - HTML5 + backup .jpg or .gif  
  - MRAID  
  - .jpg / .gif / .png  
  - redirect 3rd party tag | A border line is required on all sides of the creative if its colour tone does not contrast well with the page background. |  
  - The click through URL is mandatory  
  - Any tracking on the click through URL must be checked by the client first |
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 (check it here)
☐ HTTPS compliant

HTML5 CHECKLIST:

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

MOBILE & TABLET APPS:

☐ MRAID compliant (test it here)
INTERSTITIALS

🌐 = web   📱 = apps

Size: 1350x640 pixels

Size: 320x480 pixels

Size: 768x1024 / 1024x768 pixels

Last updated on 10/7/2019
### Video & Rich Media

For animations + in-banner videos

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>GIF / JPEG</th>
<th>REDIRECT 3rd PARTY TAGS AND HTML5 FILES</th>
</tr>
</thead>
</table>
| DESKTOP: 1350x640  | 250 KB + link | Initial content: 250 KB  
+ Polite loading and Video : 1 MB |
| MOBILE: 320x480    | 60 KB + link  | Initial content: 70 KB  
+ Polite loading and Video : 0.5 MB |
| TABLET: 768x1024 & 1024x768 | 100 KB + link | Initial content: 110 KB  
+ Polite loading and Video : 1 MB |

**GIF / JPG / PNG + LINK:** No closing button

**REDIRECT 3rd PARTY TAGS:**
- Mandatory closing button + automatic closing after 30 seconds
- Use `%%CACHEBUSTER%%` as a cache busting variable if necessary
- `%%CLICK_URL_UNESC%%` is our ad server click tracking variable

**HTML5 FILES:**
- [https://support.google.com/admanager/answer/7046799?hl=en](https://support.google.com/admanager/answer/7046799?hl=en)

- **Codec:** MP4 - H.264 (progressive or adaptive streaming)
- **Max. sound level:** -6 dBfs
- **Max. duration:** 30 sec.
- **Frames per second ratio:** 25
- **Max Bitrate:** 500 KBps
- **Max Size:** see table above

- **Sound off:** click is mandatory to start the sound
- **Normal sound level:** -18 dBfs

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Last updated on 10/7/2019
**VIDEO INTERSTITIALS**

- **Desktop**
  - **Size:** 1350x640 pixels
  - **BACKGROUND:** width: 1920px, height: 1200px with a center Safe Area of 1920x860
  - **format:** .jpg - 150 ko max
  - **VIDEO:**
    - format: .mp4 - 2Mo Max
    - video length: 30 sec max

- **Mobile**
  - **Size:** 320x480 pixels
  - **BACKGROUND:** width: 1242px, height: 2208px with a center Safe Area of 1920x860
  - **format:** .jpg - 150 ko max
  - **VIDEO:**
    - format: .mp4 - 2Mo Max
    - video length: 30 sec max

- **Tablet**
  - **Size:** 768x1024 / 1024x768 pixels
  - **BACKGROUND PORTRAIT:** width: 1536px, height: 2048px with a center Safe Area of 1536x919
  - **format:** .jpg - 150 ko max
  - **VIDEO:**
    - format: .mp4 - 2Mo Max
    - video length: 30 sec max
  - **BACKGROUND LANDSCAPE:** width: 2048px, height: 1536px with a center Safe Area of 1654x949
  - **format:** .jpg - 150 ko max
  - **VIDEO:**
    - format: .mp4 - 2Mo Max
    - video length: 30 sec max

Last updated on 10/7/2019
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

### Specs

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>GIF / JPEG</th>
<th>Redirect 3rd Party Tags and HTML5 File</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop 970x90</td>
<td>80 KB + link</td>
<td>Initial content: 90 KB + Polite loading and Video: 1 MB</td>
</tr>
<tr>
<td>Mobile 320x50</td>
<td>40 KB + link</td>
<td>Initial content: 40 KB + Polite loading and Video: 0.5 MB</td>
</tr>
<tr>
<td>Tablet 728x90</td>
<td>50 KB + link</td>
<td>Initial content: 50 KB + Polite loading and Video: 0.5 MB</td>
</tr>
</tbody>
</table>

**GIF / JPG / PNG + Link:** No closing button

**Redirect 3rd Party Tags:**
- Mandatory closing button + automatic closing after 30 seconds
- Use `%%CACHEBUSTER%%` as a cache busting variable if necessary
- `%%CLICK_URL_UNESC%%` is our ad server click tracking variable

**HTML5 Files:**
- [https://support.google.com/admanager/answer/7046799?hl=en](https://support.google.com/admanager/answer/7046799?hl=en)

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### 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

¬ Size: 300x250 (rectangle)
¬ 300x600 (mega rectangle)

ALL PAGES

HOMES + ARTICLES
¬ Size: 300x250

HOMES + ARTICLES
¬ Size: 300x250
### 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
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<table>
<thead>
<tr>
<th>Dimensions</th>
<th>GIF / JPEG</th>
<th>REDIRECT 3rd PARTY TAGS AND HTML5 FILE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong> 300x250 / 300x600</td>
<td>60 KB / 90KB + link</td>
<td>Initial content: 60 KB / 90KB + Polite loading and Video: 1 MB</td>
</tr>
<tr>
<td><strong>Mobile</strong> 300x250</td>
<td>60 KB + link</td>
<td>Initial content: 60 KB + Polite loading and Video: 0.5 MB</td>
</tr>
<tr>
<td><strong>Tablet</strong> 300x250</td>
<td>60 KB + link</td>
<td>Initial content: 60 KB + Polite loading and Video: 0.5 MB</td>
</tr>
</tbody>
</table>

**GIF / JPG / PNG + LINK:**
- No closing button

**REDIRECT 3rd PARTY TAGS:**
- Mandatory closing button + automatic closing after 30 seconds
- Use `%%CACHEBUSTER%%` as a cache busting variable if necessary
- `%%CLICK_URL_UNESC%%` our ad server click tracking variable

**HTML5 FILES:**
- https://support.google.com/admanager/answer/7046799?hl=en

**DIMENSIONS**

<table>
<thead>
<tr>
<th>Device Type</th>
<th>GIF / JPEG</th>
<th>POLITE CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong> 300x250 / 300x600</td>
<td>60 KB / 90KB + link</td>
<td>1 MB</td>
</tr>
<tr>
<td><strong>Mobile</strong> 300x250</td>
<td>60 KB + link</td>
<td>0.5 MB</td>
</tr>
<tr>
<td><strong>Tablet</strong> 300x250</td>
<td>60 KB + link</td>
<td>0.5 MB</td>
</tr>
</tbody>
</table>

**Video & Rich Media**

- Initial content: 60 KB / 90KB
- Polite loading and Video: 1 MB
- Max. sound level: -6 dBfs
- Frames per second ratio: 25
- Max Bitrate: 500 KBps
- Max Size: see table above
**Desktop**

**ALL PAGES**

**SIZE:** 300x250 (rectangle)

**BACKGROUND:**
- Width: 600px
- Height: 500px
- Format: jpeg - 100 ko max
- Safe zone: 580x320
- Branding: one logo available

**VIDEO:**
- Format: .Mp4 - 1.5mo max
- Video Length: 30sec max.

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**Mobile**

**HOMES + ARTICLES**

**SIZE:** 300x250

**HOMES + ARTICLES**

**SIZE:** 300x250

---

**Tablet**

**HOMES + ARTICLES**

**SIZE:** 300x250

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Last updated on 10/7/2019
**INTERSCROLLERS**

* Format created by an external agency, involving additional costs

**Size:** 320x480 pixels
Takes place within the 300x250 ad slot on:
- HP
- Home of sections
- Articles

**DISPLAY**
- JPG, PNG, 320x480, HD (if possible)
- 60 KB maximum + Link

**VIDEO**
- .mp4
- 1MB maximum + link
- 30 seconds maximum
- MRAID 3 compliant

Other formats are available such as Canvas, Gallery, Shoppable or Store Finder. Please contact quentin_rabier@discovery.com for any question regarding interscrollers.
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

- **Desktop**: 970x250
  - Can add background

- **Mobile**: 320x50

- **Tablet**: 728x90
  - up to 1024x90 accepted (landscape only)

Icons: = web  = apps

Last updated on 10/7/2019
SPONSORSHIP BILLBOARDS  Specs

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>GIF / JPEG</th>
<th>REDIRECT 3rd PARTY TAGS / HTML5 FILE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESKTOP</td>
<td>970x250</td>
<td>100 KB + LINK</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>INITIAL CONTENT</strong>: 100 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Polite loading and Video : 1 MB</td>
</tr>
<tr>
<td>MOBILE</td>
<td>320x50</td>
<td>30 KB + LINK</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>INITIAL CONTENT</strong>: 40 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Polite loading and Video : 0.5 MB</td>
</tr>
<tr>
<td>TABLET</td>
<td>728x90</td>
<td>80 KB + LINK</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>INITIAL CONTENT</strong>: 90 KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ Polite loading and Video : 0.5 MB</td>
</tr>
</tbody>
</table>

GIF / JPG / PNG + LINK: No closing button

REDIRECT 3rd PARTY TAGS:
- Mandatory closing button + automatic closing after 30 seconds
- Use `%%CACHEBUSTER%%` as a cache busting variable if necessary
- `%%CLICK_URL_UNESC%%` is our ad server click tracking variable

HTML5 FILES:
- [https://support.google.com/admanager/answer/7046799?hl=en](https://support.google.com/admanager/answer/7046799?hl=en)

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 dBs
- Max. sound level: -6 dBs
- Frames per second ratio: 25
- Max Bitrate: 500 Kbps
- Max Size: see table above

Last updated on 10/7/2019
VIDEO BILLBOARDS

Size: 970x250

BACKGROUND:
- Width: 970px
- Height: 250px
- Format: Jpeg - 80 Ko Max
- Safe Zone: 444x250 (Center)

VIDEO:
- Format: .mp4 - 1.5Mo Max
- Video length: 30sec max.
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)

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

Sizes: 320x50 + 300x250
NOT POSSIBLE ON THE FR VERSION

Sizes: 728x90 + 300x250 (APP)
up to 1024x90 accepted (landscape only)
NOT POSSIBLE ON THE FR VERSION

= web  = apps
HOME PAGE TAKE OVERS (HPTO) Specs

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>GIF / JPEG</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Desktop 970x250 + 300x250 / 300x600</td>
<td>Initial content</td>
<td>Polite loading and Video</td>
</tr>
<tr>
<td>100 KB + 50 KB to 90 KB + links</td>
<td>100 KB + 60 KB</td>
<td>1MB + 1MB</td>
</tr>
<tr>
<td>30 KB + 50 KB + links</td>
<td>40 KB + 50 KB</td>
<td>0.5MB + 1MB</td>
</tr>
<tr>
<td>80 KB + 40 KB + links</td>
<td>90 KB + 60 KB</td>
<td>0.5MB + 1MB</td>
</tr>
<tr>
<td>Mobile 320x50 + 300x250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 KB + 50 KB + links</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80 KB + 40 KB + links</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tablet 970x90 &amp; 728x90 + 300x250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80 KB + 50 KB + links</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80 KB + 40 KB + links</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GIF / JPG / PNG + LINK**: No closing button

**REDIRECT 3rd PARTY TAGS**:  
- Mandatory closing button + automatic closing after 30 seconds  
- Use %CACHEBUSTER% as a cache busting variable if necessary  
- %CLICK_URL_UNESC% is our ad server click tracking variable

**HTML5 FILES**:  
- https://support.google.com/admanager/answer/7046799?hl=en

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**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

---

Last updated on 10/7/2019
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](#))
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)

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>MAX BITRATE</th>
<th>MAX SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DESKTOP</strong></td>
<td>1024x576 px</td>
<td>700 – 1500 KBps</td>
</tr>
<tr>
<td><strong>MOBILE</strong></td>
<td>640x360 px</td>
<td>500 – 700 KBps</td>
</tr>
<tr>
<td><strong>TALET</strong></td>
<td>640x360 px</td>
<td>500 – 700 KBps</td>
</tr>
</tbody>
</table>
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**

## Specs

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>GIF / JPEG</th>
<th>REDIRECT 3rd PARTY TAGS / HTML5 FILE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong> 970x90</td>
<td>90 KB + LINK</td>
<td>INITIAL CONTENT: 90 KB + POLITE LOADING AND VIDEO : 1 MB</td>
</tr>
<tr>
<td><strong>Mobile</strong> 320x50</td>
<td>40 KB + LINK</td>
<td>INITIAL CONTENT: 40 KB + POLITE LOADING AND VIDEO : 0.5 MB</td>
</tr>
<tr>
<td><strong>Tablet</strong> 728x90</td>
<td>50 KB + LINK</td>
<td>INITIAL CONTENT: 50 KB + POLITE LOADING AND VIDEO : 0.5 MB</td>
</tr>
</tbody>
</table>

**GIF / JPG / PNG + LINK:** No closing button

**REDIRECT 3rd PARTY TAGS:**
- Mandatory closing button + automatic closing after 30 seconds
- Use `%%CACHEBUSTER%%` as a cache busting variable if necessary
- `%%CLICK_URL_UNESC%%` is our ad server click tracking variable

**HTML5 FILES:**
- [https://support.google.com/admanager/answer/7046799?hl=en](https://support.google.com/admanager/answer/7046799?hl=en)

---

**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

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**Last updated on 10/7/2019**