

Video

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Direct Video

General Information

- **Adserver used:** MRM Freewheel
- **Deadline for Receiving Technical Assets:** up to **5 business days** before campaign launch
- **Mandatory Clearance Procedure Before Broadcast:** All advertising films broadcast on the M6 Group's Audiovisual Media Services on Demand (SMAd) must undergo the ARPP clearance procedure prior to airing. For more information: www.arpp.org
- Asset Delivery: : **NOMALAB only for the VOL part** : free of charge : <https://m6unlimiteddigital.nomalab.com/> > [Follow the tutorial](#)
- **Language** : Please include subtitles for any non-French voiceover.

Accepted Tracking Types

WEB - Desktop/Webmobile	InApp - Application IOS / Android	CTV
VPAID / VAST / PCC	VAST / PCC	Pixel only

Required Video Specifications

Video Format	MPEG-4 (.mp4 extension)
Codec	H.264/AVC
Resolution	1920x1080
Aspect Ratio	16/9
Multiplexing	Program Stream
Bitrate	15 Mbps
Frame Rate / Scan Type	25 fps / Progressive

Required Audio Specifications

Codec	AAC
Channel	Stereo
Sampling Rate	48Khz

Bitrate	>=128Kbps
Loudness Standard	EBU R128
Programme Loudness	-23LUFS ±0.5 LU
Maximum True Peak Level	−1 dBTP

Reference document audio standard recommendations: [CST RT 040 TV v1.2 2016](#)

Audio technical specification document: [EBU R128](#)

ARPP approval with mandatory Pub ID required. The ARPP certificate confirming approval for broadcast must be provided.

Détails VAST / VPAID Redirect Details

IAS VPAID (compatible only on Desktop / Web Mobile). **No blocking mode**

Resolution / Bitrate variants required within the VAST/VPAID

- 640x360 / 800 Kbps
- 720x404 / 1,2 Mbps
- 960 x 540 / 2,1 Mbps
- 1280x720 / 3,15 Mbps

Programmatic Video

Video Formats

	WEB - Desktop / Webmobile	INAPP - Application IOS / Android	CTV	
VPAID <i>No blocking mode</i>	YES	NO	NO	
Wrapper	YES (3 max)	YES (3 max)	YES (3 max)	
Resolution & Bitrate	640x360 / 800 Kbps 720x404 / 1,2 Mbps 960x540 / 2,1 Mbps 1280x720 / 3,15 Mbps	640x360 / 800 Kbps 720x404 / 1,2 Mbps 960x540 / 2,1 Mbps 1280x720 / 3,15 Mbps	960x540 / 2,1 Mbps 1280x720 / 3,15 Mbps 1920x1080 / 7 Mbps	
Size limit	4 Mo	2 Mo	20 Mo	

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General Recommendations

VAST versions

Supported VAST versions (blocking mode not supported): VAST 2.0 (recommended) / VAST 3.0 / VAST 4.0

Mediafile types:

MP4 (type: video / mp4) / VPAID JavaScript (type="javascript" apiFramework="VPAID")
Desktop & WebMobile ONLY

Not Supported : Flash video (type="video flv") / VPAID Flash (type="application/x shockwave flash" apiFramework = "VPAID")

Player Skin / Enhanced Player

Enhance the impact of your advertising spot with an immersive skin format that displays a visual environment around your video throughout its duration. This clickable and engaging format delivers an enriched experience, capturing your audience's attention while maximizing interactivity.

Availability:

Direct Campaign	4 screens- Web, In App, CTV
Programmatic deal	4 screens- Web, In App, CTV

The Player Skin consists of a video ad and a background image. The delivery file is a video asset that can run across all 4 screens and be integrated into a redirect.

Format produced by the client

- **Template After Effects to use :** <https://cloud.m6.fr/index.php/s/bn9vAeZBLLMI4bw>
- **Deliverable:** 1920x1080 video following the [video technical specifications](#).
- **Tracking :** Redirect (OTT) or Pixel + CC
- **Deadline for receiving technical assets:** 3 business days before the project goes live

Format produced by M6 Unlimited

Deadline for receiving technical assets : 10 business days before the project goes live

Delivery process: Coordination arranged by the sales contact with the M6 U team

Deliverables: Please provide all graphic assets in high definition (if assets are assembled, deliver them in PSD format), along with all information required to create the background design (brief, logos, fonts, text messages, etc.).

- **Video :** Format 16/9 MP4
- **Creative assets:** separated PSD files, logo(s) in .ai ou .png format
- **Fonts:** .otf ou .ttf format
- **Creative brief:** including text content and an example of a digital advertisement
- **Redirect URL redirection**

Format Visual



Un paquet de bonnes choses

Gourmand • Réduit en sucres* • Fabriqué en France**



Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr

*30% de sucres par rapport à la moyenne des biscuits du marché. **Germe de blé et chocolat origine UE, cacao origine non UE.

M6+ Exclusive

M6 Publicité offers advertisers a premium advertising environment designed to stand out positively with the M6+ audience.

Take over all M6+ IPTV pre-rolls for 2 hours during the peak viewing slot (9:00 PM - 10:59 PM).

Format available every day except Thursday.

Availability:

Direct campaign	CTV
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Spot structure

1. Contextualized Pre-Spot

A static image format introducing the advertising concept to viewers. The objective is to highlight that the advertiser is “offering” viewers a more premium advertising experience with reduced ad pressure.

2. Advertiser Spot annonceur

The pre-spot production is managed by M6 Publicité..

Format structure : Image highlighting the product or service featured in the advertiser’s spot + advertiser logo + introductory text

Text example : « “With Lacoste, enjoy a reduced commercial break.” (The bolded wording is mandatory on the creative.)

Display duration : 5sec

Deadline for receiving technical assets: 10 business days before the project goes live

Deliverables: All graphic assets in high definition, along with all information required to create the background (brief, logos, fonts, text messages, etc.)

- **Visual :** 1920x1080 in .jpg format or .psd format (with separated layers/elements)

- **Fonts:** .otf or .ttf format
- **Creative Brief**
- **Spot :** 1920x1080 video following the video technical specifications
- **Technical assets deadline :** 10 business days before the project goes live

Voting Skin

Offer an interactive and participatory experience by inviting users to vote during the broadcast of the advertising spot. Once the vote is submitted, users can instantly view the voting results in real time, increasing audience engagement.

This innovative format creates genuine interaction between your brand and its audience.

Availability:

Direct campaign	Web
Programmatic deal	Web

General Information

- **Format :** Users can vote between two teams during a video. Once the vote is submitted, the results are displayed.
- **Placement:** Around a VPAID preroll.
- **Closing Behavior:** The format closes automatically at the end of the video.

Format produced by Massmotion

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

Deliverables:

- **PSD Desktop :** 1920x1080 respecting the [PSD safe zones](#)
- **Video :** 1920x1080 / .MP4

Shopping Roll

The carousel will consist of a maximum of 5 product cards, each including a square visual, a product name, a price, a CTA, a dedicated redirect URL, and an optional crossed-out discounted price.

Availability:

Direct campaign	Web, CTV
Programmatic deal	Web, CTV

The IPTV format is a standard MP4 video featuring the product display, adapted from the desktop format and produced by the provider.

Format produced by Massmotion

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

Deliverables:

- **Video** : 1920x1080 MP4 following [the video technical specifications](#).
- **Product listing** : A table containing the different products to be highlighted. This table must follow these specifications:
 - **File format**: CSV
 - **File delimiter**: Semicolon
 - **Content** : See table below
 - **Availability**: The CSV file must either be hosted and its URL provided to us, OR supplied together with the video and each time it is updated
- **Specs and preview** : <https://cloud.m6.fr/index.php/s/Ps0KupgA3KZrOoR>
- **Deadline for delivery of technical assets**: 5 business days before the campaign goes live

The table below outlines the different attributes required for each product:

Attribute	Definition	Mandatory / Optional	Expected Values
Product Name	Enter the name of the product you wish to promote	Mandatory	Text

Attribute	Definition	Mandatory / Optional	Expected Values
Product Price	Enter the product price, with two decimal places	Mandatory	Currency
Discounted Price	Enter the new price if there is a discount on the main price	Optionnal	Currency
Product Image	Upload an image of the product (300KB max per image)	Mandatory	JPG or PNG
Product Redirect URL	Enter the redirect URL to the product page on your website	Mandatory	Hyperlink

6Scan

Immerse viewers in your brand universe and help them envision how to use your product.

With the integration of a QR code overlay on your TV commercial, the 6SCAN range offers a wide variety of options and is available in five versions: Shopping, Augmented Reality, Sampling, Nutriscore, Filter, Labels, and Bot.

Availability:

Direct campaign	CTV, TVS
Programmatic deal	CTV, TVS

List of 6SCAN formats:

- 6SCAN Sampling
- 6SCAN Filter
- 6SCAN Augmented Reality
- 6SCAN Shopping
- SCAN Nutriscore
- 6SCAN BOT
- 6SCAN Labels

CTV	
1920 x 1080 px - 250 ko max	Warning: advertiser logo must NOT appear The “ADVERTISEMENT” banner is mandatory on all formats (see .psd)
	Deliverable including advertiser logo presence + QR Code The “ADVERTISEMENT” banner is mandatory on this format.

TVS

Advertiser logo (.ai or .png)
Call-to-action sentence with a promise (for QR Code interaction) > The message must be clear, compelling, and explicit
Brand guidelines (background color of the overlay, totem color, etc.)
TV spot cleaned of health warnings, legal notices, or sector-specific mentions*
Health warnings, legal notices, or sector-specific mentions* provided in a separate document

Required elements for the TV spot	
IMAGE	Full HD (1920x1080) at 25fps (progressive or upper field first)
CODEC	Apple ProRes 422 HQ, MXF OP1a XDCAMHD 50, or any other MASTER or BROADCAST format
SON	• Stereo / 16 or 24 bit / 48kHz • EBU R128 compliant mix (-23 LUFS)
STRUCTURE	• Timecoded at 01:00:00:00 • File name must match the PubID format (FR_xxxx_xxxx_xxxx_XXXX_XXX_F_HD)
ARPP APPROVAL	MANDATORY > Please send us the favorable ARPP approval along with the spot

Legal Notices

1. Health Notices:

- « Pour votre santé, mangez au moins cinq fruits et légumes par jour »
- « Pour votre santé, pratiquez une activité physique régulière »
- « Pour votre santé, évitez de manger trop gras, trop sucré, trop salé »
- « Pour votre santé, évitez de grignoter entre les repas »

2. Energy :

- « L'énergie est notre avenir, économisons-la ! »

3. Mobility :

- « Pour les trajets courts, privilégiez la marche ou le vélo #SeDéplacerMoinsPolluer »
- « Pensez à covoiturer #SeDéplacerMoinsPolluer »
- « Au quotidien, prenez les transports en commun #SeDéplacerMoinsPolluer »

6Selector

This interactive and clickable format allows users to choose which advertising spot they want to watch from among three creatives from your brand. Thanks to the multi-choice feature, you can personalize your communication and deliver more targeted and engaging advertising.

Availability:

Direct campaign	Web
Programmatic deal	Web

Format produced by Massmotion

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

Specs, preview, and MassMotionMedia control PSD are [available here](#).

- **Deadline for delivery of technical assets:** 5 business days before campaign launch
- **Trackings** : Pixel + CC

Deliverables:

Elements	Format
Background image	PSD format (including logo, wording, CTA, visuals, etc.)
Video player waiting screen	PSD format (including logo, wording, CTA, and 3 selectable video thumbnails, etc.)
3 videos	• HD in 1920x1080px • 30 sec maximum

EP1 Tremplin

This format provides a smooth and contextualized transition designed to give an extra boost to the first advertising spot in the ad break. This strategic integration highlights the advertiser in the opening position, immediately capturing viewers' attention.

Thanks to a personalized jingle, the EP1 Tremplin format maximizes the visibility and ad recall of the commercial. This customization strengthens the impact of the message by creating an instant connection with the audience from the very beginning of the advertising sequence.

Availability:

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

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16:9 MP4 format, following [the video technical specifications](#).
- **Creative brief:** For the requested jingle (otherwise, proposals can be provided)

Tremplin Horaire (time slot)

Associate your campaign with a key moment of the day thanks to a 5-second jingle broadcast before your commercial. We recommend a time slot of at least 2 hours to ensure a sufficient number of impressions..

All time slots are recommended except nighttime hours (from 12:00 AM to 7:00 AM), due to lower audience levels during this period.

This format offers a smooth and contextualized transition, maximizing the impact and memorability of your advertisement. Give your commercial a new boost on M6+ by making it unmissable at the right moment.

Availability:

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

Format produced by M6 Unlimited

Deliverables:

- **Video:** 16:9 MP4 format, following [the video technical specifications](#).
- **Creativ brief:** For the requested jingle + commercial (otherwise, proposals can be provided)
- **Creative assets:** Logo in vector or high-definition format