

# CANAL+ ADVERTISING

## TERMS AND CONDITIONS OF SALE

**CANAL+**

**CANAL+**  
**CINEMA**

**CANAL+**  
**ELLES**

**CANAL+**  
**family**

**CANAL+**  
**COMEDIE**

**CANAL+**  
**ACTION**

**CANAL+**  
**SPORT**



**NOLLYWOOD TV**

**NOLLYWOOD TV**  
**EPIC**

**NOVELAS TV**  
VOTRE CŒUR BAT PLUS FORT



**TRACE**  
**AFRICA**

**TRACE**  
**URBAN**

**TRACE**  
**GOSPEL**

**TRACE**  
**KITOKO**

**TRACE**  
**AFRIKORA**



**TV5MONDE** **Cuisines**

**A+VOIRE**

**NOVE GASY**  
Le meilleur de la fiction Malagasy

**SUNU YEUF**

**CANAL** **OLYMPIA**

# CANAL+ ADVERTISING

## SALES CONDITIONS

These Sales Conditions apply to any advertising aired on channels marketed by **CANAL+ ADVERTISING**.

### **TV channels**

#### **FRENCH-SPEAKING SUB-SAHARAN AFRICA**

- A+
- A+ IVOIRE
- CANAL+
- CANAL+ CINEMA, CANAL+ ELLES, CANAL+ FAMILY, CANAL+ ACTION, CANAL+ COMEDIE
- CANAL+ SPORT, CANAL+ SPORT1, CANAL+ SPORT2, CANAL+ SPORT3, CANAL+ SPORT4
- CUISINES
- FRANCE 24 (african feed)
- GULLI AFRICA
- NOLLYWOOD TV
- NOLLYWOOD TV EPIC
- NOVEGASY
- NOVELAS TV
- SUNU YEUF
- TRACE AFRICA, TRACE URBAN, TRACE GOSPEL, TRACE KITOKO, TRACE AFRIKORA
- TV5MONDE AFRIQUE
- 7INFO

#### **ENGLISH-SPEAKING SUB-SAHARAN AFRICA**

- ROK
- ROK 2
- ROK 3

#### **FRANCE (AFRICAN DIASPORA)**

- A+ INTERNATIONAL
- NOLLYWOOD TV

### **Digital**

CANAL+ INTERNATIONAL, THEMA, CANALOLYMPIA and TRACE websites and mobile app :

- <https://www.canalplus-afrique.com>
- <http://www.a-plus.com>
- <http://www.a-plus-ivoire.com>
- <https://www.nollywoodtv.fr>
- <http://www.novelas.tv>
- <http://canalolympia.com>
- <http://www.trace.tv>
- <http://www.trace.tv/trace-afrika.fr>

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- <https://fr.trace.tv/trace-urban/>
- <http://fr.tracegospel.tv/>
- <https://fr.trace.tv/trace-kitoko/slider/>
- <http://www.trace.ci>
- <https://www.france24.com>
- <https://afrique.tv5monde.com>
- <http://www.tv5monde.com/>
- <https://www.tv5mondeplus.com>
- <https://www.7info.ci/>

## **Cinema**

The entire **CANALOLYMPIA** movie theaters network:

- Antananarivo - CanalOlympia
- Brazzaville - CanalOlympia PotoPoto
- Conakry - CanalOlympia Kaloum
- Cotonou - CanalOlympia Wologuédé
- Dakar - CanalOlympia Teranga
- Douala - CanalOlympia Bessengué
- Lomé - CanalOlympia Godopé
- Lomé - CanalOlympia Midé
- Niamey - CanalOlympia Hippodrome
- Ouagadougou - CanalOlympia Yennenga
- Ouagadougou - CanalOlympia Pissy
- Port-Gentil - CanalOlympia Mandji'Ozangué
- Yaoundé - CanalOlympia Yaoundé 1

## **Events**

- The entire **CANALOLYMPIA** concerts venue

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## COMMERCIAL TERMS AND CONDITIONS

The pricing and commercial conditions below, when not specified, apply to TV

### 1. RATE INCREASE

#### **CITATIONS OF BRANDS**

A citation is the visual and/or audible presence of brands, products or logos from other advertisers in the same advertisement.

The total length of the citation is strictly limited to 20% of the duration of the spot, to a maximum of five seconds.

Citation (unsubstantiated and no visual representation)

- 1 citation: +15%

- 2 or more citations (maximum 4): +30%

#### **CO-BRANDING**

Presence of two different products from the same advertiser, brand and sector in the same spot: no increase.

Presence of two different products from the same advertiser and brand but different sectors in the same spot: +10%.

Presence of two different products from the same advertiser but different brands in the same spot: +20%.

Presence of two different products from two different advertisers in the same spot: +30%.

#### **PREFERENTIAL PLACEMENT WITHIN A SLOT**

+15% for the first or last placement in the slot. (Excluding the broadcasting of major sports events)

#### **SECTOR EXCLUSIVITY**

+50% to reserve sector exclusivity within a slot.

### 2. PRICE REDUCTIONS

#### **COLLECTIVE ADVERTISING**

- For any advertiser eligible for collective advertising: -20%

A campaign is considered collective if it aims to promote products or services by presenting them on an equal footing, without emphasizing one or more of the brands of the products or services in question.

Such campaigns are not eligible for other reductions (excluding agency commission).

This price reduction is not eligible for major sports events.

#### **PUBLIC SERVICE ADVERTISING**

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Charities and humanitarian organizations: -50%

Government information campaigns: -30%

Such campaigns are not eligible for other reductions (excluding agency commission).

This price reduction is not eligible for major sports events.

## 3. VOLUME DISCOUNTS 2020 – FOR ALL MEDIAS

The volume discount is applicable from the first invoiced euro. It is deducted from the invoice in line with the relevant rate bands. The discount will be backdated to the first euro in the form of a credit note, and no cash payment will be offered.

FROM	TO	LEVEL
15 000 € 9 839 355 FCFA	24 999 € 16 399 000 FCFA	<b>-5%</b>
25 000 € 16.399.000 FCFA	49 999 € 32.798.000 FCFA	<b>-10%</b>
50 000 € 32.798.000 FCFA	99 999 € 65.596.000 FCFA	<b>-15%</b>
100 000 € 65.596.000 FCFA	149 999 € 98.394.000 FCFA	<b>-20%</b>
150 000 € 98.394.000 FCFA	+	<b>-25%</b>

## 4. TV CHANNELS BUNDLE

- **CANAL TV CHANNELS** is the communication medium which aggregate the commercial breaking codes of those TV channels: CANAL+ / CANAL+ CINEMA / CANAL+ ACTION, CANAL+ COMEDIE
- **NOLLYWOOD TV CHANNELS** is the communication medium which aggregate the commercial breaking codes of those TV channels: NOLLYWOOD TV / NOLLYWOOD TV EPIC
- **TRACE TV CHANNELS** is the communication medium which aggregate the commercial breaking codes of those TV channels: NOLLYWOOD TV / NOLLYWOOD TV EPIC

## 5. SPECIFIC CONDITIONS REGARDING NOVELAS TV

- **NOVELAS+ OFFER**  
In order to benefit from discount combo (-10%) or maintain the Terms and Conditions

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rates, advertisers should allocate a maximum of 70% of budget on NOVELAS TV. The remaining budget should be allocated on one or several following channels: A+ / CHAINES NOLLYWOOD TV / CANAL+ ELLES / CUISINES / TV5 MONDE

For only NOVELAS TV, an increase on Rate Card is applicable (+ 25%).

Special NOVELAS ACCESS offers are available for annual budget under 10 000€ NET (excluding agency comm).

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## TELEVISION

### RATES PER FORMAT

**Basic Rate = 30 sec**

SECS	RATE	SECS	RATE	SECS	RATE	SECS	RATE
3	28%	33	120%	63	245%	93	395%
4	32%	34	125%	64	250%	94	400%
5	35%	35	130%	65	255%	95	405%
6	38%	36	134%	66	260%	96	410%
7	41%	37	138%	67	265%	97	415%
8	44%	38	142%	68	270%	98	420%
9	47%	39	146%	69	275%	99	425%
10	50%	40	150%	70	280%	100	430%
11	53%	41	154%	71	285%	101	435%
12	57%	42	158%	72	290%	102	440%
13	61%	43	162%	73	295%	103	445%
14	64%	44	166%	74	300%	104	450%
15	67%	45	170%	75	305%	105	455%
16	70%	46	174%	76	310%	106	460%
17	73%	47	178%	77	315%	107	465%
18	76%	48	182%	78	320%	108	470%
19	79%	49	186%	79	325%	109	475%
20	81%	50	190%	80	330%	110	480%
21	84%	51	194%	81	335%	111	485%
22	87%	52	198%	82	340%	112	490%
23	89%	53	202%	83	345%	113	495%
24	92%	54	206%	84	350%	114	500%
25	95%	55	210%	85	355%	115	505%
26	96%	56	214%	86	360%	116	510%
27	97%	57	218%	87	365%	117	515%
28	98%	58	222%	88	370%	118	520%
29	99%	59	226%	89	375%	119	525%
30	100%	60	230%	90	380%	120	530%
31	110%	61	235%	91	385%	150	840%
32	115%	62	240%	92	390%	180	1145%

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## CINEMA RATES PER FORMAT

DURATION	RATE
0 to 60 seconds	100 %
60 to 120 seconds	200%
120 to 180 seconds	300%



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## TERMS AND CONDITIONS OF SALE

These Terms and Conditions of Sale apply to all advertising orders accepted by **CANAL+ ADVERTISING** for broadcast through the various media platforms on which it sells advertising spaces.

### 1. DEFINITION

#### **ADVERTISER**

Any company placing, or upon whose behalf is placed, an advertising order for the media Platforms represented by **CANAL+ ADVERTISING**.

All companies belonging to a single group that is majority-owned by the same natural or legal Person and which comprise, with said group, a single economic unit. The Advertiser must contact **CANAL+ ADVERTISING** by recorded delivery letter to confirm that it belongs to a group. The group conditions will apply from the date on which the letter is received. They can under no circumstances be applied retroactively.

#### **AGENCY**

Any company (advertising or media agency) commissioned by an Advertiser to purchase Advertising space from **CANAL+ ADVERTISING**.

#### **ADVERTISING ORDER**

Any purchase order by an Advertiser or its Agency for the broadcast of an advertisement, Sponsorship or any other form of product or brand visibility based on the booking requests made by the Advertiser and accepted by **CANAL+ ADVERTISING**, taking into account the availability in its schedule.

### 2. SCOPE

These Terms and Conditions apply to all offers, orders, purchases and other transactions related to traditional advertising, sponsorship or any other form of brand or product visibility. Only the Terms and Conditions in effect at the time the transaction is completed are applicable.

In the absence of negotiation and mutual agreement on the following point, by doing business with **CANAL+ ADVERTISING**, the Advertiser automatically accepts these Terms and Conditions and renounces any of its own, which will in no case be binding on **CANAL+ ADVERTISING**. In the event where the Client's Terms and Conditions contain a clause like this one, the present Terms and Conditions will prevail.

The present Terms and Conditions will remain applicable to all interactions between **CANAL+ ADVERTISING** and the Advertiser, until the latter is advised of any changes thereto.

### 3. EXCLUSIVE SALES RIGHTS

Only **CANAL+ ADVERTISING** and its network of sales representatives are authorized to

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solicit clients and sell advertising space on their media platforms.

## 4. PURCHASE OF TV AIRTIME

### **CLASSICAL AIRTIME : SPOTS**

Enables the Advertiser or its Agency to reserve spots in its preferred programming context, subject to availability in the schedule.

### **CLASSICAL AIRTIME: PACKAGES**

**CANAL+ ADVERTISING** schedules the spots in accordance with the offer description in the platform rate for the period in question.

### **SPONSORSHIP**

**CANAL+ ADVERTISING** determines the nature of all sponsorship offers. The content of the offer will be fully described and generally comprises billboards and the appearance of the brand and/or product in promotional materials for the sponsored programs.

## PURCHASE OF DIGITAL ADVERTISING

### **DISPLAY AND PRE-ROLL**

Enable the advertiser or its agency to reserve spaces or video pre-roll on all CANAL +, THEMA, CANALOLYMPIA and TRACE websites.

## PURCHASE OF CINEMA'S SPOTS

### **CINEMA'S SPOTS**

**CANAL+ ADVERTISING** schedules the pre-sessions spots in accordance with the offer description in the platform rate for the period in question.

## 5. CAMPAIGN

A campaign comprises all communications from an Advertiser about a given product between 1 January and 31 December. A campaign may involve one or several phases of communication during this one-year period.

## 6. CAMPAIGN ALTERATIONS

Campaigns may be altered within the dates initially agreed upon, provided there is sufficient availability in the schedule and the budget remains at an equivalent level (e.g. changes to advertisement format, moving advertisements to different slots). Changes can be made no later than eight days prior to broadcast.

## 7. RATES

Unless **CANAL+ ADVERTISING** expressly stipulates any changes in writing, all rates are as set forth in the purchase order signed by the Advertiser or its Agency.

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**CANAL+ ADVERTISING** reserves the right to change its rates. Any changes will be notified at least 14 days prior to their introduction. In this case, the Advertiser may reschedule its bookings to other slots, provided there is enough availability in the schedule and the budget remains at an equivalent level. **CANAL+ ADVERTISING** shall send the Advertiser or its Agency a new advertising order.

## 8. BROADCASTING

The broadcasting dates and times are indicative only and cannot be guaranteed by **CANAL+ ADVERTISING**, since the media platforms reserve the right to amend the order in which programs are broadcast due to technical reasons, current events, force majeure or scheduling or editorial expediency; the Advertiser may not claim compensation if any changes are made.

**CANAL+ ADVERTISING** undertakes to inform the Advertiser of the date and time of broadcast of each of its advertisements and sponsorship messages, accompanied – at the Advertiser's request – by proof of broadcast, subject to availability.

In the event where an advertisement is not broadcast on a given platform on the agreed date, it may – with Advertiser's agreement – be aired at a later date for the price agreed in the advertising order.

## 9. ORDER CANCELLATION

All cancellations must be addressed in writing to **CANAL+ ADVERTISING** by the Advertiser or its Agency a minimum of 14 days prior to the first scheduled broadcast.

A penalty equal to 50% of the amount (excluding tax) cancelled by the Advertiser will be automatically applied for any cancellations made less than 14 days prior to the first scheduled broadcast, except in case of force majeure.

## 10. ADVERTISEMENT COMPLIANCE

The Advertiser undertakes to provide **CANAL+ ADVERTISING** with advertisements that comply with applicable regulations. **CANAL+ ADVERTISING** reserves the right to refuse to implement or to suspend any advertising orders if it deems that the advertisements do not comply with the laws, regulations and standards governing advertising and audio-visual communication.

**CANAL+ ADVERTISING** is entitled to ask the Advertiser or its Agency for any documents required to prove that the advertisements comply with the laws, regulations and standards governing advertising and audio-visual communication. The Advertiser or its Agency undertakes to provide these documents as quickly as possible.

## 11. MATERIALS

All advertisements (in the form of digital files or tapes) must be sent to **CANAL+ ADVERTISING**, 48 quai du point du jour - 92100 Boulogne-Billancourt, France

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(www.canalplusadvertising.com).

**CANAL+ ADVERTISING** will not be held responsible for any loss or damage to these materials.

Regarding all technical materials and requirements, please refer to the document below for each media. In the event that the materials arrive late or in a manner that does not comply with the requirements set forth in these Terms and Conditions of Sale, resulting in the advertisement not being broadcast, the Advertiser shall owe **CANAL+ ADVERTISING** the full price of the scheduled advertisement.

In the event that – due to technical or legal reasons, the programming context, the broadcast time etc.– the advertisement is not appropriate for broadcast and the Advertiser cannot provide new materials within the required time frame, the Advertiser shall owe the full price that would have been paid if the advertisement had been broadcast.

Any complaints regarding the scheduling and/or the broadcast and/or the technical quality of an advertisement must be made, under penalty of forfeiture, within three days of the advertisement being broadcast. In the event that the Advertiser, its Agency or the company in charge of production wish, with the agreement of **CANAL+ ADVERTISING**, to make any technical modifications to the broadcast advertisement, the cost of said modifications will be entirely met by the party requesting the modification.

In order to ensure the best possible broadcast quality, **CANAL+ ADVERTISING** may, if necessary, request new technical materials during the course of the campaign.

The campaign materials for broadcast may be destroyed at the initiative of **CANAL+ ADVERTISING** after a period of one year from the final campaign broadcast date.

## 12. LIABILITY

All advertisements are broadcast under the sole liability of the Advertiser, who declares that it understands and adheres to the laws, regulations and standards governing advertising and audio-visual communication.

The Advertiser is responsible for obtaining and paying for all rights and authorizations required to implement its advertising orders. The Advertiser, its Agency and the company in charge of production for the advertisement jointly and severally indemnify and hold harmless **CANAL+ ADVERTISING** and the publisher against any claims or legal proceedings, particularly on the part of writers, producers, directors, composers, performers and any other natural or legal persons who believe they have been damaged by the advertisement being broadcast.

Notwithstanding the present article, **CANAL+ ADVERTISING** reserves the right to apply the provisions of article 9 above.

**CANAL+ ADVERTISING** shall not be held liable for any damages suffered by the Advertiser as a result of events out of its control, including war, riots, strikes, fire, explosions, floods, cyclones, earthquakes, sabotage, computer viruses and IT system failures, that may compromise

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the delivery of its services.

## 13. INVOICING

Advertisements will be invoiced monthly in accordance with the instructions provided by the Advertiser or its Agency.

The invoice will indicate the dates on which the advertisements were broadcast and the prices excluding tax: any taxes and fees relating to the advertising order at the time of broadcast are the responsibility of the Advertiser.

In the absence of any other contractual provisions, invoices are payable no later than 30 days from the date of invoice on the 10th of the following month.

## 14. PAYMENT TERMS

**CANAL+ ADVERTISING** reserves the right to request advance payment 14 days prior to the first broadcast, or a bank guarantee.

For any payments made after the deadline of 30 days from the date of invoice on the 10th of the following month, **CANAL+ ADVERTISING** will automatically and without prior notice charge interest for late payment calculated at a rate of 10% (or three times the legal interest rate, whichever is higher). This rate will apply to the full sum outstanding after the deadline of 30 days from the date of invoice on the 10th of the following month.

In the event of non-compliance with the payment terms for invoices issued by **CANAL+ ADVERTISING** to the Advertiser or its Agency, **CANAL+ ADVERTISING** reserves the right to refuse the Advertiser all or part of its commercial terms and conditions, to suspend any year-end rebates and rebates on invoices, and to cancel any current orders, without prior warning or compensation; the Advertiser shall pay the amounts due for the advertisements broadcast up until the date on which the current orders were cancelled, based on the invoices issued by **CANAL+ ADVERTISING**.

## 15. COMPLAINTS

Any complaints regarding the failure to broadcast an advertisement or non-compliant broadcasting of an advertisement must reach **CANAL+ ADVERTISING** by recorded delivery no later than ten working days after the date of broadcast; no complaints will be accepted after this period.

## 16. CONFIDENTIALITY

The services and commercial terms and conditions offered to the Advertiser by **CANAL+ ADVERTISING**, whether the former is acting alone or through an Agency, are strictly confidential and may not be disclosed to third parties. Should the Advertiser or its Agency fail to comply with these provisions, the aforementioned services and conditions will be cancelled and **CANAL+ ADVERTISING** will invoice the Advertiser for the services and conditions already provided.

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## 17. APPLICABLE LAW AND JURISDICTION

These Terms and Conditions are governed by, construed and enforced in accordance with French law. Any disputes or litigation arising from the interpretation and/or enforcement of these Terms and Conditions fall within the jurisdiction of the courts of Paris, including any related cases and claims from third parties or multiple defendants.

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## TECHNICAL SPECIFICITIES

### TELEVISION

For all the channels of C+ Group, the Advertiser must send the material(s) to the following e-mail address **Diffusion.advertising@canal-plus.com** at least 6 working days before the first day of the campaign. The materials must be digitized in dematerialized form according to CST-RT- 040-TV-v1.2 technical recommendation.

Canal + Advertising shall not be liable for any broadcasting error if the delivery set time limit has not been respected.

### VIDEO SPECIFICATION

- Pal Resolution : HD = 1920 x 1080 pixels
- Wrapper : MXF or Quicktime (Qt) or MP4 or .MOV
- Codec : Apple Prores LT (ou 422)  
Or DNxHD 120 (minimum)  
Or XDcam HD 50
- Framerate : 25 images/sec (format 25P or 50i ok)

### SPECIFICATION AUDIO

- **2 stereo tracks**
- Non compressed PCM
- 16 or 24 bits, 44,1 or 48 Khz
- **R128 process**

In case of delivery by internet, the following format remains acceptable :

The below criteria resolution must be respected (do not use a lower level)

- Lowest compression format :  
Codec vidéo H264 at 8 Mbps (ou plus) , stereo audio AAC-LC at 384 kbps

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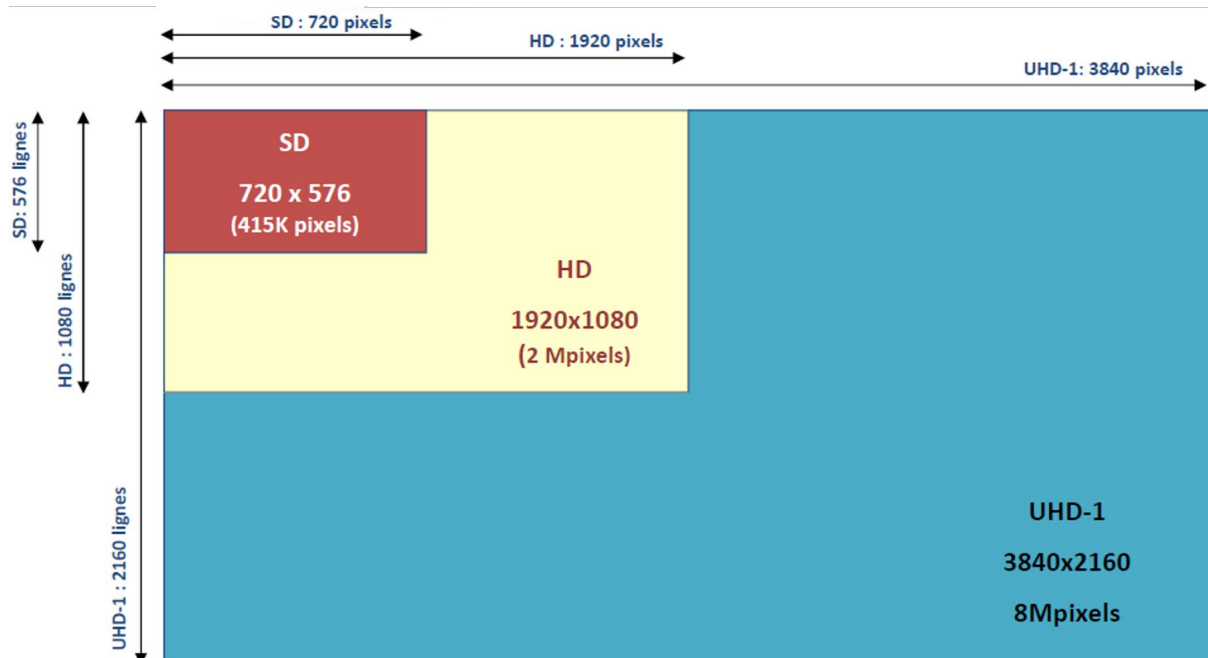
AUDIO PARAMETERS
Sampling Frequency 48 kHz
Resolution 24-bit (20-bit minimum for Dolby-E transport)
Audio Format PCM / AES Frame
Audio Channel per Track 1
Bit Rate per Mono Track 1152 kb/s
Loudness -23 LUFS ( EBU R-128 ) (stereo, 5.1 and downmix versions concerned)
Metadata - <a href="#">Dolby-E</a> see RT-040
Dialog Level - <a href="#">Dolby-E</a> Measured (via Dialog Intelligence algorithm)
Guard Band - <a href="#">Dolby-E</a> Line 21 +/- 2 @ 1080/50 i

## SECURITY ZONE :

Each buyer (or advertiser) has the responsibility to send the material according to the underneath criteria to **CANAL+ ADVERTISING**. To this end, **CANAL+ ADVERTISING** do not proceed to any check as for the respect of the "Security Zone" and the "4/3 Compatibility Zone".

Consequently **CANAL+ ADVERTISING** shall not be liable for the entirety of the message or the material delivered by the advertiser or its authorized representative.

## PAD (PRET A DIFFUSER) - **READY TO BE AIRED** : VIDEO





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## **CINEMA**

For pre-session spots in CanalOlympia theaters, the Buyer must send the advertising elements in DCP (Digital Cinema Package) format to **CANAL+ ADVERTISING** not later than 7 working days before the date of the first scheduled broadcast.

- Duration : 60 secondes maximum
- Format : 2048 x 1080 / 16 :9 / scope or flat
- Resolution : 2K
- Number of frames per second: 24i/s preferably
- Device : DCP (If not possible : .mov ou mp4 for conversion)
- Sound: dolby surround 5.1 (max7.1 possible)

## **DIGITAL**

For all websites edited by CANAL+, THEMA, CANALOLYMPIA and TRACE, the Buyer must send, at the latest 6 working days before the date of the first planned broadcast, the advertising elements

### I / CLASSICAL FORMAT IAB BANNERS

Technical specifications JPEG / GIF advertising formats

- A JPEG / JPG / GIF or PNG creation with IAB standards recommendations: 728x90 (Mega Banner), 320x50 (Mega Banner Mobile), 120x600 (Skyscraper), 160x600 (Mega Skyscraper), 300x250 (Medium Rectangle), 300x600 (Large Rectangle), 970x250 (Masthead), 1000x200 or 1000x260
- Redirection URL to program when clicking on the ad format
- 1x1 Tracking Pixel URL (optional)
- It is better to respect the HTTPS protocol. Source and click URLs must be prefixed with HTTPS: //

Technical specification HTML5 ad formats

- The following elements must be present in the creation:
- An HTML file named "index.html"
- The creation: image file (ex PNG), video file (ex MP4) ...
- A css file
- A javascript file

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If the HTML5 creative is served in a secure context, the created one and all the resources will have to be loaded in https. Check that all URLs in HTML5 are called in https.

- Creative weight (JPEG, GIF, and HTML) must not exceed 100KB

## II / SKIN FORMAT

- Size for the skin format: 1800x1000px, 1500x2120px or 1200x1000px
- Max file size: 200Kb
- Formats: JPG, JPEG and GIF
- Choose a background color
- Redirect URL to program when clicking on the creative

## III / INREAD

- Video MP4 or FLV with a weight less than 5MB
- Size: 16/9
- Video duration less than 20 seconds (recommended)
- Redirect URL

## IV / INSTREAM

- Video MP4 or FLV with a weight less than 5MB
- High quality video file that will be transcoded for optimal delivery across platforms.
- Video duration less than 20 seconds
- Redirect URL

Or

- Linear tag version VAST 3.0
- Video format : MP4