

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

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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
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