

M6+

- [Video](#)
 - [Direct Video](#)
 - [Programmatic Video](#)
 - [Player Skin](#)
 - [M6+ Exclusive](#)
 - [Shopping Roll](#)
 - [6Scan](#)
 - [6Selector](#)
 - [Tremplin](#)
 - [Loading Ad](#)
 - [Hack6](#)
 - [M6+ Audio](#)
 - [Screen+](#)
- [6Break](#)
 - [6Break](#)
 - [6Break Enhanced / Cinemagraph](#)
 - [6Break - other offers](#)
- [PreHome](#)
 - [Static PreHome](#)
 - [Video PreHome](#)
 - [PreHome Reveal](#)
 - [PreHome Reveal Vidéo](#)

Video

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	

Required Video Specifications

Video Format	MPEG-4 (.mp4 extension)
Codec	H.264/AVC
Aspect Ratio	16/9
Multiplexing	Program Stream
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

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

Classic / Augmented Skin

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



Wallet Skin

Transform your spot into a useful and instant experience. While your ad is playing, the skin invites the user to take action: scan, discover and add your promotional offer directly to their Wallet, with a simple scan..

Availability:

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

Format produced by Adways:

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

Deliverables:

- Full HD 1080p video .mp4 H264 AAC
- Full HD 1080p video .mp4 H264 AAC (without disclaimer)
- Native file(s) (PSD)
- Source images (HD, EPS, SVG) — (packshots in different colors, logo, label, etc.)
- Wording in .txt format (skin text, legal/commercial disclaimers)
- Legal disclaimer with economic value, included in the skin (.txt)
- Typography toolkit
- If certain words in the copy are in French, please send us the English version
- Call to action inviting users to scan the QR code
- Redirect URL

Animated Skins

Voting - Color Selector - Tir au but - Gaming - Scraper

Offer an interactive and participatory experience by inviting users to vote while the advertisement is playing. They can then discover the voting results in real time, further strengthening their engagement.

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

Availability:

Direct Campaign	Web
Programmatic deal	Web

General Information

- **The format:** Ability to vote between two teams during a video. Once voted, the results appear.
- **The placement:** Around a VPAID preroll.
- **Closing:** The format closes at the end of the video.

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: 1920x1080 / .MP4
- Logo
- Claim
- Fonts: .otf or .ttf format
- HD Background Image + any element, image or text to be featured in the skin
- Creative brief: with copy and an example of a digital advertisement
- Redirect URL

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

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
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Product Name	Enter the name of the product you wish to promote	Mandatory	Text
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

Tremplin

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

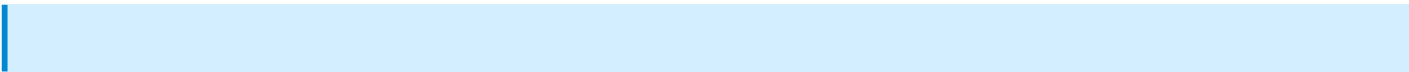
Deliverables:

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

EP1 Tremplin PLUS

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

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



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 video technical specifications
Creative brief: for the desired jingle + spot (otherwise, we can make suggestions)
- **Creative assets:** Logo, vector or high-definition format
- Product visuals, reference visuals, backgrounds, typography, graphic guidelines → anything that can feed into the creative work

Tremplin Horaire (time slot)

**Give your ad spot momentum by associating it with a key moment of the day.
Align yourself with a key moment of the day by adding a 5-second jingle before your spot on M6+.**

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 video technical specifications
- **Creative brief:** for the desired jingle + spot (otherwise, we can make suggestions)
- **Broadcast context:** examples → breakfast, afternoon snack, daylight saving time change, apéritif
- **Creative assets:** Logo, vector or high-definition format
- Product visuals, reference visuals, backgrounds, typography, graphic guidelines → anything that can feed into the creative work

EP1 Tremplin Horaire (time slot)

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

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

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 video technical specifications](#)
- **Creative brief:** for the desired jingle + spot (otherwise, we can make suggestions)
- **Broadcast context:** examples → breakfast, afternoon snack, daylight saving time change, aperitif
- **Creative assets:** Logo, vector or high-definition format
- Product visuals, reference visuals, backgrounds, typography, graphic guidelines → anything that can feed into the creative work

Loading Ad

Capture attention by customizing the progress bar of your ad spot in your brand's colors.

Availability:

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

General Information

- **The concept :** The Loading Ad transforms the progress bar of your advertising spot on M6+ into a branded communication space. Rather than enduring the loading time, the user experiences it as a brand moment — informed of the exact duration of the ad, they are pleasantly surprised and their engagement is enhanced as a result.
- **Availability:** Static or animated version.

Format produced by M6 Unlimited

Technical assets reception deadline: 10 business days before the project goes live.

Delivery: Introduction by the Sales Contact to the M6 U team.

Deliverables: Please provide all graphic elements in high definition (if elements are assembled, deliver them in PSD) and the necessary information for the background creation (brief, logos, fonts, text messages...).

- Ad spot 1920x1080 with a favorable ARPP clearance
- Hex color code for the progress bar
- HD image/graphic element that will progress along the playback bar — .psd or .png

Hack6

Hack the M6+ platform for an event-driven and immersive brand statement.

Availability:

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

General Information

- **The concept:** Hack6 is an innovative video format that playfully hijacks the M6+ interface to create a total surprise effect. The user believes they are returning to the platform's home page, only to discover your ad spot, seamlessly integrated into this familiar environment. This trompe-l'œil mechanic captures attention at the moment it is most relaxed, delivering an event-driven, immersive, and impossible-to-ignore brand statement.

Format produced by M6 Unlimited

Technical assets reception deadline: 10 business days before the project goes live.

Delivery: Introduction by the Sales Contact to the M6 U team.

Deliverables: Please provide all graphic elements in high definition (if elements are assembled, deliver them in PSD) and the necessary information for the background creation (brief, logos, fonts, text messages...).

- Ad spot 1920x1080 with a favorable ARPP clearance
- All creative elements separated in .psd format
- Logo(s) in .ai or .png
- Animated elements in alpha/on transparent background
- Font(s) in .otf or .ttf format
- If possible → music only & sound design of the spot
- A creative brief
- The redirect URL for information on the redirect graphic design

M6+ Audio

Transform your audio spot into a visual experience on M6+

Availability:

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

General Information

- **The concept:** M6+Audio combines your audio message with a clickable display overlay, broadcast within the M6+ video stream. Audio captures attention where visuals alone are no longer enough, particularly during passive or multi-screen usage, while the instream visual ensures a continuous and clickable brand presence. The format is broadcast within short programs of less than 15 minutes, providing a quality editorial context and enhanced memorability.

Format produced by M6 Unlimited

Technical assets reception deadline: 10 business days before the project goes live.

Delivery: Introduction by the Sales Contact to the M6 U team.

Deliverables: Please provide all graphic elements in high definition (if elements are assembled, deliver them in PSD) and the necessary information for the background creation (brief, logos, fonts, text messages...):

- Audio: in .wav, Loudness standard -23LUFS (EBU R128), stereo, 24-bit
- Font(s) in .otf or .ttf format
- All creative elements separated in .psd format + logo(s) in .ai or .png
- A creative brief with copy, and if possible, an example of a digital advertisement
- The redirect URL for information on the redirect graphic design

Screen+

Enjoy total and exclusive visibility in the first position on the M6+ Home Page for 24 hours on CTV, with Screen+.

Availability:

NON AD-SERVED FORMAT

CTV

General Information

- **The concept:** Screen+ is displayed in the first position on the M6+ Home Page as soon as the application is opened, before the user even begins to browse. Your brand occupies this placement exclusively for 24 hours, across all connected television screens (IPTV and Smart TV). A format that integrates naturally into the user journey, seamlessly, at the moment when their attention is at its highest.

Format réalisé par M6 Unlimited

Technical assets reception deadline: 10 business days before the project goes live.

Delivery: Introduction by the Sales Contact to the M6 U team.

Deliverables: Please provide all graphic elements in high definition (if elements are assembled, deliver them in PSD) and the necessary information for the background creation (brief, logos, fonts, text messages...):

- Ad spot 1920x1080 with a favorable ARPP clearance
- Logo in .ai or .png
- Visual in 1920x1080 .jpg / .psd (with separated elements)
- Typography in .otf or .ttf
- Creative brief + copy
- The video title (ideally 40 characters - maximum 55)

6Break

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

PHILIPS
OneBlade





TAILLEZ



STYLISEZ



RASEZ

**PHILIPS ONEBLADE.
UNE LAME POUR TOUS
VOS BESOINS.**

FAITES UNE PAUSE

LAME 360



MARQUE PRÉFÉRÉE
des Français

PHILIPS
tondeuse, rasoir
et epilateur électrique

PUB

*Etude OpinionWay 1001 répondants - 14 et 2025 catégorie rasoirs, tondeuses et epilateurs électriques

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
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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

PreHome

Static PreHome

Display your brand presence as soon as users arrive on M6+ by standing out at the heart of the platform the moment they connect.

This immersive and clickable format allows you to instantly capture attention and engage your audience from the very first moments.

Availability:

Direct campaign	4 screens - Web, In App, CTV
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- **Ad server used:** GAM (Google Ad Manager)
- **Deadline for receiving technical assets:** 5 business days before campaign launch
- **Expected formats:** Images JPG + URL or Trackings PCC

Format produced by the client

PSD source file : [TEMPLATE PSD](#)

Deliverables:

Platform	Format	Size	Weight	Type
Web Responsive / CTV	Horizontal	1920x1080	< 700 Ko	JPG
InApp Mob-Tab	Vertical Tablet	1536x2048	< 700 Ko	JPG
	Horizontal Tablet	2048x1536	< 700 Ko	JPG
	Vertical Mobile	738x1473	< 700 Ko	JPG

Format produced by M6 Unlimited

Technical asset delivery deadline: 10 business days before the project goes live

Delivery process: Introduction coordinated by the sales contact with the M6 U team

Deliverables: Please provide all graphic assets in high definition (if assets are assembled, they must be delivered in PSD format) along with all necessary information for the background creation

(creative brief, logos, fonts, text messages, etc.).

- 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

Format Visual



Video PreHome

Enhance your advertising creative on the M6+ interface by standing out as soon as the user arrives. Immerse your audience in your brand universe through an immersive format that seamlessly integrates your advertising spot, capturing attention from the very first moments.

Availability:

Direct campaign

4 screens - Web, In App, CTV

- **Ad server used:** GAM (Google Ad Manager)
- **Deadline for receiving technical assets:** 5 business days before campaign launch
- **Expected formats:** Images JPG + Video + URL or Trackings PCC

Format produced by the client

PSD source file : [TEMPLATE PSD](#)

Deliverables:

Device	Format	Size	Weight	Type	Remarque
Web	Horizontal	1920x1080	200 Ko	JPG	Large screen size
		1024x576	90 Ko	JPG	Large screen size
InAPP	Vertical Mobile	738x1473	400 Ko	JPG	Video player area positioned in the center occupying 1/3 of the format - landscape mode displays video only
	Vertical Tablette	1536x2048	400 ko	JPG	
CTV	Horizontal	1920x1080	900 Ko	JPG	
Video	Same technical specifications as 16:9 pre-roll formats				

Format réalisé par M6 Unlimited

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

Delivery process: Introduction coordinated by the sales contact with the M6U team

Deliverables: Please provide all graphic assets in high definition (if the assets are assembled, they must be delivered in PSD format) along with all information necessary for the background creation (creative brief, logos, fonts, text messages, etc.)

- The video/spot in 16:9 .mp4 format
- 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

Format Visual

PreHome Reveal

Offer a playful and engaging experience that captures the user's attention as soon as they arrive on M6+. Stand out on the platform by showcasing your brand presence and invite users to scratch or reveal an area through interaction, uncovering a new personalized message and creating an immersive, dynamic experience.

Availability:

Direct campaign	Web
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- **Ad server used:** DFP (Google / Doubleclick)
- **Deadline for receiving technical assets:** 10 business days before campaign launch
- **Tracking :** Pixel & ClicCommand accepted
- **Interaction:** Move the mouse or finger across the screen to erase the first message and reveal a second one
- **Closing behavior:** Click on the "Access M6+" button on desktop or the "CLOSE" cross on tablet and mobile
- **Delivery contact:** adops@m6.fr

Format produced by the client

PSD source file: [TEMPLATES PSD](#)

Deliverables:

Device	Visual	Resolution	Weight	Type
WEB • Desktop • WebMobile responsive	Teaser	1920x1080	< 350 ko	JPG
	Reveal			
	Teaser	800x1200	< 150 ko	
	Reveal			
	Custom cursor	300x300	< 100 ko	PNG / GIF

- Interaction: Move the mouse or finger across the screen to erase the first message and reveal the second one.
- Closing behavior: Click on the “Access M6+” button on desktop or the “CLOSE” cross on tablet and mobile.

All creatives must be saved in progressive mode (option available in Photoshop when exporting)

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

PreHome Reveal Vidéo

A full-screen takeover through an immersive, clickable, and interactive format offering a playful experience that reveals your storytelling. The user is invited to scratch/reveal an area of the image to discover your video spot.

Availability:

Direct campaign	Web
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- **Ad server used:** DFP (Google / Doubleclick)
- **Deadline for receiving technical assets:** 10 business days before campaign launch
- **Tracking :** Pixel & ClicCommand accepted

Format produced by Massmotion

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

Deliverables:

Device	Visual	Resolution	Weight	Type
WEB • Desktop • WebMobile responsive	Teaser	1920x1080	< 350 ko	JPG
	Reveal			
	Teaser	800x1200	< 150 ko	
	Reveal			
	Custom curseur	300x300	< 100 ko	PNG / GIF
Video		1920x1080	< 4Mo	MP4