



Technical Specification

TV4

2025 version 1.1

TABLE OF CONTENTS

PAGE 3

Spot delivery: XR Extreme Reach & Cape.io

PAGE 4

Spot delivery: VAST TAG

PAGE 5

Spot delivery: PROGRAMMATIC

PAGE 6

Other delivery: CLICK AND TRACKING LINKS

PAGE 7

Other specifications: AUDIO LEVELS

PAGE 8-9

Delivery, other products: PAUSE AD

PAGE 10-12

Delivery, other products: Sponsorship



Standard Video Ad – via XR Extreme Reach & Cape.io

OPTIONAL FOR

Digital and linear ads.

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 (7 for gambling companies) before the campaign starts.

CONTACT TV4:

adplanning@tv4.se

SERVICE SUPPLIERS

<https://www.xr.global/>

<https://cape.io/>

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 (7 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

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.

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 (7 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

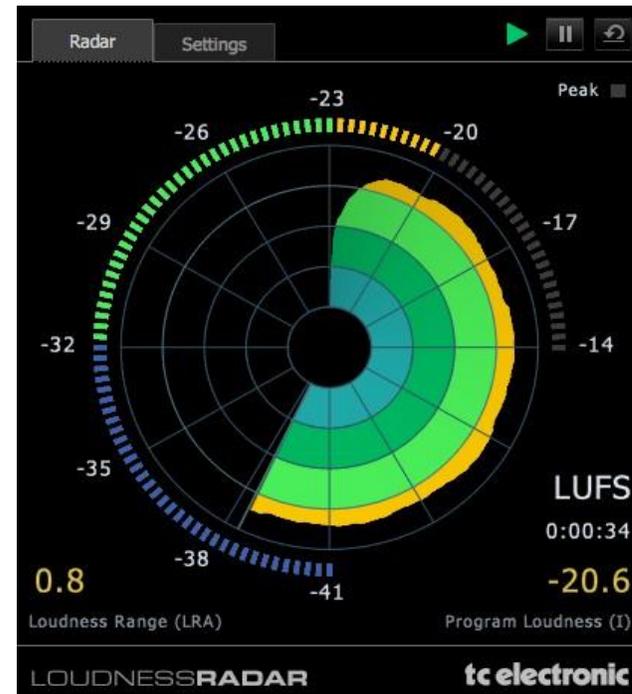
We don't support third-party macros. The tags we receive must work without adding or replacing specific parameters from our side.

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 (7 for gambling companies) before the campaign starts.

INSTRUCTIONS

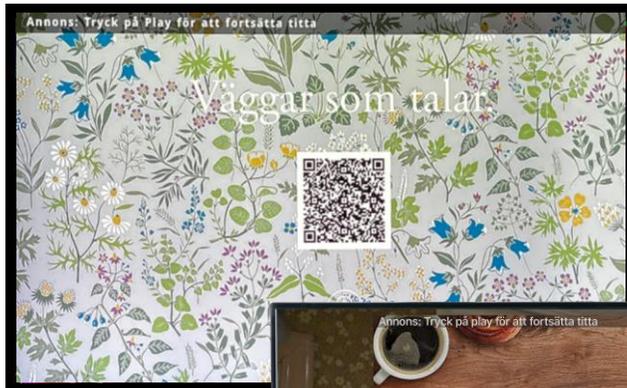
The static pause ad is shown in the TV4 player while the stream is paused. Please note that an ad label and close button will be automatically added. Be sure not to place important parts of your ad design in these areas as they might get hidden by the mentioned elements from the player. See examples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

Pause Ad

CTV

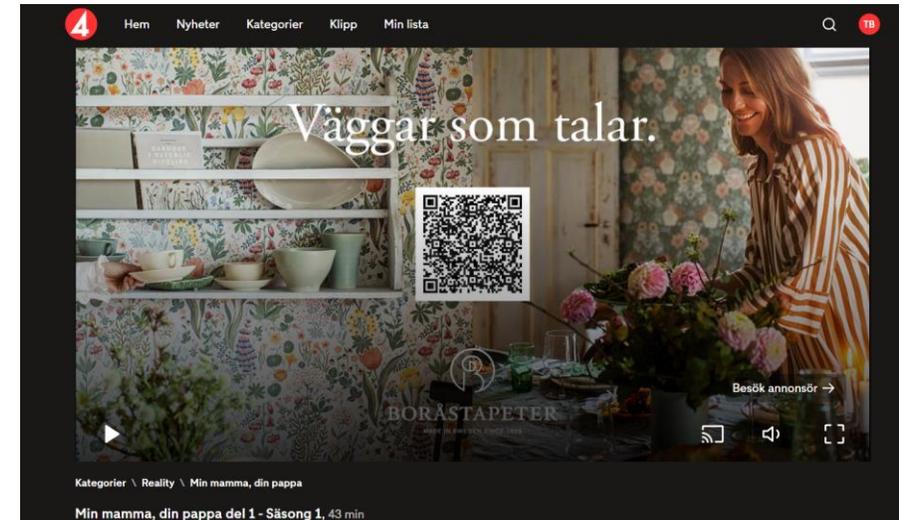


Chromecast



Apple Tv

Desktop



Mobile



Sponsorship

OPTIONAL FOR

Digital and linear

AVAILABLE ON

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

DELIVERY

Creative must be available at least 10 workdays before the campaign starts. The material should be sent to sponsplanerare@tv4.se

LOGO

Delivered in EPS, AI format, or as a high-resolution animated/video file.

PRODUCT IMAGE

Delivered in EPS, TIFF, PSD, or AI format. The display format is 16:9, with a minimum width of 1920 pixels (ideally 1920x1080 pixels).

PRODUCT VIDEO

Delivered in Full HD 16:9, 1080p, 25fps, and 5 seconds duration for RBS sponsorship. The video should be delivered in an uncompressed format, QuickTime Uncompressed (compression setting: none) with DNxHD 185 or higher settings.

WEBSITE ADDRESS (Optional)

TEXT/COPY (Optional)

A short informative text displayed alongside the logo, for example the same information as the voice-over. Delivered in EPS or AI format, or as an attached font file.

VO-SCRIPT

If pronunciation needs to be clarified, it should be done with an audio file as a reference. The maximum length of the text is approximately 45 characters, including spaces. The text should not include “programmet presenteras av...” (“the program is presented by...”).

TRACKING RBS-SPONSORSHIP DIGITAL (Optional)

See page 6.

Sponsorship

SPONSORSHIP MESSAGES

Sponsorship messages are closely linked to the program they sponsor and are shown during editorial time – but the regulations differ from those for commercials. Sponsorship must comply with the Swedish Radio and Television Act, not the Marketing Act. Visual language and copy/voice-over should identify the sponsor and the product/industry without being promotional, persuasive, or encouraging. Neutral and informative, without value-laden words.

ALLOWED

- Logo without promotional or persuasive elements, taglines, or years.
- Product video or product image.
- Voice-over script formulated as a general and objective description of the company, product, or service.
- Any copy/text (recommended match the voice-over script).
- Website address.

NOT ALLOWED

- Prices or special offers.
- Phone numbers or addresses.
- Using promotional, persuasive, or appealing language, in both text and voice-over.
- Statements of quantities, such as "50 countries" or "90 stores".
- Showing potential customers or demonstrating how to use the product.
- Claims or value-laden words such as "best," "largest," "cheapest," "tastiest," "your," or "yours".
- Characters strongly associated with advertising campaigns or brand mascots.
- People who can be linked to other marketing efforts.

Sponsorship – Billboards examples



Format sponsorship recorded



Format sponsorship animated



RBS sponsorship