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Standard Video Ad – via Adstream & Peach

OPTIONAL FOR

Digital and linear ads. For regional bookings, delivery needs to take place via Peach.

SIZE & FORMAT

See the specifications from your transcoding services supplier.

AVAILABLE ON

Desktop, iOS phone, iPad, Android phone, Android tablet, and CTV.

DELIVERY

The creative must be available at least 4 workdays (10 for gambling companies) before the campaign starts.

SERVICE SUPPLIERS

https://www.adstream.com/

https://www.peachvideo.com/en-se/

Standard Video Ad – via VAST Tag

OPTIONAL FOR

Digital ads

SIZE & FORMAT

16:9
MP4

AVAILABLE ON

Desktop, iOS phone, iPad, Android phone, Android tablet, and CTV.

DELIVERY

VAST Tag must be available and active at least 4 workdays (10 for gambling companies) before the campaign starts. No frequency capping or impression / CPCV goal can be set in the external DSP / Adserver.

INSTRUCTIONS

You can deliver VAST 2.0-4.0.

We also recommend that the VAST use returning media files in several different bitrates upon request. The minimum bitrate applicable for our apps and players is 1 500 up to 4 000.

Please notice that VAST links are not allowed to use any macros to send any kind of parameters. The VAST link must always answer the ad call without any limitations like parameters like GDPR consent or other. The VAST link therefore needs to be active throughout the campaign period and set to No Limit impressions.

TV4 does not accept VPAID, MOAT, OMID, GDPR TCF, or viewability.

Approved third-party measurement tools and adservers: https://commercial.tv4.se/digitalt/datapolicy/

PLEASE NOTE Check the rules for audio levels on page 7.

Standard Video Ad – Programmatic buying

OPTIONAL FOR

Programmatic buying

SIZE & FORMAT

16:9
MP4
Max. 20 sec PMP-deal
Max. 60 sec Programmatic Guaranteed

AVAILABLE ON

Desktop, iOS phone, iPad, Android phone, Android tablet, and CTV (depending on DSP).

DELIVERY

Deal-ids are created by TV4 upon request via
programmatic@tv4.se

INSTRUCTIONS

You can deliver VAST 2.0-4.0.

We recommend that the DSP use return media files in several different bitrates upon request. The minimum bitrate applicable for our apps and players is 1 500 up to 4 000.

TV4 does not accept VPAID, MOAT, OMID, GDPR TCF, or viewability.

PLEASE NOTE Check the rules for audio levels on page 7.

For our reporting, you must fill in the Advertiser Domain correctly. You can do this under Advertiser in your DSP where you enter the website to the advertiser. Do not enter a product or a page such as a YouTube channel, Facebook page, etc.

Landing page & Tracking links

DELIVERY

The landing page/URL and tracking links are part of what we consider a complete delivery of campaign material. The material must be available at least 4 workdays (10 for gambling companies) before the campaign starts.

It is optional to use a landing page and/or tracking links. Without a landing page, the ad will not be clickable.

APPROVED THIRD-PARTY MEASUREMENT TOOLS

We only allow click and tracking links from the selected vendors listed here:

https://commercial.tv4.se/digitalt/datapolicy/

ONLY HTTPS

All click and tracking links must contain and support HTTPS. This means that links beginning with HTTP are NOT allowed.

PLEASE NOTE

We don't support third-party macros. The tags we receive must work without adding or replacing specific parameters from our side.

Audio Levels

INSTRUCTIONS

It is very important that the audio level in ads does not exceed -22 LUFS according to EBU128. We further recommend that audio levels are not less than -24 LUFS. Ads that exceed the maximum audio level are not allowed to run.

These requirements are based on our willingness to offer the best possible experience for our users, and in the long run the best possible environment for you as an advertiser.
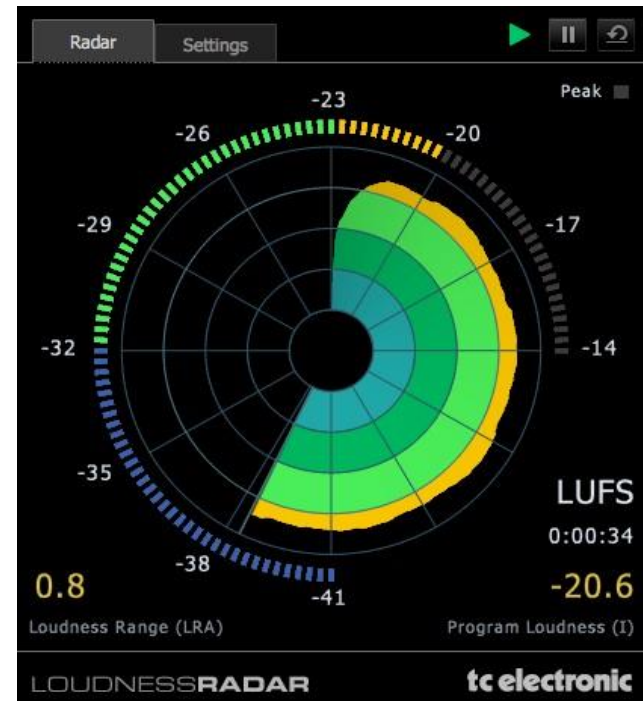
Pause Ad

SIZE

1135x640 pixels
Max 200 kb jpg

AVAILABLE ON

Desktop, iOS phone, iPad, Android phone, Android tablet, and CTV.

DELIVERY

The creative must be available 4 workdays (10 for gambling companies) before the campaign starts.

INSTRUCTIONS

The static pause ad is shown in the TV4 player while the stream is paused. Please note that an ad label and close button will be automatically added. Be sure not to place important parts of your ad design in these areas as they might get hidden by the mentioned elements from the player. See examples in the next slide.

PLEASE NOTE

The ad is clickable on desktops and mobiles/tablets if you add a URL/landing page. The button "click here" will appear in the lower right corner of the ad.
For CTV (Connected TV) the ad is not clickable.
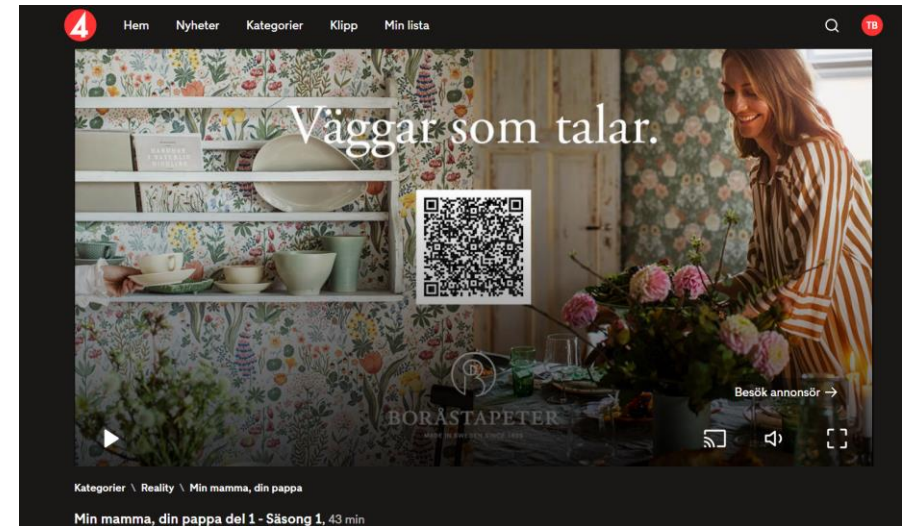When using a QR code it will be displayed on all devices.

DELIVERY OTHER PRODUCTS

Pause Ad

CTV
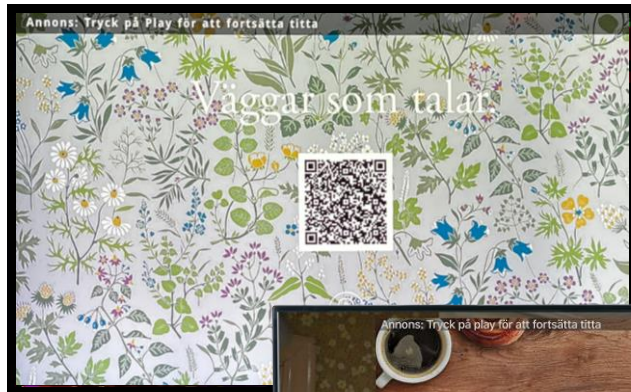
Chromecast

Apple Tv

Desktop

Mobile