Addressable TV

Materials Required

1 HD master file to be delivered to M6 Publicité – M6 Channel.

Authorized delivery providers: *Digital delivery must comply with the technical standards specified on the respective platform.*

> Peach
> Adstream
> Nomalab

Authorized spot durations: 15s | 20s | 30s

Deadline for receiving technical assets: Minimum **5 business days** before the start of the campaign.

> ARPP approval: The spot must receive a favorable approval from the ARPP prior to broadcast. Please provide the **Pub ID** and/or the **ARPP approval number**.

Broadcast Instructions:

All information related to the advertising broadcast, including broadcast instructions (Pub ID, creative rotation, etc.) and technical material delivery details, must be communicated exclusively through **MyDiffTV**, the online platform dedicated to the exchange of this information and shared by all sales houses.

This platform is available free of charge. To ensure secure broadcast delivery and the proper processing of broadcast instructions, all information must be provided directly by the advertiser or its authorized representative, such as the media agency or the creative/production agency responsible for the campaign and registered with the ARPP.

Any broadcast instructions submitted through channels other than MyDiffTV will not be taken into account by **M6 Publicité.**