6Break

- 6Break
- 6Break Enhanced / Cinemagraph
- 6Break - other offers

6Break

Use the pause screen (6break) as a new advertising space to deliver a contextualized advertising message during pause moments.

> **Availability:**

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	OTT - Web, In App

> **Format contextualization:** The displayed message must be contextualized to a pause moment (example: “Melt into a LINDOR break”).

- **Adserver used:** GAM (Google Ad Manager)
- **Deadline for receiving technical assets:** 5 business days before the campaign launch
- **Expected formats**: JPG images + URL or PCC tracking links

Format produced by the client

Source PSD : TEMPLATE PSD

Deliverables:

Device	Format	Size	Weight	Type
MultiDevice	Horizontal	1920x1080	< 900Ko	jpeg

Format produced by M6 Unlimited

Deliverables:

- All creative elements separated in .psd format, logo(s) in .ai or .png
- Font files in .otf or .ttf format
- A creative brief including the copy, and if possible, an example of a digital advertisement
- The redirection URL
- A sentence related to a pause moment. Example: “Enjoy a pause moment to discover…”

Format Visual



6Break Enhanced / Cinemagraph

Use the pause screen to bring your product to life. Your product is enhanced through visual motion designed to capture the user's attention.

> **Availability:**

Direct campaign	Web
Programmatic deal	Web

- **Enhanced 6BREAK:** The visual animation is focused on the product itself.
- **Cinemagraph 6BREAK:** The animation enhances the storytelling around the product's usage.

Format produced by the client

- **Expected formats**: Video + URL or Trackings PCC

Source PSD : TEMPLATE PSD + example of 6Break Enhanced in .mp4 format

Video	Mpeg 4 extension .mp4
Codec	Vertical
Resolution	1920x1080
Ratio	16/9
Multiplexing	Program Stream
Bitrate	15 Mbps
Frame Rate / Scan	25 fps / Progressif
Audio Standard	No sound

Additional Notes	The animation must remain subtle and be limited to a maximum of two key animated elements. Loop format required, with identical first and last frames. No time limit.

Format produced by M6 Unlimited

Deliverables:

- All creative assets separated in .psd format, logo(s) in .ai or .png
- Font files in .otf or .ttf format
- A creative brief including the copy, and if possible, an example of a digital advertisement
- The redirection URL
- A sentence linked to a pause moment. Example: “Enjoy a pause moment to discover…”

Format Visual

6Break - other offers

6Break Swipe

> **Availability:**

Direct campaign	Web
Programmatic deal	Web

Using their mouse, the user can swipe across the screen to reveal a new version of your product.

Format produced by Massmotion

> For any requests regarding production or contact with MassMotionMedia, please contact the Marketing Innovation team at: marketing.innovation@m6.fr

PSD source file + deliverable examples: TEMPLATE PSD

Formats	Size	Weight	Type
Horizontal (2 images)	1920x1080	< 1Mo	jpg, png ou psd
Vertical Bar	Minimum height: 650 px	< 1 Mo	png ou psd

6Break Scan

> **Availability:**

Direct campaign	CTV

This format allows advertisers to deliver a contextualized message during a pause moment — a key opportunity to capture the user's attention and provide direct access to your website or app via a QR code.

> The 6BREAK SCAN uses the **same technical specifications as the standard 6BREAK format**, but is exclusively available on CTV.

6Break Shopping

> **Availability:**

Direct campaign	4 screens - Web, In App, CTV
Programmatic deal	OTT - Web, In App

This format encourages purchasing during the key pause moment, offering an ideal opportunity to capture the user's attention and enable one-click purchases via a direct product link on M6+.

> The 6BREAK SHOPPING uses the same technical specifications as the **standard 6BREAK format**, enabling seamless purchases through **QR code scanning (CTV) or direct click-through on OTT**.

6Break Green

> **Availability:**

Direct campaign	Web
Programmatic deal	Web

The 6BREAK GREEN format allows advertisers to communicate on screens dedicated to products with a lower environmental impact, based on criteria validated by ADEME.

This initiative helps consumers more easily identify responsible brands — a major challenge considering that 31% of French consumers find it difficult to identify such brands (-7 points vs. 2019, study "Le temps des marques responsables – 2020 ").

> The 6BREAK GREEN uses the same technical specifications as the **standard 6BREAK format.**

6Break Gaming

Availability:

Direct campaign	Web
Programmatic deal	Web

Take advantage of the pause screen to offer a game in your brand's image.

Format produced by Massmotion

For any introductions regarding creation or contacts with MassMotionMedia, please reach out to the Marketing Innovation team at the following address: marketing.innovation@m6.fr

Deliverables:

- Video in 1920x1080
- Logo
- Claim
- Font
- HD Background Image
- Cut-out elements if they wish to use them for the game buttons...
- And any image or text element they wish to see appear in the skin