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Technical Specifications 2020

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General Specifications

Delivery of creative assets

- Creative assets shall be delivered at least 3 working days before the campaign launch
- click URL
- Tracking elements (pixels or scripts depending on the adFormat).

Points of focus

- 3rd party tags shall be JavaScript. IFRAME type is not accepted.
- All creative including sound must be muted by default, and may only be activated by user click on the « ON / OFF » button (no rollover).
- Our adserver is SmartAdserver; the cache buster macro is [timestamp], and the clickTracking macro is [countgo].
- Please avoid the usage of JavaScript functions named « Mouse.hide() » or « hitTest() » within creative codes.
- Creatives shall not contain any stroboscopic effects.

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HTML5 General Guidelines

The creative must be fully compliant with the W3C HTML5 standard (http://www.w3.org/TR/html5/) and the here bellow recommendations:

- The root .html file shall be named « index.html »
- This .html file must contain at least the <html> and <body> tags.
- The <body> must be non-transparent (please define à background color or image).
- Supported image types are: GIF, JPG, PNG

Packaging and weight of creatives

HTML5 creatives may be served with agency redirect, or by providing us the asset following as bellow:

- All creative assets (images, codes, libraries, etc.) shall be submitted in a single .zip file.
- There shall be only one .html file at the root of the .zip file.
- Usage of folders within the .zip file is recommended.
- the ad (an .html file) must be viewable without a network connection.
- File weight is measured after all code and assets are stored to a .zip file.
- For file weight limits, see individual format pages for additional information.

ClickTags

Click variables or URL must be included in the root .html file to ease the insertion of the adserver click tracking:

- To ease the locating click variables or URL shall be placed, if possible, right after the <body> tag.
- Anchor links mist always have the attribute « target=_blank » to ensure the click destination is opened in a new page or a tab.
- For creatives with multiple click through, please ensure they are grouped within the code or well labelled with a comment.

Browser support and fallback experience

All modern browsers support HTML5:

- Chrome 40 and above versions.
- Firefox 35 and above versions.
- Internet Explorer 10 and above versions.
- Opera 20 and above versions.
- Safari 7.0 and above versions.

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Nevertheless, browser may render differently the creative due to the code interpretation. For browsers that do not fully support HTML5, it is important to ensure something is rendered (ie. an alternative image for browser not supporting HTML5 or does not support client side scripting).

Code and asset compressions

Unlike Flash, HTML5 does not atomically optimize code or medias, several methods exist for compressing and optimizing HTML5 creatives:

- Limit the number of files to be loaded as to lower the overall sizes of the creative, also if many files are needed to render the creative this will increase the user perceived latency.

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Desktop Formats

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Leaderboard 728x90

Deliverables

3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

- File type: HTML5, .GIF, .JPG
- Dimensions: 728x90.
- Max File Size: 75 Ko

HTML5

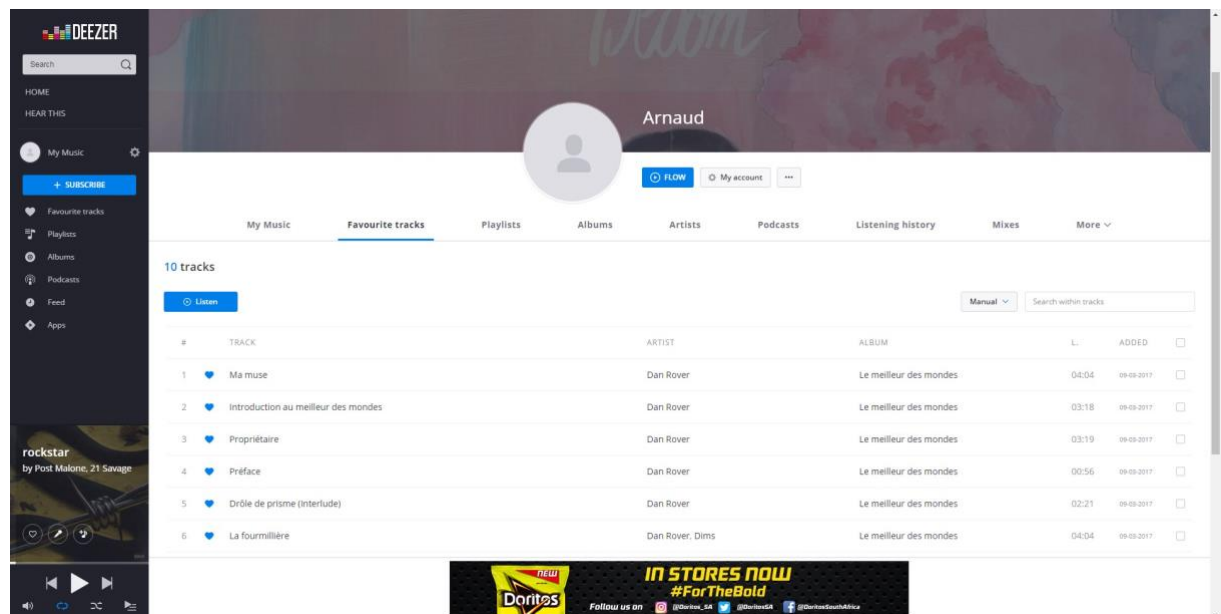- Please refer to the HTML5 general specifications (page 4).

3rd Party tracking

- Click tracking: tracked URL or Click-Command

Ad Impression tracking: Pixel tracker or JavaScript tracker accepted.
Point of focus

none.

Example

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Super Leaderboard 970x90

Deliverables

3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

- File type: HTML5, .GIF, .JPG
- Dimensions: 970x90.
- Max File Size: 75 Ko

HTML5
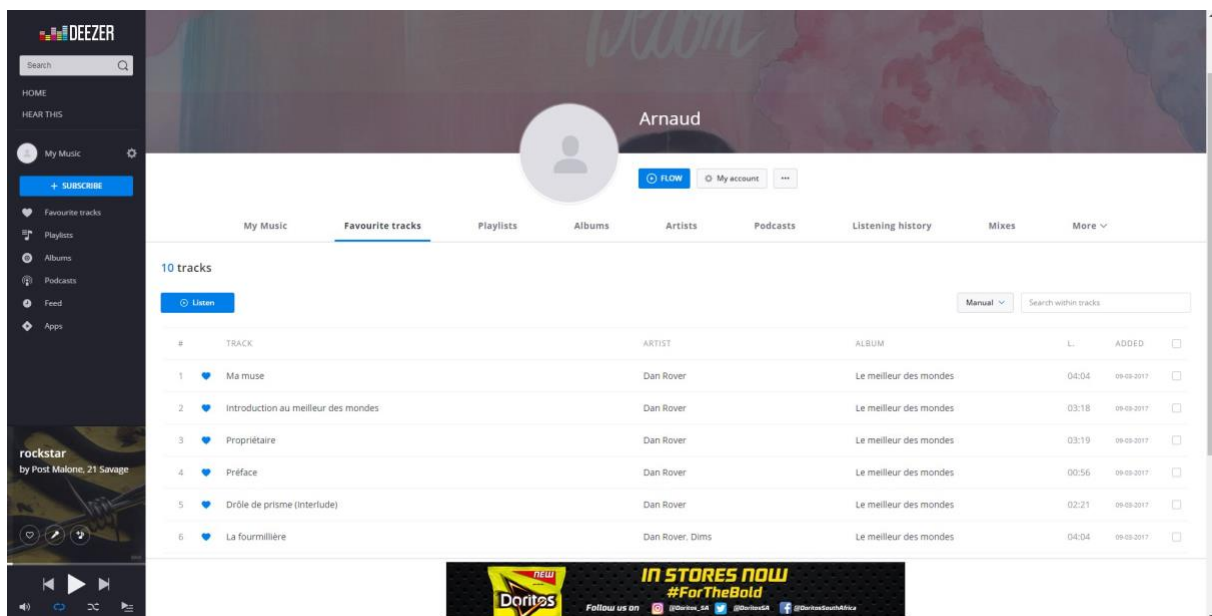- Please refer to the HTML5 general specifications (page 4).

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker or JavaScript tracker accepted.

Point of focus
- none.

Example

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Billboard 970x250

Deliverables

3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

- File type: HTML5, .GIF, .JPG
- Dimensions: 970x250.
- Max File Size: 200 Ko

HTML5
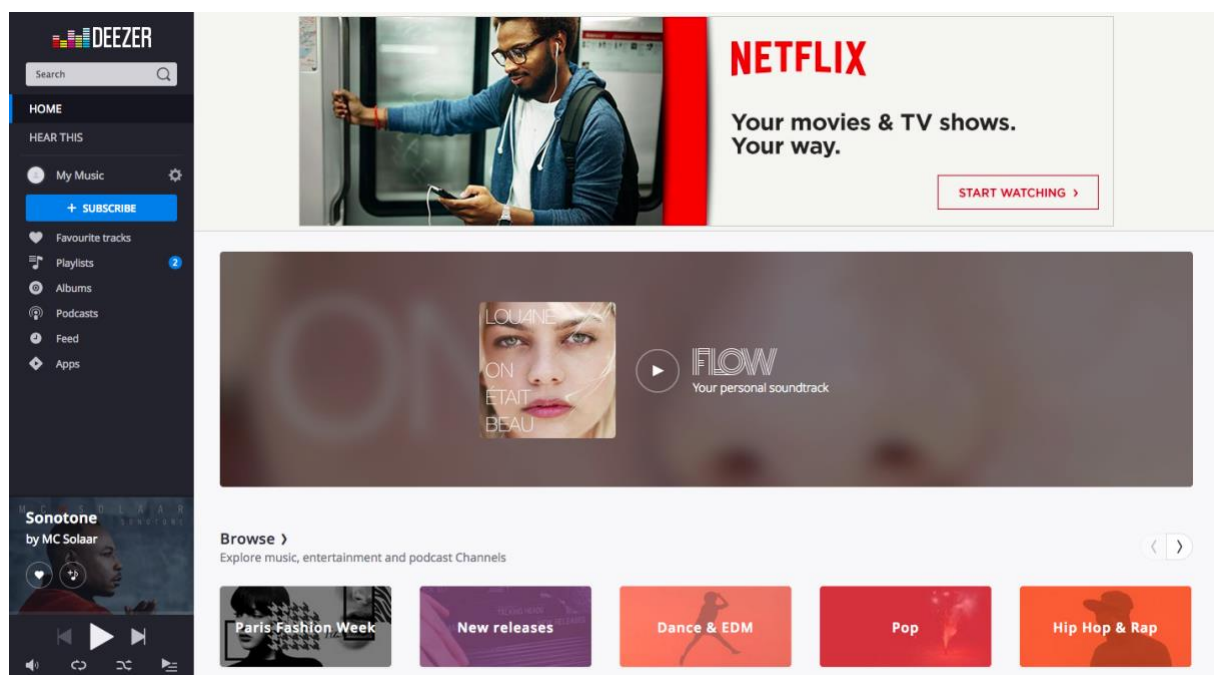- Please refer to the HTML5 general specifications (page 4).

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker or JavaScript tracker accepted.

Point of focus
- none.

Example

Video Billboard 970x250

Deliverables

3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

HTML5

- File type: HTML5 and MP4
- Dimensions: 970x250
- Max File Size: 200 ko (excl. the video)
- Video max file size : .MP4 video file, 2 Mo max, 30 seconds max.

Standalone video, the integration is managed by Deezer

- File type: .MP4
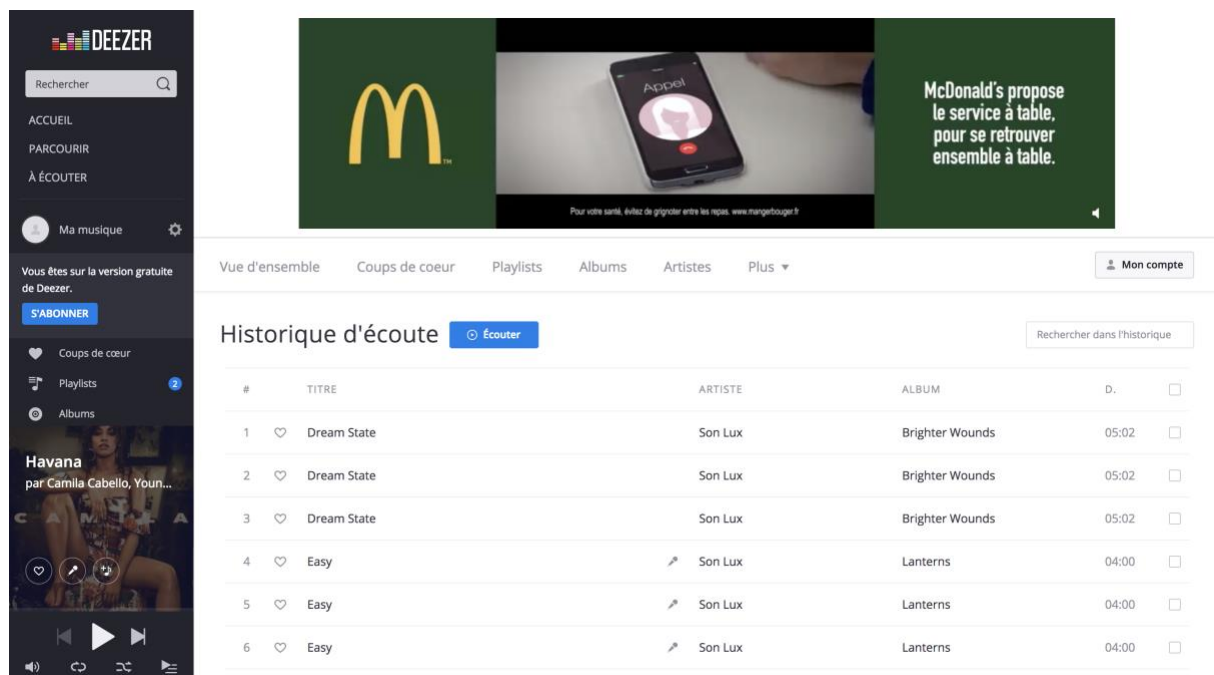- Dimensions: 970x250
- Max File Sizes : 2 Mo

3rd Party tracking

- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker or JavaScript tracker accepted.

Point of focus

- If the video sizes are not well adapted in width and height, it may appear truncated or squashed.
- **Sound is off by default,** and may only be activated by user click on the « ON / OFF » button.
- The video may loop, or replayed by user click on the "replay" button.

Example

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Audio adBreak

Deliverables
3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

Display
- File type: HTML5, .GIF, .JPG
- Dimensions: 728x90
- Max File Size: 75 Ko
- For more details, please refer to the « Leaderboard» specifications on page 7.

Audio file
- File type: MP3 only (128 CBR), or VAST Audio tag.
- Gain: 89db max.
- Duration: 30 seconds.
- Max File Size: 1 Mo

Baseline associated to the Audio spot
If wished we may add an optional 36 character max text within the player
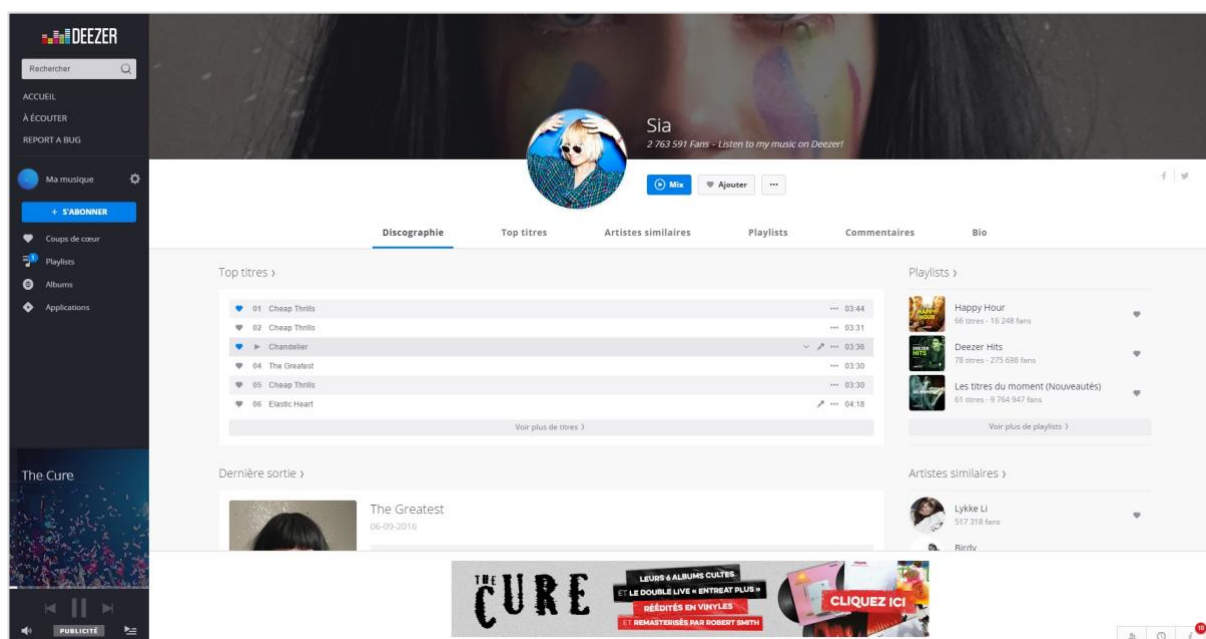(i.e. advertiser – product name).

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker or JavaScript tracker accepted.

Point of focus
- if specified in the insertion order, a 970x90 banner can be synchronously served with the audio spot, in replacement of the 728x90 banner

Example

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Video adBreak

Deliverables
3rd Party adserving VAST tag or files if the creative is hosted by Deezer.

Redirect VAST / VPAID
Responding to VAST 3.0 or VPAID 2.0 standards, including:

- One video file: .MP4, .FLV
- Dimensions: 1024x576 (16/9 ratio)
- Framerate: 25 fps
- Duration: 30 seconds max

If the video is hosted by Deezer:
- File type: .MP4 only.
- Dimensions: 1024x576 (16/9 ratio)
- Max File Size: 4 MB
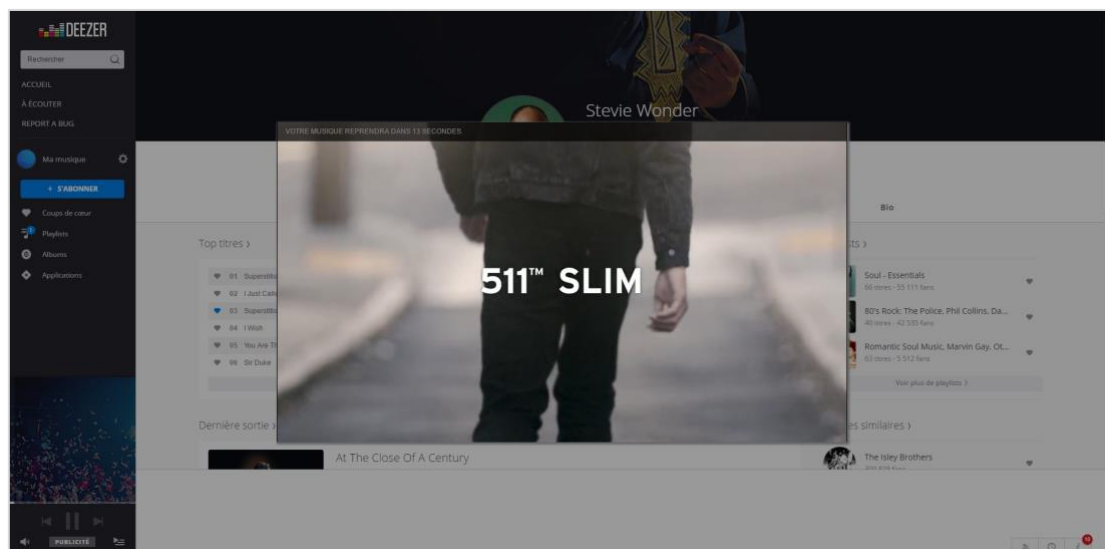- Framerate: 25 fps
- Duration: 30 seconds

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
- VPAID creatives shall not include a close button as it is managed on our adserver side.

Example

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Custom Formats

Deliverables
- 3rd Party JavaScript Tags only.

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
- Deezer allows you to make Special « Custom » Features. You just have to brief us at least 2 weeks before it is planned to go live.
- As each custom format is "unique", there are no specific Technical Specifications: They will be set by the Traffic Team after the initial briefing.
- All creative including sound must be muted by default, and may only be activated by user click on the « ON / OFF » button (no rollover).

Exemple :
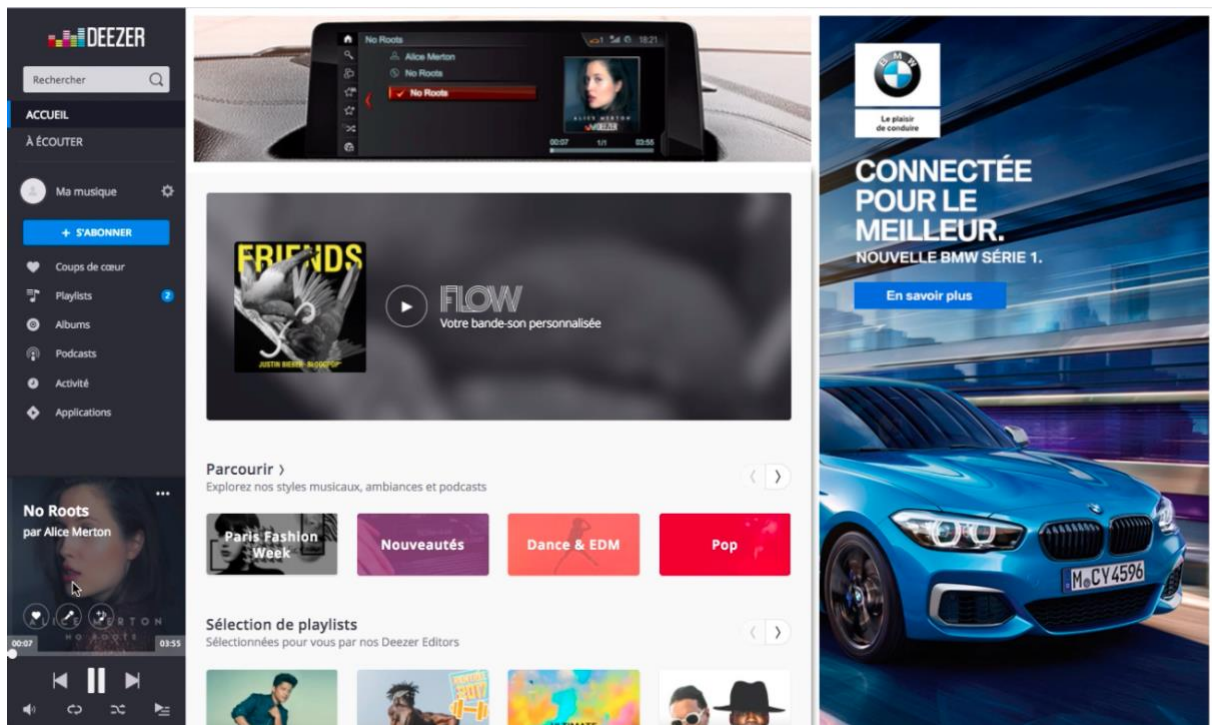
Interactive takeover synchronized with the Deezer content player

Mobile and Tablet Formats

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Mobile and tablet general specifications

Delivery

- Technical elements shall be delivered 3 working days before the campaign launch.
- All elements shall follow these technical requirements and be optimized for SmartAdserver.

General Specifications

Clicks and Click tracking

- All creatives must be clickable, an URL or tracked URL must be provided.

Image type creatives

- To ensure a good quality in rendering the creatives on all devices only .JPEG and .PNG files type are accepted.

Audio type creatives

- All audio assets shall be MP3 encoded (128 CBR, sound level 89 db max, No ad tags accepted).
- Duration of the audio Ad must be between 10 to 30 seconds max.
- Max File size is 1mo.

Video type creatives

- To ensure a good render of video ads (Splashscreen interstitial), following recommendations shall be followed:
- Sound: On
- Duration: 30 seconds max.
- File types and encoding
    - MP4 (Baseline profile 3.0).
    - MPEG-4, Part 2 video simple profile.

HTML5 type creatives

- Size of creative must adapt to screen sizes..
- Only one tracking is accepted by creative.
- Animation shall not loop or have a stroboscopic effect.
- For Androïd et iOS apps, creatives must comply with MRAID Standards and SmartAdserver recommendations as well
  http://www.iab.net/media/file/IAB_MRAID_v2_FINAL.pdf
    - iOS:http://help.smartadserver.com/iOS/V5.0/#MRAIDCreatives/MRAIDOverview.htm%3FTocPath%3DMRAID%7C
    - Androïd : http://help.smartadserver.com/Android/V5.0/Default.htm#MRAIDCreativesDesign/MRAIDOverview.htm%3FTocPath%3DMRAID%20Creatives%7C

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Video Pre-roll

Deliverables
VAST Tag, or files if the creative is hosted by Deezer.

Format	Dimensions	Max File Size.	File type
Video	9/16	2 Mo	MP4 (H.264), VAST

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
- maximum duration of the video is 30 seconds
- A mandatory close button, visible from the first second, will be added on the top right corner (managed by our adserver).

Example

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Mobile Banner

Deliverables
3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

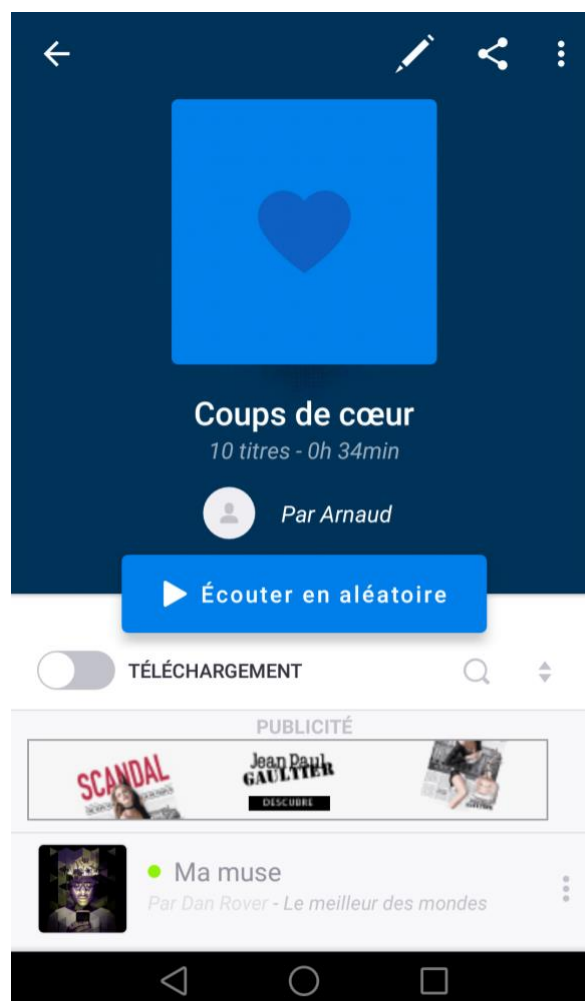| Format	Dimensions	Max File Size.	File type
Image	640x100 or 600x100 or 320x50 or 300x50	40 Ko	.JPG, .PNG, .GIF
HTML5	Sizes must adapt to screen sizes.	70 Ko	.HTML5

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
None

Example

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Audio AdBreak

Deliverables
Creative assets must be hosted by Deezer.

Image Cover
- File type: .JPG, .PNG
- Dimensions: 1024x1024
- 100 Ko max

Spot Audio
- File type: MP3 only (128 CBR)
- Gain: 89db. max
- Duration: 30 seconds
- 1 Mo max.

Baseline
If wished we may add an optional 36 character max text within the player
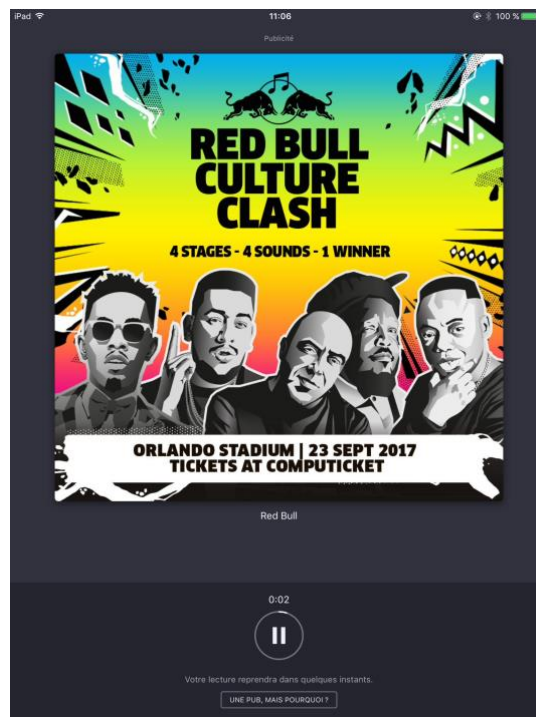(i.e. advertiser – product name).

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
3rd party tags, HTML5, GIF, are not accepted.

Example

Native Ad

Deliverables

Creative assets must be hosted by Deezer.

- Title: 30 characters max (ex: « Zootopia »)
- Image: 1200x628, .JPG or .PNG, 100Ko max
- Description: 90-characters max (ex: "Shakira performs TRY EVERYTHING, the soundtrack of Zootopia »)
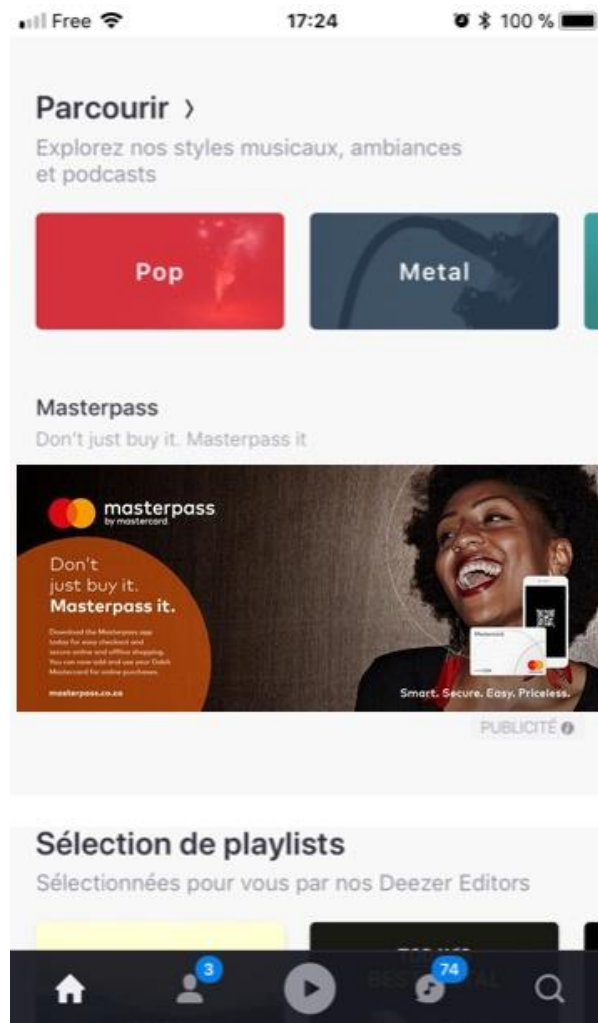- One click URL.

3rd Party tracking

- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus

- none

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Example

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Tablet Banner

3rd Party adserving JavaScript tags or files if the creative is hosted by Deezer.

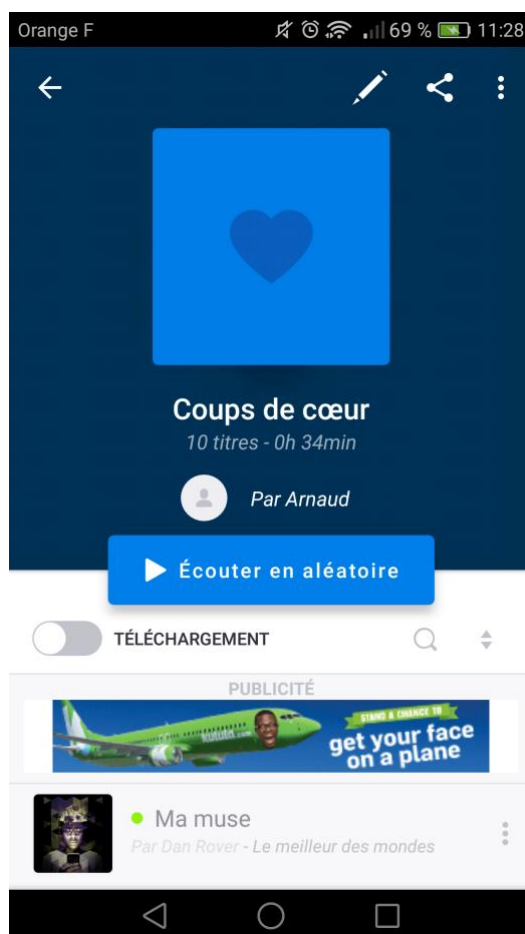| Format	Dimensions	Max File Size.	File type
Image	768x90 or 1536x180 (portrait) et 1024x90 or 2048x180 (landscape)	40 Ko	.JPG, .PNG, .GIF
HTML5	Sizes must adapt to screen sizes.	100 Ko	.HTML5

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
None

Example

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Audio AdBreak

Deliverables
Creative assets must be hosted by Deezer.

Image Cover
- File type: .JPG, .PNG
- Dimensions: 1024x1024
- 100 Ko max

Spot Audio
- File type: MP3 only (128 CBR)
- Gain: 89db. max
- Duration: 30 seconds.
- 1 Mo max.

Baseline
If wished we may add an optional 36-characters max text within the player (i.e. advertiser – product name).
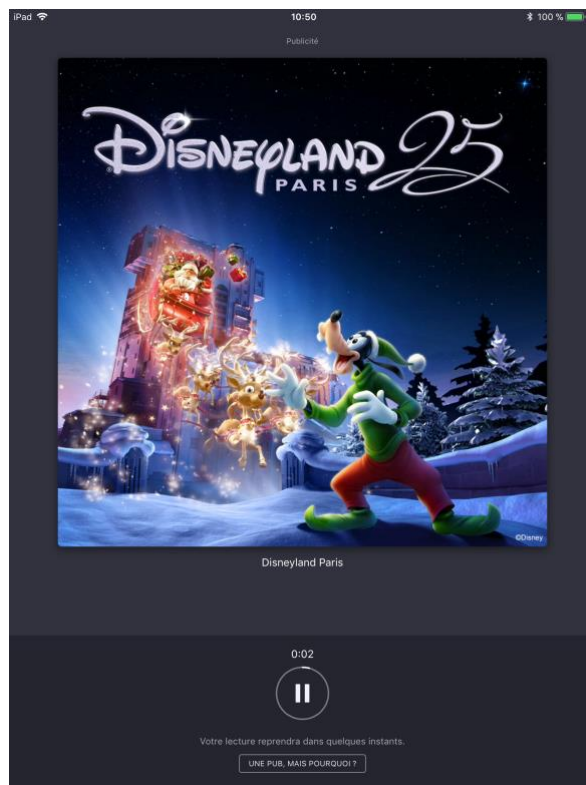
3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
3rd party tags, HTML5, GIF, are not accepted.

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Example

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Native Ad

Deliverables
Creative assets must be hosted by Deezer.

- Title: 30 characters max (ex: « Zootopia »)
- Image: 1200x628, .JPG or .PNG, 100Ko max
- Description: 90 characters max (ex: " Shakira performs TRY EVERYTHING, the soundtrack of Zootopia »)
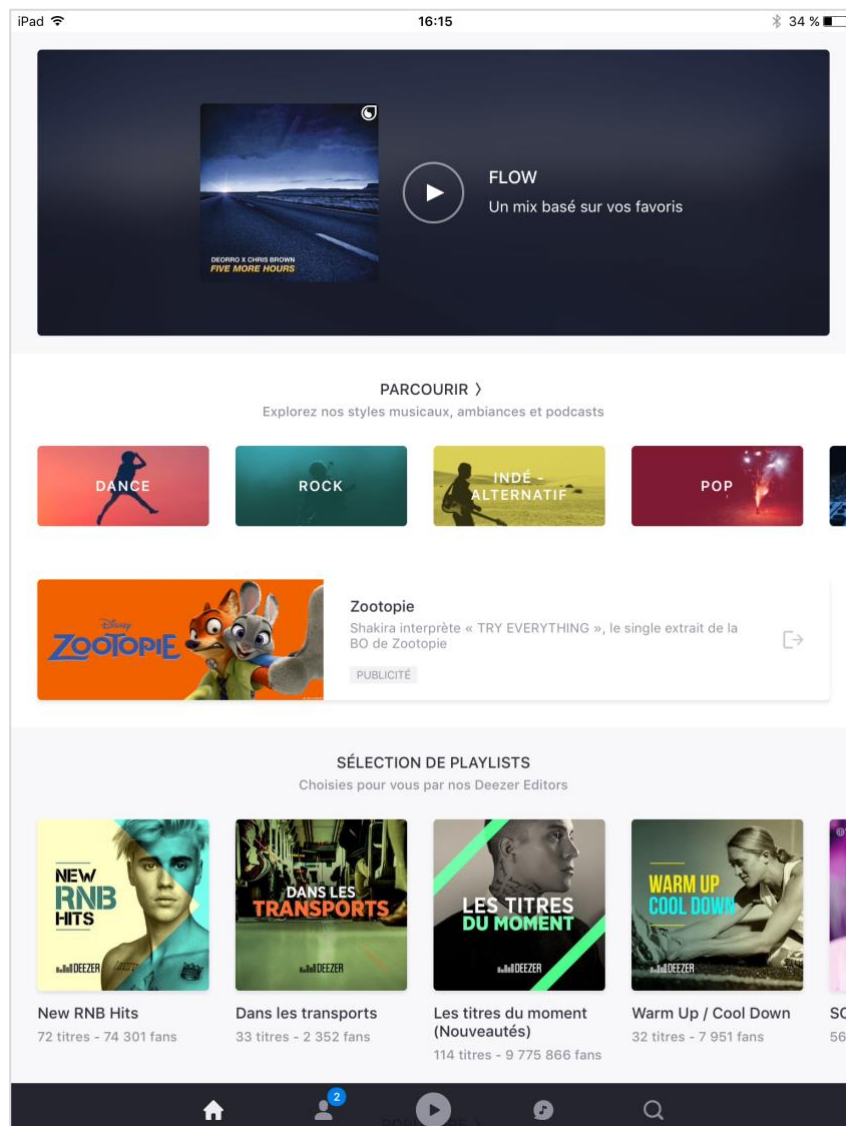- One click URL.

3rd Party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
- none

Example

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Multidevice Formats

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Audio Multidevice (Desktop, Mobile, Tablet)

Deliverables
Creative assets must be hosted by Deezer.

Image Cover (for mobile et tablet)
- File type: .JPG, .PNG
- Dimensions: 1024x1024
- 100 Ko max

750x120 or 728x90 (Desktop)
- File type: .HTML5, .JPG, .GIF
- Dimensions: 750x120 or 728x90
- Max File size: 75 Ko

Audio Spot
- File type: MP3 only (128 CBR)
- Gain: 89db. max
- Duration: 30 second
- 1 Mo max.

Baseline
If wished we may add an optional 36 characters max text within the player (i.e. advertiser – product name).

3rd party tracking
- Click tracking: tracked URL or Click-Command
- Ad Impression tracking: Pixel tracker only.

Point of focus
- For the desktop banner, please refer to the « Leaderboard » or "super leaderboard" specifications on page 7, and if needed to the HTML5 general specifications (page 4)

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