

## DISCOVERY ADDRESSABLE ADV

In anticipation of an adv campaign on Discovery channels it is necessary to provide the following information 5 days in advance:

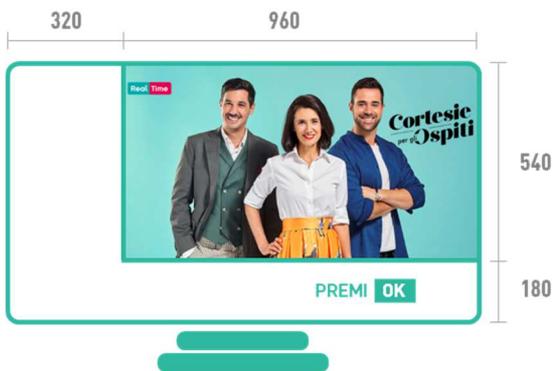
- CLIENT, PRODUCT, COPY
- PERIOD OF VALIDITY
- ADV FORMAT
- CHANNELS INVOLVED

Creativities must be delivered via Wetransfer at the following email address:

[addressabletv\\_creativity@discovery.com](mailto:addressabletv_creativity@discovery.com)

### TECHNICAL SPECIFICATIONS OF AVAILABLE ADV FORMATS

#### 1. LANNER



**This format uses the entire area of the screen creating a L-shaped frame**

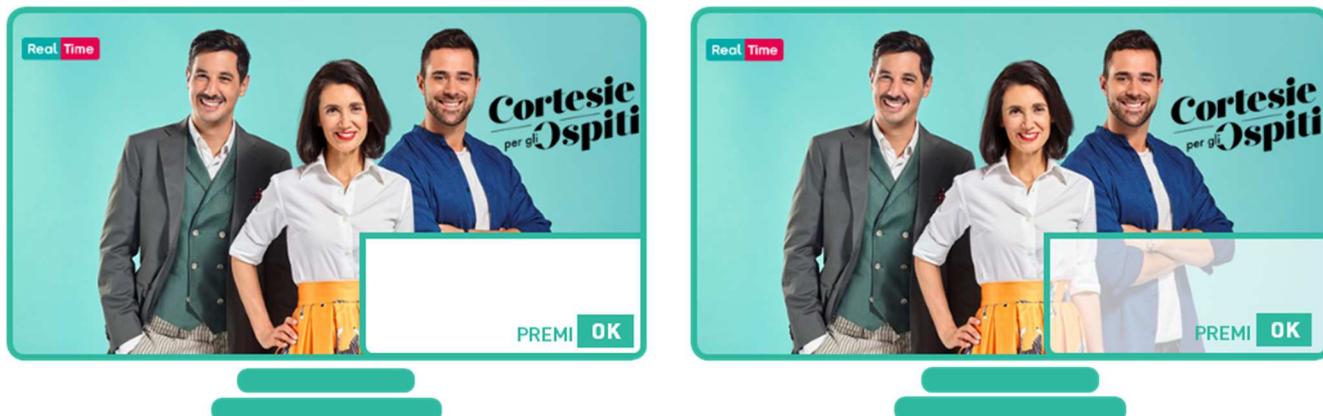
10'' duration, without interrupting the TV programme.

- It fills almost 40% of the screen surface while programme will be resized proportionally.

DATASHEET:

<b>Size</b>	1280x720, sizes of columns and rows as in the example
<b>Format</b>	PNG
<b>Max weight</b>	150 KB
<b>INTERACTIVITY</b>	CLICK TO: Insert the caption "premi OK" (by adding for example: "premi OK per guardare il video" in case of video; "premi OK per saperne di più" in case of landing page) in a clear and visible way

## 2. OVERLAY+ & FREESTYLE



### Elevator in the lower-right area of the screen

- 10'' duration, without interrupting the programme which remains full screen visible.
- The freestyle format allows the creation of customizable formats thanks to transparency and fading.

### DATASHEET:

<b>Size</b>	300x250 lower right, sizes of columns and rows as in the example
<b>Format</b>	PNG, GIF, JPG
<b>Max weight</b>	100 KB
<b>INTERACTIVITY</b>	CLICK TO: Insert the caption "premi OK" (by adding for example: "premi OK per guardare il video" in case of video; "premi OK per saperne di più" in case of landing page) in a clear and visible way

### 3. BIG BOARD



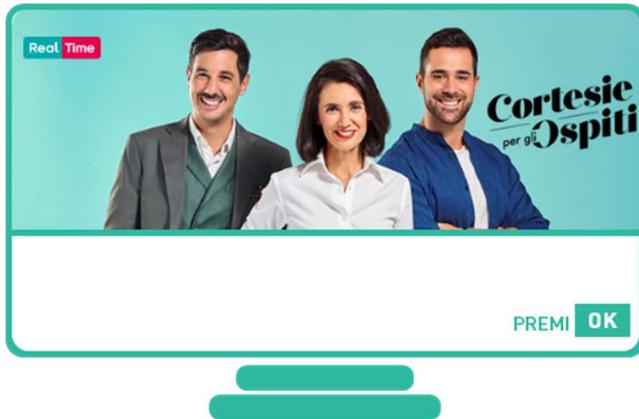
#### Elevator in the lower central area of the screen

- 10'' duration during the programme which remains full screen visible.
- Possibility of animation in the creative development of 10'' ADV format.

#### DATASHEET:

<b>Size</b>	750x100 bottom, sizes of columns and rows as in the example
<b>Format</b>	PNG, GIF, JPG
<b>Max weight</b>	100 KB
<b>INTERACTIVITY</b>	CLICK TO: Insert the caption "premi OK" (by adding for example: "premi OK per guardare il video" in case of video; "premi OK per saperne di più" in case of landing page) in a clear and visible way

## 4. MAXI BOARD



### Elevator in the whole lower area of the screen

- 10" duration during the programme which remains full screen visible, with lower area covered by the ADV format.
- Maximum impact for ADV communication and brand with the format occupying over 35% of screen surface.

### DATASHEET:

Size	1280x200 bottom, sizes of columns and rows as in the example
Format	PNG, GIF, JPG
Max weight	150 KB
INTERACTIVITY	CLICK TO: Insert the caption "premi OK" (by adding for example: "premi OK per guardare il video" in case of video; "premi OK per saperne di più" in case of landing page) in a clear and visible way

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## TECHNICAL SPECIFICATIONS OF INTERACTIVITY

**All ADV formats of the addressable commercial offer (Lanner, Big Board, Maxi Board, Overlay+, Freestyle) may be interactive. In case of a pre-existing on air campaign is it possible to convert the original materials in addressable formats.**

### 1A. CLICK TO VIDEO



Video content activation, fully screen viewed, without obligations or duration limits.

#### DATASHEET:

Size	1280x720 Full Screen
Format	MP4 (H.264/AAC)
Safe Area	5Mbit/s

### 1B. CLICK TO BRANDED VIDEO PLAYER



Video content activation inside a branded and customized frame.

#### DATASHEET:

Dimensione	Background: 1280x720 Video: 940x528
Formato	Background: JPG, PNG Video: MP4 (H.264/AAC)
Safe Area	5Mbit/s

## 2. CLICK TO MICROSITE



The Microsite is implemented for the specific ADV campaign and ad hoc customized based on brand, product or service. It can be a static landing page or an interactive microsite.

### DATASHEET:

<b>Size</b>	1280x720 Full Screen
<b>Format</b>	PNG, GIF, JPG
<b>Max weight</b>	Space of: 36px Top/Bottom, 128 px Left/Right

## 3. CLICK TO LANDING PAGE OR CAROUSEL



Full screen static image (Landing Page) or 2 or more full screen images in rotation (Carousel).

### DATASHEET:

<b>Size</b>	1280x720 Full Screen
<b>Format</b>	PNG, GIF, JPG
<b>Max weight</b>	Space of: 36px Top/Bottom, 128 px Left/Right

## RECAP TECHNICAL SPECIFICATIONS

Adv format	Data format	Size & Position	Weight	GIF Animation	Interactivity: click to
Lanner	PNG	1280x720 Full screen	150 KB	No	Yes
Overlay+ / Freestyle	GIF, JPG, PNG	300x250 Lower right	100 KB	Yes (Freestyle: 50% transparency; 50% opaque)	Yes
Big Board	GIF, JPG, PNG	750x100 Bottom	100 KB	Yes	Yes
Maxi Board	GIF, JPG, PNG	1280x200 Bottom	150 KB	Yes	Yes
Interactivity	Data format	Size & Position	Safe area	Note	
Video	MP4 (H.264/AAC)	1280x720 Full screen	Recommended bitrate 5 Mbit/s	No limits for duration of the video	
Branded Video	Background: JPG, PNG Video: MP4 (H.261/AAC)	Background: 1280x720 Video: 940x528	Recommended bitrate 5 Mbit/s	No limits for duration of the video	
Microsite	GIF, JPG, PNG	1280x720 Full Screen	Space of 36px top/bottom & 128px left/right	1. Use larger fonts than usually on web (18pt+) 2. Recommended font by HbbTv specifications: Tiresias / sans-serif	
Landing Page	GIF, JPG, PNG	1280x720 Full Screen	Space of 36px top/bottom & 128px left/right	1. Use larger fonts than usually on web (18pt+) 2. Recommended font by HbbTv specifications: Tiresias / sans-serif	
Carousel	GIF, JPG, PNG	1280x720 Full screen	Space of 36px top/bottom & 128px left/right	1. Use larger fonts than usually on web (18pt+) 2. Recommended font by HbbTv specifications: Tiresias / sans-serif 3. Simple and intuitive navigation: with clear indication of active items	