

Tech Specs OLV Q1 2020

Tech Specs

- Delivery delay
5 business days before the start of the campaign @ traffic@sbsbelgium.be
- We accept :
 - Video File + Destination URL
 - VAST 3 & 4 (no 3GPP in redirect)
 - Minimum aspect ratio 1920 x 1080
 - Respect the program loudness: integrated -23 LUFS, following the R128 norm

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- Video File requirements

The video will be uploaded into Google Ad Manager.

The following formats are accepted:

- WebM files - Vp8 video codec and Vorbis Audio codecs
- MPEG4, 3GPP and MOV files - Typically supporting h264, mpeg4 video codecs, and AAC audio codec
- AVI - Many cameras output this format - typically the video codec is MJPEG and audio is PCM
- MPEGPS - Typically supporting MPEG2 video codec and MP2 audio
- WMV

The video file will be transcoded to H264 MP4 and can be used on all platforms in multi-bitrates. Aspect ratio will be converted to 16/9.

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- VAST 3 & VAST 4

In case of 3th party redirect, we accept VAST 3 & VAST 4, if the video-file is compliant.

We follow the IAB Rules <http://www.iab.com/vast>

- SBS does NOT allow VAST-wrapper.
- SBS does NOT allow VPAID ads.

To measure Viewability – SBS uses the Moat-technology

If the quality of your video material is not high enough, the traffic might refuse to use it.